

# GOLFDOM

## THE MAGAZINE OF GOLF BUSINESS

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### ARTICLES

#### ON THE COVER

Since its beginning, the golf car has been an asset to the game and business of golf. It has sped up play, while at the same time added more rounds per year. An ideal plus for the club operator looking to increase income. Another real benefit is its ability to allow older golfers to continue the game as long as they desire. From the revenue standpoint, though, the car and its rental fees add an income aspect to clubs that is probably larger than any other revenue factor.

**GOLF CARS: ARE CLUBS CASHING IN?** With over 400,000 golf cars roaming the tees and fairways of this nation's courses, club operators have realized for a long time the great profit potential car rental revenue can add to their club income. GOLFDOM takes a look at this potential and offers a few ideas on how to improve profits **6**

**HOW TO SELL YOUR COURSE** What are some of the things that have to be done by the prospective seller of a golf course these days to insure a successful sale? Golf course consultant Cecil McKay takes an indepth look at the questions which might be asked and the answers you should have **11**

**WASTE WATCHERS: BUILDING TO SAVE ENERGY** In a time of rising fuel prices and an increase in the cost of energy, more and more clubs are looking to energy efficient construction to lower the cost of yearly upkeep. Money can be saved with smart planning. Windyke Country Club in Germantown, Tenn., offers this interesting case study **15**

**CLUB TIES: WHY KNOT START ONE?** As long as there have been clubs in this country, there have always been decorative and unique club ties showing where one is a member. Does your club already have a tie that isn't moving or do you have one at all? GOLFDOM looks at the background, promotion and pro shop merchandising of the piece **18**

**NEWS** . . . USGA finally sets overall distance standards for balls . . . public course owners meet in Chicago, set up new national association . . . recent course ownership changes, biggest in history, according to National Golf Foundation . . . California turfgrass groups give to research fund . . . Chicago clubs set up reciprocal agreements . . . Colorado golf course starts slowed by slow economy . . . Johns-Manville services irrigation customers better with new plants on both coasts . . . annual calendar of Club Management Institute announced . . . Toro highlights new irrigation lines in '76 catalog . . . Arizona turf conference set for May . . . Training assistant is tough work for anyone in club management . . . Club pros should advise amateurs on new USGA amateur rules . . . Educational seminar text from GCSAA conference now available from national office **20**

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