

COMING EVENTS

CENTRAL PLAINS TURFGRASS FOUNDATION TURF CONFERENCE, Kansas State University, Manhattan, Kan., October 17-19.

FLORIDA TURF-GRASS ANNUAL MANAGEMENT CONFERENCE, Pier 66, Ft. Lauderdale, Fla., October 21-24.

EIGHTH ANNUAL WISCONSIN GOLF TURF SYMPOSIUM, Pfister Hotel, Milwaukee, Wis., October 24-25.

TURF AND LANDSCAPE DAY, Ohio Agricultural Research and Development Center, Wooster, Ohio, September 11.

MICHIGAN TURFGRASS FIELD DAY, Michigan State University, East Lansing, Mich., September 13.

TURFGRASS FIELD DAY, Ornamental Horticulture Research Center, Urbana, Ill., September 18.

PROFESSIONAL GROUNDS MANAGEMENT SOCIETY ANNUAL MEETING, Wilson Lodge, Ogelbay Park, Wheeling, W. Va., September 19-22.

MIDWEST TURF FIELD DAY, Agronomy Farm and Campus, Purdue University, West Lafayette, Ind., September 24.

CONGRESS FOR RECREATION AND PARKS, Sheraton Park Hotel, Washington, D.C., September 29-October 4.

13TH ANNUAL TURFGRASS EQUIPMENT & MATERIALS EDUCATIONAL EXPOSITION, Orange County Fairgrounds, Costa Mesa, Calif., October 17-18.

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classification at a time and analyze the figures.

Jot down comments as you go over the figures, making notes that will help you when the time comes to order new stock. "Sold out of medium and higher priced slacks too early"; "not enough depth in key styles"; "too much money tied up in lower-priced slacks last year" are typical comments.

When you begin to plan your buying, first fill in the colors and sizes on the staple merchandise that you want to receive in your initial delivery. Add up the money you've spent so far, then put that information aside. Now, go to work on the new fashion merchandise, also for early delivery. Add that figure to the figure for staples. Check to see if the total amount is what you planned to spend for your initial delivery.

Before you actually buy the merchandise, make sure you have a complete up-to-date inventory count on everything you own in your shop. With that information, plus the data from last year and the comments from your staff and suppliers, you should be ready to plan your new season's purchases.

It's a good idea to plan your deliveries to come in three stages. First it is easier to pay the bills that way. Also, your shop puts on a new face every time new merchandise is displayed.

Schedule your deliveries as follows: 20 per cent for November 26; 50 per cent for March 1, and 30 per cent for May 1. The first delivery, just before Christmas, should be the order that fills in your supply of basic items, with the sizes and colors you need to round out your inventory, plus a few fashion items to catch the eye of Christmas time shoppers.

All your buying strategy should be worked out by early September. Also be certain to arrange your appointments with your important supplier salesmen from whom you plan to buy heavily. Then, follow up with a visit to the Professional Golfers' Assn. of America Merchandise Show in late January, where you can complete your buying.

Planning for the upcoming season isn't restricted to buying. You

should also evaluate your present sales force. How did each of them perform for you this past year? If some of them didn't do well, you must consider replacing them.

Another thought. Look around your shop as impersonally as you can. If you were a customer, would your shop sell you? Plan how to dress it up and make improvements that will lure customers to your merchandise.

There's another buying angle that also should be mentioned. As you know, or should know, about 25 per cent of your total membership buys at full retail from you. They are the cream of your customers, usually the trendsetters, the ones who lead in fashion, the latest equipment, and so on. You are probably well aware of their sizes, their preferences and their golfing needs. Why not plan to order some merchandise especially for them? Some special clubs made only for that certain member. Ordered well ahead of time, almost any manufacturer will produce them for you. And keep quiet about it. Spring the surprise when the clubs arrive. If you're afraid your customers will think you're presumptuous, don't be. They will be extremely flattered that you've been thinking about them, that you've shown so much interest in them and that you've taken the time to order specifically for their needs. You might do the same with a sports jacket or some other item, depending on the member and how well you think you can buy for him. This is the kind of extra effort members appreciate.

Knowing some of the things mentioned here should help you do a better job of planning and preparing for the season ahead. □

Author's note: This article contains my thoughts, along with those of Ira Neimark, vice president and general merchandise manager of B. Altman, Inc., of New York City (a golf nut and a real friend to his professional), and Leonard Resnick, vice president of Izod, Ltd., and former merchandise manager of Wallachs, a fine group of men's sportswear stores in New York. Thanks for the able assistance, gentlemen!