

GOLFDOM

THE MAGAZINE OF GOLF BUSINESS

Vol. 51, No. 7, July 1976, INCORPORATING GOLF BUSINESS

ARTICLES

ON THE COVER

Over the last few years, the golf business has been shifting. With the industry becoming more and more complex every day with additional regulation by government agencies and the necessary management expertise essential to run a business, the day of the three prong management system may be phasing out. In some regards, the business may be returning to the way things were in the beginning when the club professional worked as hard on the course, as he did in the pro shop. All of the professional business associations in golf are attempting to get their members into such general management positions. Greatest inroads have been made by the CMAA. The PGA started a comprehensive program on the subject in the early part of the year and plans to expand it in the fall. There has always been a great interest in the general manager concept by the GCSAA.

WHO WILL MANAGE? An in depth study of the general manager dilemma. Who will wield decision making power in golf business' future — the pro, superintendent or club manager? Cecil McKay explores the realistic approach for getting the right person for the job. GOLFDOM then explores some general manager courses and clubs to round out the report **8**

OUR 50th YEAR, PART II Senior Editor Herb Graffis concludes the series on GOLFDOM and its role in the golf business. He specially highlights the parallel growth between the magazine, the PGA, GCSAA and the National Golf Foundation **12**

RISK MANAGEMENT: ALTERNATIVE TO INSURANCE Very few club operators take time to identify all the risks facing their operations and, subsequently, buy more insurance than they really need. Golf course consultant Richard Baker studies risk management, a new factor in the business, through a systemic overview for protecting club and course property **16**

GETTING A GRIP ON GRIPES How can pros turn a complaint into a satisfied customer and into more sales for the future? Pros around the country are asked about their methods for handling the tough customer **20**

NEWS OF THE INDUSTRY Club admission policies probed . . . Congress going after EPA, OSHA powers . . . course starts slowed in '75, '76 looks same . . . USGA offers new film on slow play to clubs . . . NFG field staff grows, as Holman Griffin moves to southwest . . . Pinehurst's No. 2 course to be restored . . . sluggish economy and slow cash flow still giving clubs headaches . . . Fritz Myers to head E-Z-Go golf car unit . . . wine merchandising film free to club managers . . . San Diego golf business academy moves into second year with added enrollment . . . PGA adds job opportunity booklet to its business library for pros . . . Los Angeles golf exposition designed for public and club pros in fall . . . a Florida and an Illinois college give free regional OSHA consultation for clubs on federal grant . . . Los Angeles and Chicago serve as sites for this year's NGF public course operator workshops. **22**

DEPARTMENTS

GOLF BUSINESS	4	CLASSIFIEDS	32
COMING EVENTS	29	NEW PRODUCTS	30
PEOPLE IN THE NEWS		34	

GOLFDOM, Incorporating GOLF BUSINESS: Published 10 times a year; monthly January through August and combination issues in September-October and November-December. Copyright© 1976 by The Harvest Publishing Company, a subsidiary of Harcourt Brace Jovanovich, Inc. Printed in the U.S.A. For advertising rates, apply to Advertising Sales Manager, Editorial and Advertising offices, 9800 Detroit Avenue, Cleveland, Ohio 44102. Address manuscripts and other editorial contributions to the Editorial Office. Unacceptable contributions will be returned if accompanied by sufficient first-class postage. Not responsible for lost manuscripts or other material. Controlled circulation postage paid at Cleveland, Ohio. Please send change of address notice to GOLFDOM Magazine, 9800 Detroit Avenue, Cleveland, Ohio 44102. Subscription rates \$7 per year U.S. and Canada. Foreign \$10 per year. Single copy price: \$1.00 for current and all back issues. Foreign \$1.50. New subscribers are advised that it takes six to eight weeks to receive the first copy of GOLFDOM. A similar period is required to effect a change of address.