

# SINGLE KEY CONTROL

*An Alameda Muniy cashier doesn't have to worry about registering the wrong amount . . . He hits one button and a pre-set key takes care of the complete fee transaction*

One of the busiest courses in the country has simplified the control of green fees payments for its 600 daily golfers who play two courses.

Now, when a golfer purchases a green fees ticket — whether it is a daily, a Sunday or an after 3 p.m. ticket — the clubhouse clerk at the City of Alameda Municipal GC merely hits a single key on a cash register. The total and the ticket are automatically and correctly priced.

As a result, players not only receive their tickets in half the time it used to take, but the course maintains effective daily management controls which add up to a foolproof monthly audit.

"This has been achieved," explains the Alameda GC manager, Max McMurry, "through adaption of a relatively new cash register feature. Each multi-digit



Eight types of green and reservation fees, monthly passes and locker rentals are pre-set on Alameda's NCR machine. When key is depressed correct amount is automatically registered for any of these charges. Accumulated totals of different items are shown below cashier's hand.

amount, representing one of our regular fees or charges, is pre-set into separate motorized keys. This way we make only a single-key entry for each individual transaction."

## Don't Look Up Charges

"With our new system," McMurry continues, "our cashiers no longer have to pause to look up fee charges. They no longer run the risk of inserting the wrong amounts in keyboards. They just find out what the customer wants and depress one key which sets up the whole transaction automatically."



A busy course like Alameda Muniy has to have an efficient system for registering fees. It accommodates an average of 600 golfers daily on its two courses. According to Max McMurry, manager, as many as 800 players have used the layouts in a single day.

Auditing is easy here. Mrs. Frances Bonstin of the city auditor's office records accumulated totals for the eight charge categories, multiplies them by pre-set prices and the audit is complete.

The machines are NCR pre-set amount registers. The newer units replace conventional machines previously used.

#### Handles Fees, Passes, Rentals

The Alameda Municipal course takes in approximately \$25,000 a month. This includes three types of green fees, three different types of monthly passes, and the locker rentals and reservation fees.

In the past, these eight different items had to be balanced each day. The number of customers playing on monthly passes (three different types: \$9 for weekdays only, \$11 for anytime and \$6 for Juniors) had to be separated along with locker rental totals and reservation totals.

"If the clerk accidentally indexed the wrong green fee or pass, we'd have to spend hours locating the error on the paper tape," says McMurry. "Then too, we'd have to clarify the errors when the monthly audit was made. Now we're avoiding all that detail work."

With the new pre-set register, the amounts for these eight different items are pre-set into the machine. Thus, when a daily green fee ticket (\$1.75) is purchased, the clerk hits that button. The sale is simultaneously added to the cumulative daily green fee total.

#### Quick Daily Control

"We not only eliminated the possibility of indexing the wrong amount," explains McMurry, "but, at the end of the day, we merely subtract the eight item totals for yesterday from the new day's accumulated totals and we have our daily revenue control."

At the end of the month an accountant from the city auditor's office records the accumulated totals for the eight categories, multiplies them by the pre-set price and the audit is complete. The accountant then sets back the item totals to zero and foolproof accounting is under way for the next 30 days.



The pre-set register also allows for "free" key indexing of amounts, if necessary. For example: Since locker rental and reservations are 25 cents each, a customer might ask for four reservations. Since the total is one dollar, the clerk does not index the pre-set one dollar amount because it will total as a green fee purchased after 3 p.m. Instead, he will index reservations four times, and then index the amount of one dollar.

"By using pre-set amounts, we are able to maintain effective management control while simplifying the job for our clerks," says McMurry. "At the same time, since we are taking city money, we have as near foolproof a system as is possible."

#### Musser Talk in Type

A talk prepared by H. B. Musser for the recent Mid-Atlantic turf conference has been set in type and is available at a cost of 75 cents from the National Golf Foundation and Pennsylvania State U., State College, Pa. It covers course specification work done by Musser for the American Society of Golf Architects.