

# Idea file

## Plan a golf trip before snow falls

Even though the sun is probably shining outside your shop while you are reading this, winter will be with us again soon. You might want to beat the cold weather blahs this year by organizing a golfing vacation to a warm clime for your club or course.

Initially, it might sound like a big task, but talk about it to your regulars and see if there is sufficient interest. If there is, approach a local travel agent and see what golf packages are available for your crew.

Such an excursion will be an invaluable public relations tool for you and your facility. The effort should add to your golfers' loyalty to you and your operation.

## Are smokers driving your diners out?

There is little doubt that the nonsmoker in the country is being heard more and more in these days of fighting air pollution and respiratory diseases.

There are now more nonsmokers than smokers in the nation. The question may be, though, if nonsmokers are staying away from your foodservice because of all the fumes emitted from their smoking brethren.

If you haven't already, maybe you should consider instituting a "no smoking" area. Minnesota is one state where this practice is law in all public eating places. Ohio also has a law establishing no-smoking areas for restaurants with large seating capacities.

## Seek turf problems before you renovate

Al Radko, national director of the Green Section of the United States Golf Association, offers some sound advice for the country club or golf course that is contemplating renovation in the near future.

If there is a problem on the golf course, determine what it is, covering all aspects of the projected solution. This list would include all the materials necessary to achieve the renovation along with cost estimates and the logical progression of the project.

Communication with your golfers is of the utmost priority for the superintendent. Be sure they know exactly what is going on.

## Managers to measure metric in the future

New Year's Eve of 1979 will not only bring another year, but the advent of the metric measure into beverage services all over the nation. New liter bottles are already on some shelves, and less than 2 years from now the gallon will be a thing of the past.

The new bottle will be smaller than the old gallon, holding 59.2 ounces, opposed to the previous 64. Liquor salesmen are already into the metric swing and can provide management with information that can map the changeover in laymen's terms.

Costs will also rise. For example, some prices for gin have been 18 cents an ounce in the old gallon bottle, but are 18.06 cents an ounce in the new liter.

## Personalize the shop, emphasize your name

Sometimes the only thing you have going for you in a customer's mind is your name. Merchandise seems to be the same everywhere, so what is that intangible that sets your operation apart from the next?

Effective merchandising of your name is important. Many golf professionals and shop managers will put their name or the shop name on all price tags. Some have even gone so far as to sell each new club with a name band including the owner's name and the shop he bought it from.

Make sure your shop has a professional-looking sign with the name of the pro or manager on it. Customer loyalty will only happen if the customer remembers who he is dealing with.

## Labor relations key for superintendent

Many in the trade have said a superintendent is no better than his crew. With the high cost of maintenance the way it is these days, it is imperative the superintendent know his employees well.

Foremost, the superintendent must convince the employee his position is secure with the facility and that if he wants it, there is a future. Other areas to concentrate on are recognition of the employee's good work and praise for a job well done.

This will all tie in with keeping the employee adequately compensated. If an employee is happy, though, this will be an easier part of the overall job.