

SPEECHES AND QUOTES

from GCSA Turf Show

Our Problems Are Mutual Ones

By BEN SHEETS

Lake Shore CC, Glencoe, Ill.

Supts. and club mgrs. are faced with about the same problems. We attempt to plan and maintain an organization intelligently and economically and in such a manner that we are going to please the majority of members. They set up budgets and we try to operate within them.

Our greatest problem is the lack of continuity in the officers and boards of the club. I find it is a very difficult thing. You get a new president. He is in for a year, two years. You have just about acquainted him with the problems that you have at the club, give him a working knowledge of what goes on and he is out of office. Then you get a new group and you have to go through the same thing. It makes it difficult for the mgr. and the supt., too, when they have chmn. who become aware of the needs of a golf club, only to relinquish their offices in a short time.

We all know that equipment wears out. You've got to have new mowers, tractors, etc. You can't hit your clubs with a big rap in one year. The same thing holds true in the clubhouse. Members don't realize that some of these things wear out and have to be replaced.

Depreciation Reserve Needed

One pitfall I find is that because we are a non-profit operation, we don't have to file any kind of income tax forms. Consequently, we don't take depreciation. Once, I finally got a treas. who was a businessman and realized the value of setting up depreciation. We did set it up and put things on a businesslike basis. Clubs are reluctant to do it. Officers are always reluctant to do anything to change the financial statement if the operation doesn't look as good as that of the fellows who preceded them.

I don't have any trouble getting new drapes, but I have a tough time trying to get someone to okay repair of the furnace. "Drapes, sure, we'll spend money for them." The ladies like them fine. But they don't see the furnace.

Every once in a while I say to my wife: "A salesman came in and he'd had a tough day. Of course, I didn't need anything, so he walked out." And I add, "I couldn't be a salesman. It would kill me if I walked into a place and tried to sell something and the guy said we don't need it. I probably would take it personally." She said, "You know, you are a salesman. You are selling something every day. You are selling the services of the club, yourself and so on."

And, that is true for you fellows on the course. You are selling your course. You want the members to be satisfied. We are selling services. You are selling services. So, actually we are salesmen. And we are salesmen as long as we please the majority of the members.

Malcolm G. Peterson, du Pont dir. of sales training: You're selling yourselves, your budgets, your requests to buy new equipment for your courses. You have to have enthusiasm to sell anything. Enthusiasm is an excited feeling within that is prompted by a cause. It's not something in itself, but is the effect of something, perhaps an idea.

Supts. Now More Conscious of Professional Ability

By H. B. MUSSER

Penn State University

The job of intensive turf production on the modern course has progressed far beyond the rule-of-thumb and fourth of July sky rocket stage and is knocking at the door of the sputnik age. Our fertilizer pro-

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