

Handling Convention Golfers Calls for Careful Planning

By CARL WATKINS
Professional, Whiteface (N.Y.) Inn

When convention golfers come to a resort hotel they expect to receive personalized service such as they get at their own private clubs. As many as 125 golfers may arrive at Whiteface in one morning and all of them are eager to play golf. The pro department must be perfectly organized to handle each player as though he were arriving at his own club.

Such organization calls for training and smooth procedure. I have been told by guests at Whiteface that our work offers ideas useful to private clubs.

Conventions at Whiteface may bring in from 250 to 450 people of whom from one-third to one-half are golfers. These players must be fitted into the Whiteface golf program so they will enjoy themselves and not crowd other groups or individuals.

I have had great training by Harry Orbitz and Dick Farley who are masters at devising and handling resort golfing groups. My experience as a buyer for a department store chain on the West Coast also gave me an understanding of the attitude and requirements of many of the various types of men and women who come to golf resorts for conventions.

Prepare Program Early

Preparation to receive the resort golfer begins long before the guests arrive. The selection of pro department personnel is the first important problem to be solved. Every assistant must be competent, resourceful and genuinely eager to contribute to every guest's enjoyment of a vacation. If not, his indifference may be very costly. Last year an executive went into the pro shop of a famous golf resort which spends a sizeable amount of money each year advertising for convention business. An assistant was quite indifferent—almost surly—toward the visitor. In less than a minute, at least \$5,000 worth of prospective convention business was lost for the hotel and its golf course. The bad mood of the assistant caused a bad reaction.

Before the season starts I send out a letter of welcome to the golf chairman of each convention coming to Whiteface Inn. In this letter I tell about my staff and what it does for the convention golfers. Enclosed with this letter is a sheet asking



Diving for golf balls now is a fad at Canyon CC in Palm Springs. In a recent contest, Sheri Good, 17, retrieved 116 from the watery deep of the club's three-million gallon lake to claim the unofficial world's title. Even if Sheri came up with nothing more than a handful of aquatic weeds, it would be reasonable to award her some kind of a title — official or unofficial.

for the following information:

Name of group _____

How many golfers in group? _____

What days do you plan to play golf?
A.M.? or P.M.?

Do you have tournaments planned?
Yes _____ No _____

If yes, what days? _____
(We can discuss details when you arrive at Whiteface.)

Please have your golf representative check in at the golf shop upon arrival to set up possible tournaments and starting times. It is important that you reserve the exact times that you will want to play, thereby eliminating the risk of being delayed at the first tee.

I take the information sent me and go over it with my staff. We outline the job each person is to do in handling the requirements of the visitors. Each assistant is assigned a particular phase that will keep him busy from 8 a.m. until the day's work is finished at 11 p.m.

Then, I can meet with the chairman of each group, tell him that he will have

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Palm Harbor, Florida

Penecale as the district's outstanding woman, amateur and pro golfers-of-the-year, respectively. Morton H. Fetteroff, Jr., former president of the Golf Assn. of Philadelphia was cited for his "contribution to the game", and Joe Hunsberger of Juniata received an award as "home pro-of-the-year".

Convention Golfers

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no golf worries and all he has to do is to enjoy himself playing.

When a golfer arrives at Whiteface he doesn't have to touch his clubs until he arrives at the first tee. Our routine is:

(1) Bellboys bring clubs to the golf shop;

(2) Clubs are cleaned and tagged;

(3) Cars and caddies are assigned at first tee;

(4) Players are met at 18th for scores and scores are posted;

(5) Clubs are cleaned again and stored;

(6) Bags taken to hotel on checkout day;

(7) Assistants tabulate tournament

scores and results;

(8) Hole-in-one, driving, and putting contests are conducted for each convention by one of my staff.

Tournament Calendar Ladies PGA

May	10-13	Women's Western Open, Montgomery, Ala.
	17-20	Muskogee (Okla.) Civitan Open
	24-27	Dallas Civitan Open
June	1-3	Babe Zaharias Open, Beaumont, Tex.
	7-10	Austin (Tex.) Civitan Open
	15-17	Cosmopolitan Open, Rockton, Ill.
	21-24	J. E. McAuliffe Memorial, Plainfield, N. J.
	28-30	USGA Women's Open, Dunes Club, Myrtle Beach, S. C.
July	6-8	Kelly Girl Open, Ellicott City Md.
	12-15	Milwaukee Jaycee Open
	20-22	Carling Eastern Open, Worcester, Mass.
Aug.	2-5	Waterloo (Ia.) Women's Open
	10-12	Heart of America Invitation, Kansas City, Mo.
	17-19	Albuquerque (N. M.) Swing Parade
	23-26	Salt Lake City Open
	31-Sept.	3 Spokane Open