

Brainstorming for
Entertainment Committee

Put New Life into Programs; Draw More Members to Club

THE manager of one of the best known country clubs in the East says that the majority of country club entertainment programs need a thorough overhauling.

He writes GOLFDOM's editor:

"The tendency at country clubs is to repeat the same programs year after year. The result is club attractions get monotonous.

"Winter programs at country clubs usually are failures because they basically are a series of the same old parties. Whether that is the committee's fault or the manager's fault doesn't make any difference when the loss is put onto the books.

Step Up Activities

"The members aren't dead in the winter but their country club generally is. With club memberships costing what they do and considering the club needs in operating volume, there should be a decided stepping-up of activities during what is or has been regarded as the off season.

"In the winter members patronize restaurants, night clubs and cafes that actually shouldn't be much of a competitive attraction in getting the steady patronage of members of a first class and lively country club.

"The minimum monthly house account plan, which is in effect at some clubs, isn't the answer to dull business at a club. To get members to spend more money at a

country club, make the club programs more attractive.

"I read an article in GOLFDOM (February, 1957, p. 21) about professionals increasing business with ideas they dug up in what they called a 'brainstorming' session.

"Club entertainment and house committees and managers could put on some of these brainstorming meetings with everybody writing all the program ideas that pop up. Then they could go over the list and appraise the ideas for use in a completely revised schedule of club dinners and other entertainment.

"I'll get the thing started by throwing in a scattering of brainstorms:

Outdoor steak roasts and barbecues

Football season breakfasts

Buffet lunches, dinners and suppers with TV sports events as entertainment.

Holiday parties — New Years, Valentine's Day, Washington and Lincoln's birthdays, Easter, St. Patrick's Day, Memorial Day, Mother's Day, Father's Day, Halloween, Thanksgiving, Christmas

Winter sports buffets (skating, shooting, skiing)

Junior dances

President's ball

Square dancing

Masquerade parties

Dances with various foreign settings, costumes and menus



When George Diffenbaugh (center) observed his 20th year as pro at Kenwood G & CC, Bethesda, Md., last month, members not only toasted him in something like 17 different languages but they rallied to the occasion in typical Kenwood fashion by presenting George a 1957 automobile and a check for \$2,500. Approximately 500 persons attended the affair and such dignitaries as Lew Worsham, Max Elbin, Al Houghton, vp, PGA. Judge Thomas Scalley, Sonny Workman, Buz Ham, Zen Zola, Merrell Whittlesey and Fr. Fred Brew were there adding their bit to all the fine things said about George. Telegrams of congratulations came from Jim Hagerty, press secy. for the country's best known golfer, Richard Tufts, USGA pres., Harry Moffitt, PGA pres. and Herb Graffis, Goldom's editor. The two fellows who arranged the festivities, Dr. Leo Gaffney (left) and Ray Briscuso, are shown with George and his new automobile.

Fashion show
Bowling leagues
Beaux Arts ball
Golf movies and demonstrations of rules
Swimming show
Dinner with other sportsmen as guests and speakers
Stag dinners
Harvest home party
Beer garden evening
County Fair party
Tournament breakfasts and dinners
Hunt club breakfast
School Days party
Keno and bingo
Book reviews
Old time movie showings
Barber shop quartette contests

Old-time chicken fries and fish fries, outdoors.

College night (for alumni, and kids about to return to school)

Cowboy (chuck wagon) dinner

Treasure hunts

Chinatown dinner

Kids' parties.

Easter party egg hunt for kids

Gay 90's party

4th of July festivities

Barn dance

County fair

Circus Day

"What most country clubs need is the Elsa Maxwell type of ingenuity in putting on entertainment programs."