

CAN YOU RE-ORGANIZE?

Several Openings Indicated For Men Who Can Manage

THERE seems to be a new type of job opening for the golf businessman; that of club reorganization and operation.

Several letters received by GOLFDOM this year have asked for the type of fellow who can go out and get members, manage the club's entire operations and teach members to play.

There probably are 300 clubs that have no pros now that could use a thorough and active golf business man with profit to the clubs and the men. Of course these clubs are in rather small towns and cities but a good man can make a fine living for himself and his family and be a prominent, respected and valued member of the community by doing a golf job right in any of these spots.

But the fellow has to be good, and he has to be a worker and thinker. Any of the jobs would be a sad, quick bust for a fellow who wants to stay around the course and let the golf come to him.

From A. W. Fox of Larned, Kan., we got one of these significant letters last month. Mr. Fox wrote:

"We have an established golf course under lease and now are about to buy the property. Do you know anyone who could come here and organize the club? Possibly the American Legion will take an active part in the club's organization.

"We have 130 members at the present time although we are not definitely organized. We have operated 20 years. Next May we will hold the Southwest Kansas spring tournament.

"I believe there is an opportunity here for the right man to organize and take over the management of the club. It is the only thing of its kind around here.

"If you know anyone who is qualified and interested will you please have them write me for any information they may want and tell me some of the ideas they would put into work here?"

Now that's one. It does look plain enough that there is an opportunity for the right man at Larned and a score of other towns of that character where there are no pros. But who is the right man? There are plenty of pros out of jobs now—some of them out through no fault of their own. Which of them is qualified by

training and temperament to make good on this sort of a job?

Another letter comes to us from a man who is looking for a golf club operator. The club this man represents as trustee for the bondholders probably is one of those many clubs that have run into difficulties because of operation by unpaid, elected and inexperienced officials who have to take a little time off from their private businesses to run the somewhat complex and exacting affairs of a golf club. The situation is not unique. It repeatedly points out the reason for the trend of general management of golf clubs by men to whom golf is their one business.

This letter reads:

"At a meeting of the members last night it was decided to turn the club over to the bondholders August 1 because income has been insufficient to pay operating expenses. A lot of old members dropped out since foreclosure was started 18 months ago.

"It is my idea that the bondholders need a man who can conduct a re-organization campaign and re-write 150 to 200 members to re-purchase the club from the bondholders. Such a man then would have a good position as general manager of the club.

"At present we do not have a pro. The club is being operated by a steward under the board of directors. Population of our town is 30,000.

"If you have anyone interested in a job of this kind I will be glad to hear from him."

Long distance that thing looks promising. The fellow who would properly effect the reorganization these people want would of course put into the re-organization contract that he was to operate the club without amateur dominance and interference, so he would have a good chance of putting the establishment right side up again. Naturally, if he were smart enough to handle the job, he would want all the good suggestions and help he could get but he couldn't be handicapped by inept messing around and bossing.

It's been our observation that the majority of golf club officials don't want to have to concern themselves with details of operation. Those who do haven't acquired full confidence in the ability of the men they have hired to do the work, or in some cases are woefully ignorant of the work required and misdirect their energy to no particular good for the club.