

Records Essential to Course Business Management

By **BERYL S. TAYLOR**

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(At GCSA annual conference)

On January 1, 1954, John Doe was a very enthusiastic young man. He had just landed a job as supt. at Deer Lake CC, a very exclusive club with a large membership and plenty of money. His predecessor had been there many years and had done a fine job. He had retired due to ill health.

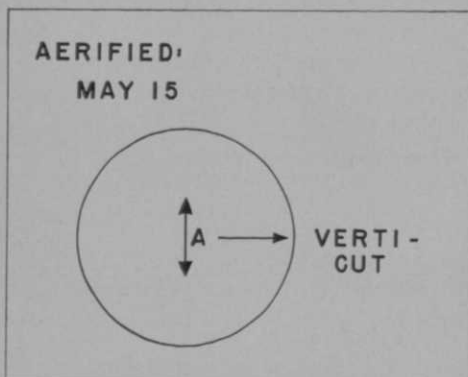
Doe worked hard and diligently, but in spite of his hard work and long hours he had trouble off and on all year. Why? Because he had no records from previous years to guide him. His predecessor had a filing cabinet. It was a fine cabinet, but of little value to the new man. It didn't contain the records that Doe needed.

Due to a lack of records Doe treated all the course practically the same. He had to learn the hard way that No. 7 green required less water, that No. 6 was first to get brown patch, etc.

However, being a smart man, he learned, and furthermore, he went one step further. He kept a record of everything that was done. For example, he had one chart that showed the fairways were fertilized March 15 with 800 lbs. of Milorganite per acre. It also showed that numbers 1, 2, 3, 4, 5, and 6 were aerified. The first mowing was April 10. Treated with 2,4-D May 20, etc.

On this chart everything pertaining to fairways was recorded.

GREENS



Another chart pertained to greens. It showed aerifying, verticutting, fertilizer application, fungicide application, etc. Direction of verticutting and aerifying was shown and dates given. A small arrow with the date and notation, verticut, sufficed.

This is quite important from a maintenance standpoint because it takes the guesswork out of maintenance. Naturally, if you verticut one way this week, next week you change directions.

Records are necessary because it is so easy to forget. Keep those records up to date. Keep a record of costs! Think how valuable this would be to you and men succeeding you.

You would not have to go to the committee and find out what was spent any year. At least you would have something to start on.

Fungicide charts, fertilizer charts, etc., are invaluable.

Proper records will quite often save you money as well as headaches. Keep records showing mower maintenance. Record the days of greasing, oil changing, general overhaul and so forth. These records are kept on a small 8 by 5 in. card tacked on the wall beside mowers. A few seconds are all that it takes to record the maintenance from day to day. Keep it simple! Simple records that are used will be far more useful than complicated ones that are not used. Records are only good insofar as the use to which you put them.

Summarize Year's Records

Finally at the end of each season write a summary of the year's activities. Be sure to include any troublesome problems that you had. Spot mark greens and locations on same where disease first appeared. Watch temperature and rainfall, as it is very similar from year to year. Record when crabgrass first appears. In our locality it is approximately two weeks after the lilacs bloom.

The most necessary records? Any records that help you maintain better turf

should be kept. How much is required to keep these records? Just a few minutes each day. Besides showing a lot of pertinent data they will also make you out to be what you are, a good business man.

When you write a summary of the year's work, include proposed improvements for the forthcoming year. The following is an example of what I mean:

Proposed for 1955 season as essential to the betterment of the golf course:

1. Paint garages
2. Repair clubhouse porch
3. Renovate back 18th tee
4. Continue to build compost pile
5. Add more sand to traps
6. Replace worn-out sign posts

The above are only a few of the examples for proposed work.

Give a copy of your summary to the green chairman. He will appreciate it; might even give you an increase in salary.

**Pro Public Relations Job
Needed with Salesmen**

By ROSS SOBOL

Professional, Westview Country Club, Miami, Fla.

The public relations job of professional golf, which is simply that of making friends, fans and well-wishers, is a long way from being as well done by tournament golfers as a group, as it is by the club professionals.

The reason for that isn't the competitive strain of tournament golf causing explosions of bad manners. A club professional also occasionally must contend with strains and as a self-disciplined gentleman sportsman control himself. Professionals in both departments of the sport are paid by the public and owe the public good manners.

Due to the professional's close contact with the public it is essential that he always conduct himself as a thoughtful and well-bred businessman and sportsman. He is always on inspection.

Under the pressure of our jobs at clubs there may be one very important detail of consideration for the public that may be overlooked, and that is in consideration for salesmen.

The cost of selling golf equipment concerns every one of us in golf. Any of us professionals who know about selling and distribution costs in industries realize that we have a problem in economizing salesmen's time and our own in selling to professional golfers.

Many times a salesman will call on a professional when the pro is out on the

lesson tee and has several lessons coming up without time between. The salesman either is brushed off or has to wait long — or, looking at that situation from the pro's side; the pro may sandwich his buying hastily between lessons and do a bad job of it.

Ever since I have been in pro golf I have made a rule of which salesmen who call on me are aware. I book them for a half-hour of my time, just as I book members for lessons. In that way they are sure of definite appointments and we can get our buying and selling done efficiently and in good sound deliberate business judgment, without making the salesman feel that he is in the way.

There are few, if any, professionals who give more lessons than I do and I am sure that if I can afford a half hour for a salesman and am convinced that the time pays me in good will and helpfulness of salesmen, as well as in the direct financial element of good buying, the practice is a sound one.

**Western Golf Assn. Meeting
at Golf, Ill., in May**

Officials of the Western Golf Assn. and other members of the association's Par Club which gives special financing to the WGA Evans Caddy Scholarship Fund, will celebrate the 25th year of Evans scholarships at a dinner May 21, following dedication of the Evans Scholars' village hall at Golf, Ill.

A weekend of golf at clubs on Chicago's North Shore has been arranged for the WGA officials and sponsors who will come from all over the U.S.

**Bill Brown, Pro Salesman,
Killed by Robber**

William J. Brown, 51, associated with Ernie Saybarac, and widely known among professionals, was shot, April 2 in Detroit, by a bandit, and died the following day.

Brown, formerly a sporting goods dealer in Detroit, made his residence at the Strathmore hotel, Detroit, most of the year, and at Miami during the winter.

He had no known relatives.

Brown was parking his car at night when the fatal shooting occurred. Before he died Brown told police he offered the gunman money but was shot as he reached for his wallet.

Saybarac flew to Detroit to arrange for Brown's funeral services and burial.