

Accent on management

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A knowledge of food and beverage services, of financial and property management, and the ability to handle personnel are the stock and trade of the professional club manager.

Less well publicized, but equally important, is the manager's ability to provide new services and to anticipate the needs of the members; even, in some cases, to *create* the need.

Some of these services are designed to make the member feel more at home and some will save him money through a more efficient operation. Some will simply entertain, and others will expand his personal horizons.

Such services need not be restricted to the wealthy or ultra-exclusive club. All that is required is the manager's ingenuity and imagination. Pay off is received in terms of happier members.

While I don't suggest you limit yourself to these, here are a few successful ideas of managers around the country.

Most clubs require coats and ties in the dining room. Many alert managers provide spare wearing apparel during the summer months when guests not knowing the rules may be expected.

Many clubs offer local tours for members; Pinehurst Country Club in Littleton, Colorado, goes one step further. This year it plans an "Orient Adventure" with club members spending four days in Tokyo, four more in Kyoto, Japan, and another four in Hong Kong before they return to Denver. Manager Bud Hall takes full advantage of the fact that most members of his club plan their trips for the fall to provide this club service for early October. Your local travel agent will be

happy to assist you in organizing such group travel.

Pinehurst (a service-minded club) is one of several which regularly sponsor an "Artist of the Month" display, utilizing works of local artists, often members, to both decorate the club house and attract continuing conversation and interest among the members.

Manager Horace Duncan of Cherry Hills Country Club, Denver, Colo., is an area leader in organizing teen-age competitive swimming and other activities for its young people. This emphasis on youth activities is supported by the Phoenix (Ariz.) Country Club and its manager Jerry Hecht which sponsors an Olympic development program, including instruction in spring board diving, fencing, wrestling and track.

The Country Club of Ithaca, N.Y., and manager Paul McGraw, sponsor a "Country Club Kite Flying Contest" open to all ages but limited to home-made kites and following rules developed in conjunction with rules established by the Federal Aviation Agency.

Minneapolis Golf Club, Stan Hale, manager, is one of many in the Midwest that make full use of major sports in their area. The club owns a block of sixty tickets for Minnesota Vikings football games and runs a regular bus service to important Twins baseball games.

This is only a starter and an indication of what the enterprising club manager can provide in the way of interesting, entertaining, and worthwhile services for his club. Let this be a springboard for your innovations and improvements. ●