

Chicago Area Golf Car Seminar Big Success

Chicagoland Cushman Sales, Inc. staged the first of what is sure to become an annual seminar for the greater Chicago area's golf car fleet operators last Nov. 18.

Sound, practical planning by Frank Olivieri, Chicagoland's Cushman's sales manager, with talks by Attle Stephens, sales manager and Keith Page of Cushman Motors, kept the discussions buckled down to those questions most frequently asked about the selection, management and maintenance of car fleets. Among them: Type of Car, Buy or Lease, Profit Guidelines, Rounds Expected, Insurance and Lawsuits, Safety Education.

Value of the seminar was confirmed by more than 80 course officials, pros and managers voting for the event to be held annually and considerably more time provided for discussions.

participation figures show that usually only about 30 per cent of your members will want to ski as well as golf.

Get a portable tow which is powered by a gas engine. Place it near whatever water is available, and on a site from which you can expand.

Don't get snowmaking equipment the first year. Organize one-day ski trips to established ski areas, and aim to return to the club for dinner. When you get a free fall of snow on your slope you can then calculate the amount of interest at your club.

A novice slope is all you'll need the first season—after all 90 per cent of your club members are likely to be beginners. The second season is time enough to build an intermediate slope. This plan will also spread out the initial cost. •

FORTY YEARS AGO

Bobby Jones won his first British Open in the spring, then went on to capture his second USGA Open.



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