

GOLFDOM

THE MAGAZINE OF GOLF BUSINESS

Vol. 50, No. 5, MAY 1976, INCORPORATING GOLF BUSINESS

ARTICLES

ON THE COVER

Private condominium living next to an 18-hole golf course is just about the best thing possible for a golfer and that is the kind of life offered at a resort like Grenelefe. Near Cypress Gardens, Fla., the resort is owned by the Radisson Hotel Corporation in Minneapolis. Professional Peter Dwyer oversees the operation along with general manager Henry Goldstein. The resort is unique in that the hotel chain manages the food and beverage services, but the accommodations are privately owned or rented by individuals. There is another membership-type that utilizes the facilities at Grenelefe, though. Golf and tennis members that live in communities around the resort can pay to use the facilities.

THE RESORT PRO Having all the jobs of the regular club pro and more, the resort professional handles the travelling traffic that comes with the season. Service is a big money game, when dealing with customers, who pay a lot of cash to go to a resort in the first place. GOLFDOM profiles Pete Dwyer, golf director at Grenelefe, near Cypress Gardens, Fla. _____ **8**

ANATOMY OF A GREENS BUDGET A number of turfgrass experts look at the inside of a maintenance budget and the problems that owners, green chairmen and superintendents go through to make the numbers work toward a realistic goal. Routine problems and unusual ones are addressed in this report _____ **12**

FOOD PURCHASING: FROM PITFALLS TO PROFIT What are some of the most obvious mistakes made by the club manager in buying food, supplies or equipment? Brother Herman Zaccarelli looks at the hard facts of purchasing in a club foodservice and offers some suggestions that should lead to profit _____ **20**

SPALDING MARKS UP ITS 100th YEAR As the manufacturer of this country's first-known mass produced golf equipment, the Spalding Company has grown with golf business over the decades. In its 100th anniversary as a firm, Spalding is a viable influence in the market. GOLFDOM talks to the men that run the company and their outlook on the pro shop _____ **22**

PROS WANT CHANCE FOR TOP JOB Competition for general management positions at courses in the future will be tough. In an effort to make club professionals interested in that type of advancement ready for the opportunity, the PGA recently started an educational program to supply pros with needed business information. GOLFDOM was there and files an inside report _____ **23**

NEWS OF THE INDUSTRY ATO acquires Faultless Sports. . . . USGA reorganizes Green Section, new appointments made . . . Voight Corp. moves planned PGA Complex site from Martin to Palm Beach county . . . Los Angeles, Chicago and Cornell University will serve sites for NGF club management seminars. . . . Regional directors are chosen by public course association. . . . Augusta National sported new facelift for Masters. . . . Manufacturers named to new GCSAA Industrial Advisory Board. . . . Colgate-Palmolive organizes Ram Golf and Charles A. Eaton Company under Leisure division. . . . Expanded tournament schedule to aid Musser Fund _____ **24**

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