

100 Per Cent Membership Co-operation

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DEFINITION: ONE HUNDRED PER CENT. *A condition of perfection with nothing more to be desired and every detail connected with it as perfect as can be.*

This, of course, is what every club manager strives for. It is hard to conceive one hundred per cent co-operation of every member, yet every manager desires such a goal. How then can this best become a reality?

First of all, the manager must be in perfect harmony with the officials of the club, showing them that he is fulfilling every duty required of him, which includes the actual running of the club plus personal harmony with every member. It is true that club members look with confidence to the trustees and chairman of the house committee, whom they elect for a period of years to guard their interests, but the manager is the one paid to operate the club, and it is essential that they choose a thoroughly competent man to even hope for successful management and co-operation.

The manager they select, of course, must be a real diplomat, able to cope with all situations, meet all kinds of people; he must listen to them all alike, regarding their criticisms constructive or destructive, as they might be. Every member must be given the same individual attention in order to get co-operation among them all, because each member pays his regular dues and is entitled to the best at all times.

Combating Destructive Criticism

However, in dealing with a large group of members, as a manager would in a large club, one must remember that in every group of men there are some that are never in accord with everything that is done, not only for their interests but for every member of good standing. This is one of the pitfalls, then, in one hundred per cent co-operation among the members, namely, the existence of some few members who are selfishly indifferent to the welfare of the club. They want the other fellows to bear

the burdens and responsibilities, yet they themselves want the best of everything and are always ready to criticize, not constructively but destructively. Thank goodness this percentage is small and is much overbalanced by the group of constructive members who always are ready to make helpful suggestions to the manager and always ready to commend the management. These men make the manager feel that his devotion to his work has brought the desired results.

Employees Must Help

The manager must have the co-operation of every employee in every department at all times, because their part is necessary to a one hundred per cent co-operation with members. The manager must have the confidence of every employee and must also hear their side of the story, helping them in any of their difficulties. The machine will perform more nearly perfect when the employees know the manager is behind them, having their interests at heart all the time. In our institution the co-operation among the employees is very fine, some having been with me seven years, while others have been here longer. They know what is expected of them and are familiar with members' needs and eccentricities. It is surprising to note the favorable impression a member has when he has confidence of perfect attention and service in every department of the club.

Catering to Women

Many members belong to several clubs and for this reason each manager must give the best service, attention and personal touch that he can. It must be shown that the particular club offers better service, relaxation, food, exercise, or whatever it might be. This assurance causes the members to have a feeling of obligation and duty towards the club. Many clubs, of course, cater to women and she is the one who notices every detail and tells her friends at the bridge parties all about the club, the service, the food and every minute detail; so it is necessary that the women

be given every attention needed if the manager wants good advertising.

When a new name is added to the membership list, it should be the duty of the manager to immediately acquaint himself with this new man. Make him feel at home, show him the various departments of the club, show him the advantages the club offers such as the dining rooms, pool, gym or reading room. Get his early interest and you will have a friend as well as a booster.

Many factors are necessary in the attainment of one hundred per cent membership co-operation and each one of these factors must be one hundred per cent in itself. Literally it is not possible to expect such co-operation, but that is what we all strive for and we should not overlook any factor in its attainment.

Indiana Greenkeepers Start State Association

INDIANAPOLIS, Ind.—Victor George of the La Fayette C. C. was elected president of the Indiana Greenkeepers association at the organization meeting held here Nov. 10. Other officials elected: Vice-president, Carl Bretzlaff, Meridian Hills C. C., Indianapolis; secretary, Edward Updegraff, Indianapolis C. C.; treasurer, George Hawkins, Avalon C. C., Indianapolis.

The organization was effected at a dinner given by Clarence Griener, local equipment dealer.

John MacGregor, president of the Midwest Greenkeepers' organization, steered the Hoosiers through the details of organization in his experienced and successful fashion. As a result of his guidance the Indiana organization was launched as a thoroughly organized and going concern. The Indianans start out with a program of indoor monthly meetings during the winter and plan to hold outdoor meetings and inspections during the summer.

Boston, Mass.—Hovey & Co., 19-20 South Market St., have issued a new catalog of golf implements which is of timely interest to those making up maintenance budgets. The book will be sent free on request.

New York City—Nieblo Mfg. Co., makers of Reddy tees, have opened an office and factory in Bremen, Germany. This factory will manufacture for all foreign trade except Canada.



Cup Winners

Champions appreciate the right water system in a golf course, although they may express it as "splendid greens."

Brook-Lea Country Club Rochester, N. Y.

recently installed McWane pipe because it is rustproof and ends watering troubles—and at a smaller cost per year of service.

Ask for Names of Other Users

McWANE CAST IRON PIPE CO.

Chicago Dallas Birmingham
Philadelphia Los Angeles

To Golf Club Officials

It is often folly, when a golf architect turns over a new course to a club, to employ an inexperienced greenkeeper.

Why not employ one with all the necessary qualifications? He will know how to bring the course up-to-date and with less cost than an inexperienced man.

We have a number of greenkeepers seeking new courses. If you desire practical men of this type address:

EMPLOYMENT COMMITTEE

The National Association of
Greenkeepers of America

405 Caxton Bldg. Cleveland, O.