

## PGA seeks new standards for golf pros

By MARK LESLIE

PORT ST. LUCIE, Fla. — There are no industry standards for golf pros, and PGA Golf Properties Inc.'s senior director of operations would like to solve that problem.

"The golf industry is one of the major leisure-time industries in the country. But it's run pretty much as a cottage industry," said Marty Kavanaugh from the PGA's new home golf course here. "Everybody's doing something a little bit differently. We [at PGA Golf Club at The Reserve] would like to develop some definable industry standards."

Standards would speak to such questions as: What should be the average number of employees for a 12-month season at a public facility's golf shop? What is the average golf ball loss at a driving range in a season? What is the optimum labor for a 36-hole facility — how many full-time and part-time?

"The answer is: Nobody has these figures," said Kavanaugh,

the 1992 PGA Golf Professional of the Year, national education chairman in 1992-93 and national Bill Strausbaugh Award Winner for work in club relations in 1989. "PGA Golf Properties wants to embody all the knowledge necessary to run any kind of golf operation... We can gather that information through the operation of our own properties and we can test new concepts."

Hands-on handling activities at The Reserve is Bill Cioffeletti,

who was the 1992 Golf Professional of the Year for the Southwestern Chapter South Florida PGA and 1993 Merchandiser of the Year for South Florida PGA.

Saying that some of the PGA pros who visit The Reserve "will come down here with a critical eye," he said: "That's okay. It's their facility. We want their input."

"But we're not interested in doing anything that cannot be replicated throughout the country. If it can't be, what good is it?"



Bill Cioffeletti, left, and Marty Kavanaugh at The Reserve.

## IGM expands

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cerns. IGM then provides a maintenance proposal and, if the course operator is interested, negotiates a fixed-price contract.

Among the advantages, he added, of signing an IGM contractual maintenance agreement are:

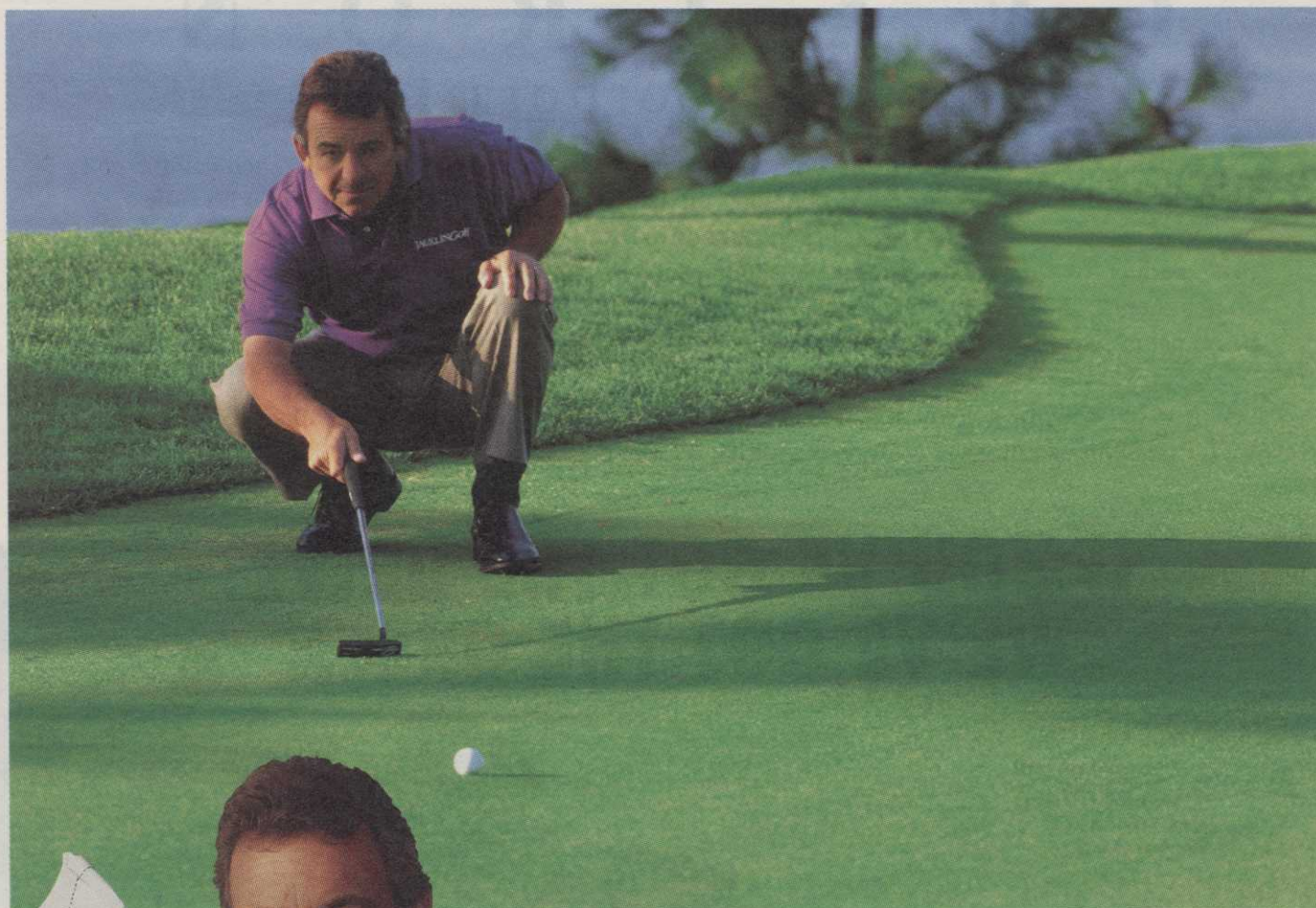
- reduced management headaches and employee problems
- one check to cover all needs;
- professional budgeting and planning;
- reduced employee liability;
- reduced environmental liability; and
- reduced capital expenditures.

Reporting to Zakany are three regional managers — Jim Wells (oversees eight courses), Jim Witt (five courses) and John Carlin (two courses). Wells, a Mississippi State University graduate and certified superintendent who most recently worked with Golf Ventures and Professional Turf Managers Inc., joined the staff in November.

Each course has its own superintendent. Staffing depends on a course's individual needs. Overall, IGM has 230 employees.

"Most of our superintendents have turf degrees," Zakany explained. "We offer a good overall benefit package and more job stability than a superintendent employed directly by a course. If our company were to lose a maintenance contract at a particular course, chances are that superintendent could transfer to another one of our courses. Or an up-and-coming superintendent could transfer to a larger course without having to leave the company and losing the benefits he'd gained."

GOLF COURSE NEWS



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Tony Jacklin is the winner of 14 PGA European Tour events (including the 1969 British Open) and 11 other international events (including the 1970 U.S. Open). Tony is also a four-time European Ryder Cup captain, and can be seen on the Senior PGA Tour.