

Idea file

Don't get caught with reorders down

Waiting till the last minute to reorder a particularly hot item can get you into trouble. If it looks like something is selling well and should continue to do so, place your reorder as soon as possible; don't wait until you have the last piece on the shelf.

In softgoods, the pro should attempt to make a second and third color choice. Reorders are always difficult to get, since manufacturers are usually working on their next line, when you make that reorder.

Anticipate what your members and customers will want to buy. Often your good planning will lead to less reorders and less waiting by your customers and you.

Presenting the check can become an art

Making sure every detail of your club or course foodservice is exact can come right down to handing the check to the customer. It's a little thing, but in the competitive foodservice industry, the little pluses can add up to big profit. Teach this to your staff.

If a reservation has been made, be sure to hand the check to the person that made it. If that is not the case, attempt to establish who is the leader at the table or who is in charge. If two people seem to be competing to pick up the check, hand it to the person who asks for it first.

Try to present the check on a tray. Have the waiter or waitress write his or her name on the back with a short "thank you" message. An added touch may be mints on the tray.

Communicate course moves with members

If the high cost of maintenance has put you into a bind on whether or not you have too many traps on your course, think over your plan to eliminate those sandy areas before you do it.

Some golf course architects have gone to the deep-faced trap over the last few years, but this trap has been a headache for many superintendents. Certainly, they are more difficult to negotiate and are a continuous problem with the threat of a washout always present.

The bunker of yesterday seems to be returning with its fairly flat surface and mounds that were grass covered. Whatever you decide on traps, be sure to tell your golfers what you have planned. It will save a lot of explaining in the long run.

Pros may find lessons are worth their time

How important are giving lessons? Foremost in the mind of the player is the fact that as he or she excels, there is a good possibility they will play more golf. That's added profit for you in the added number of rounds and the additional pro shop merchandise they may buy while at your course.

Members or customers that really do want to improve their games will stand out. They will pay the price to be better. The professional, in turn, should get a fair price for his expertise.

Time is an important factor to the professional. In giving a playing lesson, the professional does not have to play. He can coach. This will all depend on what the player wants. Playing lessons can be a way a pro can handle high volume.

Selecting suppliers: a manager's headache

If you are the new club manager on the block, you might be pressed to decide if you should stay with the suppliers used by your predecessor. There are some simple rules to consider when you go about selecting a supplier.

Sources can be developed from local advertising, the phone book, or the Chamber of Commerce in the area. You might need only a couple leads, but that might be enough. Soon after, have a sales representative call on you. See if he is attentive to your needs. His ability to understand the club's problems will soon surface.

Consult with other managers in the area to get some background on suppliers you may be leaning toward. They can probably give you an idea of what kind of service to expect.

Control perennials with spot treatment

Stemming the influx of perennial grasses can be a spring hassle for the superintendent and since selective herbicides have little effect on them, nonselective products have done the trick.

Several applications must be applied for perennials to subside. Reseeding may be necessary for the treated areas. Paraquat is a popular nonselective which many superintendents are using to combat perennials.

Always follow label instructions when using such products. Strict adherence to directions is imperative.