

A question of management

*Superintendents should not be shy about their ability,
but show their clubs what they can do.*

By KAYEM OVIAN

The Woodmere Club, Inc., Woodmere, L. I., N. Y.

Yes, there are opportunities for young, intelligent and ambitious superintendents to become superintendent-managers and, later, general managers. More and more clubs are favoring superintendents as managers because of the many advantages for this type of move.

Superintendents become qualified more readily because of their knowledge of turf management, and by applying good management practices into the clubhouse area, adjust quickly. They have a better knowledge of the mechanics of a clubhouse, because of their training with course equipment. Most managers lack this type of training.

Therefore, from our experience for approximately seven years, we have a split management system at Woodmere. The maitre'd was promoted to food manager, and the superintendent of the golf course was promoted to superintendent-

manager of this Long Island club.

There were several factors that influenced the Woodmere Board of Governors' thinking at the time:

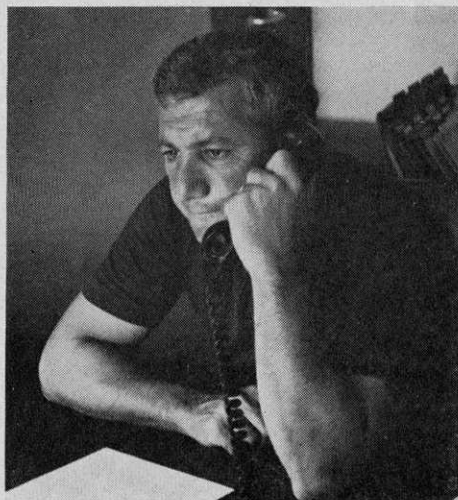
- There had been a large turnover of managers.

- The superintendent was establishing himself with the club by his management of the greens budget, and showing progress with the golf course.

- The superintendent is in a better position to coordinate help from the various departments when needed rather than hire additional help which becomes costly.

- The superintendent is on the job seven days a week and the club supplies a home with the job. Therefore, if the superintendent is qualified and the club has given him a home, hoping that he will stay for many years, why not give him the opportunity to better himself.

continued on page 32



ABOUT THE AUTHOR

He was first introduced to golf at age 8 to 9, shagging balls at Whitinsville Golf Course, Whitinsville, Mass. At a later age he caddied and then became caddy-master until he was called into the Marine Corps. During the summer of 1946, he worked on the golf course. Later attended Stockbridge School at the University of Massachusetts, in fine turf maintenance. His placement training in 1948 was at Baltusrol CC under Edward Casey. He graduated in 1949 and was placed at Wampanoag CC in West Hartford. He was superintendent there for six years before moving to Woodmere in October of 1954.

A QUESTION OF

continued from page 30

My responsibilities at the Woodmere Club are mainly: golf course, maintenance of all buildings and equipment, golf cars, parking, lockerrooms, pool, tennis, boat docks. These include hiring of personnel and the purchasing of supplies. I am not involved with the dining-room and/or food operation unless it pertains to equipment and maintenance.

I usually begin my day first covering the golf course in a golf car between 8:00 and 9:30 A.M. All during the day I am in contact with my greens foreman and mechanic, for any changes in schedule or problems.

I am in my office at the clubhouse between 9:30 A.M. and 12:00 noon, clearing my desk of paper work, payroll, phone calls and meeting with salesmen. During the lunch hour, I am available for more club business and phone calls. After 1:00 P.M. and the remainder of the afternoon, I roam around to other

areas, such as the pool, parking, tennis, golf course and clubhouse. During the evenings I am available for any emergency or club meeting, as I am located across the front entrance to the clubhouse. Also, it is very convenient for me to stroll with my dog during late evenings and talk to my night-watering man.

I have always enjoyed golf and try to play on Monday or Tuesday, and again on Thursday or Friday. No matter how much you cover your golf course on wheels, it is not like *playing* the course and getting the feel of its condition from a player's viewpoint.

This is my thirteenth year with the Woodmere Club — I started October of 1954. At that time I began a major renovation on the golf course and completed it five years later involving a badly needed drainage system. We are only a couple of feet above sea level and have a heavy clay-based flat golf course.

I installed over 45,000 lineal feet of

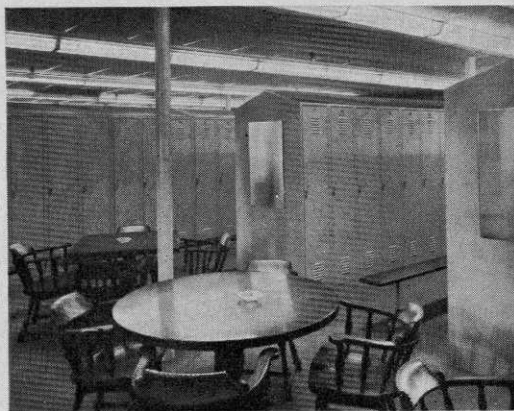
continued on page 94

WILSON COUNTRY CLUB LOCKERS

found in the finest
clubs in the country . . .

Why not brighten **your** locker room with the best? Wilson lockers, attractive and functional, can make it more inviting and impressive. Their wide choice of colors affords individuality, distinction and added charm.

Wilson lockers belong wherever good fellows get together.



ANDREW

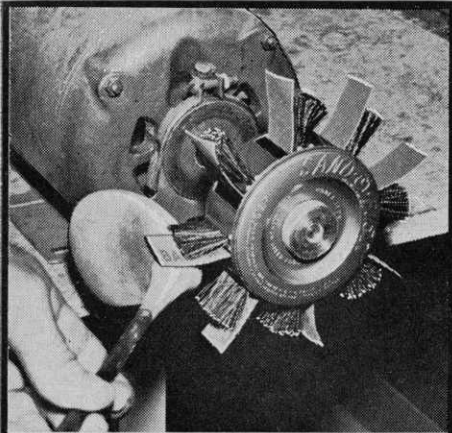
W I L S O N COMPANY
METAL PRODUCTS

616 ESSEX ST. / LAWRENCE, MASS. 01842



CABINETS
LIBRARY UNITS
CUSTOMIZED
FABRICATION

For more information circle number 115 on card



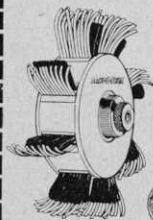
SAND-O-FLEX®

THE BEST TOOL FOR GOLF CLUB RECONDITIONING

- Removes old finishes
- Cleans shafts for new grips
- Shapes epoxy inserts
- Satin finishes stainless

Firm cushioning bristles force abrasive strips around contours and into flutes. Results — **factory new clubs**. Makes any novice a skilled craftsman. Sand-O-Flex attaches to a 1/3 H.P. bench motor or 1/4" hand drill. For only \$19.95 you can test this faster, better way to recondition golf clubs. **Dozens of uses in Hobby, Gun, Ski, Archery and Pro Shops.**

MERIT ABRASIVE PRODUCTS, INC.
5515 W. 104th St., Los Angeles, Calif. 90009



TEST KIT "SG"

Includes a Model 350-R Sand-O-Flex wheel; 6 unscored refills 00" long, in fine, medium and coarse; a 5/8" to 1/2" arbor hole reducer and adapter for 1/4" drill chuck. List Value \$25.60
... **Introductory Price \$19.95**, postage included.

Please enter my order for a Test Kit "SG". Check enclosed. No C.O.D.'s.

Please send free literature and address of nearest dealer.

For more information circle number 106 on card

A QUESTION OF

continued from page 32

porous wall pipe and drained the entire course, including some greens, roughs, tees and all fairways, into the Bay. Because of our great success in installing the drainage, I was recommended to install a system for the Lido Golf Club, after Hurricane Dianne covered 90% of the golf course with salt water.

I mention the above as an example of selling myself to the club and gaining their confidence by giving them a groomed golf course which they are proud of. We have held several tournaments since we made these improvements: Metropolitan Open (twice); Long Island Open; Metropolitan PGA and Sectional Qualifying U.S. Open (twice).

All of these are contributing factors towards higher goals within your club. I have never refused any additional projects as long as they were for the best interest of the club. In other words, I

continued on page 96

SALE — USED CARS

 **300** 

Used Electric Golf Cars

HAVE WHEELS — WILL ROLL!

VARIOUS MAKES

FOR BEST BUYS

CALL NOW!

Some For As Little As

\$99.50

Call — Wire — Write

Columbia Car Corporation

220 Dalton Ave.

Charlotte, N. C. 28201

704/333-8841

For more information circle number 245 on card

IF...

YOU OWN OR OPERATE:

**GOLF COURSES
DRIVING RANGES
PAR-3 COURSES
MINIATURE COURSES**

**.. SEND NOW, FOR OUR
NEW CATALOG OF
GOLF SUPPLIES**

Balls, clubs, tees, mats, pails, grips, markers, retrievers, golf bags, obstacles, ball washers, ball pickers... and more!

EASTERN GOLF CO. DEPT. G

Please send catalog of golf supplies for:

- Golf Courses Driving Ranges
 Par-3 Courses Miniature Courses

Name _____

Club _____

City _____

State _____ Zip # _____

• Our 38th year of
service to the
golf industry •

EASTERN GOLF CO.

**2537 BOSTON ROAD
BRONX, N.Y. 10467**

For more information circle number 121 on card

A QUESTION OF

continued from page 94

have never divorced myself from the club and just maintained greens.

Many times I have heard superintendents say that they are not interested in maintaining tennis courts or projects in and outside of the clubhouse. They only hurt *themselves* by not showing their capabilities in management, and they become stagnant in their work.

I could name several people who are presently involved in management at their clubs and who began as superintendents. One good example is James Brandt, a director of our national organization. Another is Lee Kowalski, who has been general manager at the Fairfield CC, Fairfield, Conn., for about the last 10 years. Lee was formerly superintendent in Connecticut and Syracuse, N.Y.

This is definitely a sign of progress and opens up new avenues for the thinking superintendent. •



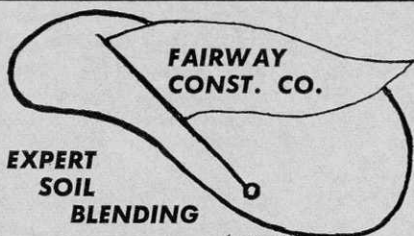
ROBERT BRUCE HARRIS

Golf Course Architect

MEMBER AMERICAN SOCIETY OF GOLF COURSE ARCHITECTS

**645 N. MICHIGAN AVENUE CHICAGO 11 • ILL.
Whitehall 4-6530**

For more information circle number 128 on card



**EXPERT
SOIL
BLENDING**

OLD OR NEW CONSTRUCTION { GREEN FAIRWAY IRRIGATION

**TELE: OVERLAND PARK, KAS. NI 8-4900
PHOENIX, ARIZ. 266-6631**

For more information circle number 177 on card