

(Golf & Fight for Dollars continued)

Conversely, private clubs will have some difficulty in the coming years recruiting or retaining members. With the growing presence of high quality public facilities, potential club members find it hard to justify the up front and continued expense of membership when suitable daily fee facilities exist. These facilities will need to market themselves with all aspects of the club, with added swimming, health and fitness facilities; varied food and beverage marketing and more targeted business networking. Further, these clubs may need to open the door to outside revenue producers like golf outings, weddings, banquets or other income producers in an effort to sustain the changing market conditions. Those clubs that are foresighted and creative in a demanding marketplace will be able to keep their private status.

This challenge is within public and daily fee golf also. High end golf development growth is moderating, while established facilities, with no record of improvement, are pumping thousands, or even millions of dollars to implement or redo irrigation systems, renovate greens, tees, fairways, install extensive landscaping and expand clubhouses. Fortunately, or unfortunately, traditional stereotypes of golf are melting while the industry expands. Whether or not this is positive for the game, expectations are changing. The average golfer now has access to a variety of upscale and affordable courses from the architects that brought you PGA West, Muirfield Village, Haig Pointe, Wild Dunes and Kemper Lakes. Unquestionably, established facilities must be ready to meet this quality expectation challenge.

MAGCS, GCSAA, and Golf "Birdies and Bogeys"

Birdie: To Roger Stewart, CGCS, for the outstanding efforts of he and his staff in presenting Stonebridge to the PGA Senior Tour and the rest of the world. Lookin' Real Good Rog!!

Birdie: To Ken Lapp, CGCS, and his dedicated staff for the outstanding presentation and conditioning of Dubsdread for the Western Open. Next - the U.S.G.A. U.S. Open?????? Nice job Ken!!

Birdie: To CDGA President Ray Zanarini and his proactive stance toward the cause, concerns, and activities of today's Golf Course Superintendent.

Birdie: To the MAGCS Arrangements Committee for an outstanding family and fun offering at the August 5 MAGCS outing at the Kane County Cougars game. You miss it - YOU LOSE!! Fun is paramount; Baseball incidental ...

Birdie: In a buggy season ... to "Merit".

Bogey: To apple scab, honey locust bug, Japanese beetles, aetinius you know whats, heat, hot heat, hotter heat, and well ... you get the picture. This summer in general ...

Bogey: To the stimpmeter, Double bogey to the stimpmeter!!!



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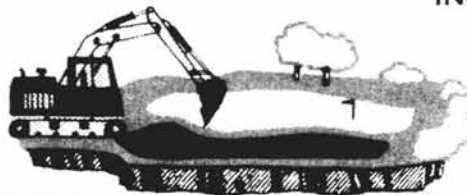
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