

Inside foodservice

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Four keys to future success

Much has been written concerning the demise of the traditional 40-hour workweek in our society. There is no question that the 35- or the 32-hour week has begun to emerge. This concept is healthy for all club management — or is it? This will depend on how club managers prepare for it.

There are four golden keys that will bring club managers success in this new era, and club managers must begin now to prepare themselves. They must prepare to react in a positive way with the four keys of awareness, ability, anticipation of future of the golf and resort business, and freedom of choice — which is a key we do not often relate to growth and development.

Golf business awareness

This requires the Club Manager to set a certain time each day to make full use of his senses. To read professional magazines and books, and then to take from them the professional information and process it rationally and objectively. Through this awareness you will secure ideas for change and development in your club. These changes will add greater perception to your club, yourself, your

members, and your staff. Awareness is to keep an open mind. We say it, but do we really have it? We will if we grow professionally daily.

Golf business ability

Ability is a combination of innate talent and skill that is never static. Today to be successful we must learn, unlearn, and relearn daily and be constantly moving forward with both short- and long-range goals for the development of our business. This new ability will be exciting if you can overcome your instinctive nostalgia for the days when your old skills were sufficient.

Anticipation of the future

It was a famous poet who once said that "As human beings we live in a spirit of anticipation." This is indeed true, and we are successful to the degree in which we live out this anticipation. How is this done?

No one can prophesy for sure what will happen tomorrow, let alone next year. All of us, however, conjecture. And what usually clouds the crystal ball is emotion: wanting one outcome too much, dreading another excessively. This leads to over- or under-estimating our ability to influence events in our clubs. By your new awareness you can use new professional information to set up options for your

decisions. Then you can carefully plot what would be your most sensible and effective course of action in possible new situations. In this way you can meet the future intelligently with a great spirit of anticipation.

The freedom of choice

Does free will exist in a business world that is more and more bound by rules, regulations, and responsibilities? To some managers the answer seems "No." Perhaps they forget that for all human beings, the exercise of free will has always been a matter of choosing between one course of action and another. Even to do nothing is a matter of choice.

Whenever we say, "I have no choice," we really mean, "I don't want to take the consequences of doing something else." The alternatives differ today from what they were in the past. The right to decide between them still exists.

Or you can choose to open yourself to what the future will bring, consciously setting yourself to adapt to the joy of inevitable change — because you have opted of your own free will to do so, however painfully. In the process you will acquire the sense of adventurous liberty that has marked all human beings who have seen the possibilities and the excitement of a changing challenge in the golf business world.

MONTHLY MENU IDEA FOR CLUB MANAGERS

THOUSAND ISLAND MOLDED SALAD

- 2 tablespoons unflavored gelatin
- ½ cup cold water
- 1½ cups mayonnaise or salad dressing
- 1 cup Heinz Chili Sauce
- ½ cup ketchup
- 1½ teaspoons apple cider vinegar
- 1 cup chopped celery
- 6 hard-cooked eggs, chopped

Soften gelatin in cold water; dissolve over hot water. Meanwhile, combine mayonnaise and remaining ingredients; stir in gelatin, mixing thoroughly. Pour into a 1½-quart mold or 8 to 10 individual molds; chill until firm. Unmold on lettuce; garnish with sliced stuffed olives, pimiento, carrot curls, or sliced hard-cooked egg and paprika, if desired. Makes 8 to 10 servings.

