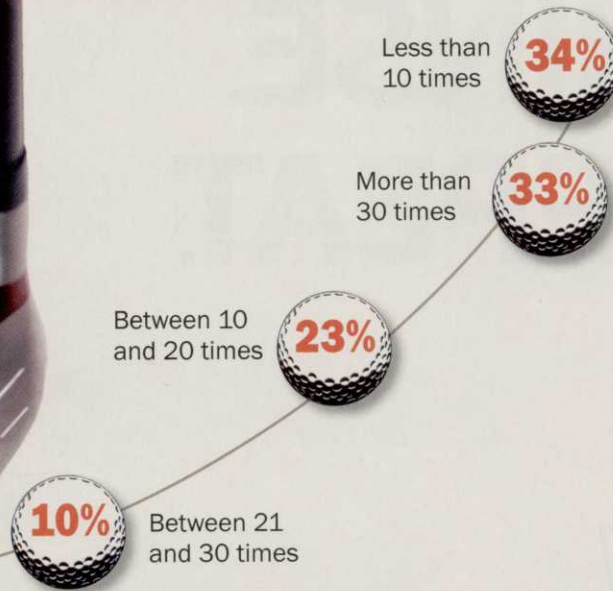


AT THE TURN

Fore!

As a golf course superintendent, how often do you play golf annually?

193 responses



Quotables

"The first time I rode with him around the golf course at Pebble Beach, he asked me more than a hundred questions, and later that night when we were having dinner, I realized I didn't learn anything from one of the greatest golf course superintendents in the world. – **Mark Michaud**, golf course superintendent at Shinnecock Hills Golf Club in Southampton N.Y., about Paul R. Latshaw

"I made it a good investment because I've built the best courses at the best locations." – **Donald Trump** about why he thinks the golf market is a good investment right now

"What we do for the health of the turf is at odds with what we do to make a great playing surface." – **Todd Lowe**, an agronomist in the Florida region of the U.S. Golf Association's Green Section

How good of a negotiator are you?

Negotiating is more common in the golf industry than you think. Negotiations are common with cart leases, labor agreements, employee contracts and equipment leases. To the right are some tips help you become a better negotiator. They were presented a few months ago at the National Institute of Golf Management by Bob Quintella, deputy director of the parks, recreations and neighborhoods department for the city of Modesto, Calif.

Top 10 tips for a successful negotiated contract

1. Develop a win-win philosophy
2. Know what's negotiable and what's not
3. Allow for leeway
4. Do your research
5. Be polite, yet firm
6. Make your final offer clear
7. Know when to be silent
8. Commit in writing
9. Review previous contracts
10. Set negotiation parameters

The 10 biggest faults of negotiations

1. Inadequate planning
2. Inadequate research of issues
3. Failure to negotiate internally first
4. A rigid mindset
5. Giving concessions too quickly
6. Responding too quickly to demands
7. Putting yourself in customers' shoes
8. Not calling a time-out
9. Letting egos interfere
10. Inattentive follow-through