MANAGEMENT

New publication tracks trends in daily fee, resort management

Golf course managers and operators take heed: A recent publication warrants your attention.*Trends in Resort and Daily Fee Golf, 1992 Edition* is a statistical review incorporating operating and financial data on approximately 100 daily fee, resort and semi-private golf courses throughout the United States. The data used in this edition was compiled from the year ending Dec. 31, 1991.

This publication is designed as a reference and management/ operational aid for golf course operators and others in the golf industry. It shows results in the following categories: revenue per round, average income and expenses, golf course maintenance expenses, maintenance costs per hole, and average expense variations 1991 vs. 1990.

The results are reported by region and by type of course: resort, daily fee, semi-private. Pannell, Kerr, Forster, an international consulting firm, worked with the National Golf Course Owners Association (NGCOA) in developing the survey, collecting the results and putting together the report.

According to Mike Hughes, executive director of the NGCOA: "It details the actual financial results of a large number of daily fee operations. Now for the first time a golf course operator can compare their operations with others, both on a national and regional basis."

This report, especially when used with the NGCOA's Uniform System of Accounting for Daily Fee and Resort Golf Courses, allows the direct comparison of financial information between operations.

The Uniform System encourages the uniform categorization of revenues and expenses, plus the uniform presentation of financial statements to maximize the management information available to the operator. Most large and many smaller operators have already adopted the system.

The *Trends* report sells for \$50 to members of the NGCOA, \$75 to non-members. The *Uniform System of Accounting for Daily Fee and Resort Golf Courses* sells for \$20 to members, \$30 to nonmembers. To order either, call 1-800-933-4262.

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men are former golf course maintenance professionals who have bought Toro HydroJect Aerators.

"I've got 10 to 15 golf courses lined up for June, July and August," said Riesenberg, former head superintendent at Cincinnati's Hyde Park Country Club. "Superintendents seem to like it better every time I do their courses. A lot of people who signed up for one visit this year are asking me to come back three times next year."

Both men have an assistant. Riesenberg said he can do 18 greens in as little as 14-1/2 hours. Marshall said he has done 15 greens in a single day, but prefers to do no more than nine because of the distances he must travel and set-up time.

Marshall charges 1.5 cents per square foot. Riesenberg's squarefoot rates vary from 0.8 cents 1.25 cents, depending on the total area.

Both men do their own maintenance on the machines to hold down costs and reduce down time. "You have to replace the water filters every 25 to 30 hours," Riesenberg said. "They cost about \$15 apiece. I've learned to bring along a couple of extras just in



Peter Marshall and his trusty, portable HydroJect.

case something goes wrong. The biggest problem can be the quality of water you pump out of the lake to use in the machine."

Both men want to expand their operations. Marshall would like to buy a second machine. Riesenberg hopes to add deep-tine aeration to his HydroJect services.

"The only thing I wish is that I'd started marketing last fall when courses were setting their budgets rather than waiting until January," Riesenberg said.

While golf courses are their primary customers, the two have found other clients as well.

Bowdoin College in nearby

Brunswick has contracted with Marshall to service its football field. The University of Maine was planning to monitor Bowdoin's results and could sign up as well, Marshall said. Several Portland CC members with oceanside homes have asked Marshall to aerate their lawns. He has also done lawn bowling and croquet fields.

Riesenberg said he has likewise serviced lawns and athletic fields.

As for Marshall, you'll probably find him draining long putts on those lush Maine greens when retirement beckons 10 years down the road.

When it comes to covering a lot of ground, the competition isn't the only thing