

Idea file

Club profits from weekly guest day

Car rentals increased more than 1,000 percent and food and beverage sales more than 400 percent when the Woodlake Golf and Country Club in San Antonio, Tex., began promoting every Tuesday as "Guest Day."

General manager Jack Parker says the club earns an average of \$10.80 for each guest. A member can bring just one guest, but \$7.50 allows the nonmember to play 18 holes and pays for his car fee, lunch and one cocktail.

The profit is increased by requiring the member to pay \$4.25 for his half of the golf car. The member also buys his own lunch and drink while accompanying his guest.

The costly expense of lazy employees

One wasted hour by an employee each day can run into thousands of dollars in wasted wages.

Assuming that an employee works 40 hours each week, with paid holidays and vacation, one non-working hour each day by an employee who earns \$7,500 annually costs you \$935.

The amount increases to \$1,250 for a \$10,000 employee and \$2,500 for a person earning \$20,000.

Customer complaints aren't always reliable

In fact, complaints from customers are one of the least reliable measures of service, says Herbert V. Davis and Co., a management consultant firm.

The firm says the complaints represent only a cross-section of "your more articulate and noisier customers" and that 75 percent of the causes of dissatisfaction are not formalized.

The firm prints a newsletter dealing with technical publicity and research in transportation, warehousing, and physical distribution management.

Promotions with media usually work well

Consider promoting special tournaments and co-sponsoring clinics with newspapers and radio and television stations. Small and medium-sized newspapers in particular are usually looking for new promotional ideas.

It is also important to treat area newspapers equally when giving out news items. Each has a different deadline and the sports editor at one newspaper may get upset if he isn't given some stories before his competitor.

Also, if you have trouble getting golf scores or news published, don't try to see the editor or publisher. It's better to make friends with the sports editor and reporters.

Freeze fish properly; follow these methods

After cleaning fresh fish, dip it into a gallon of water that has one cup of salt for one minute, says nutrition specialist Mary K. Sweeten. This will let the fish freeze more rapidly, which preserves tissue cells and reduces the time bacteria can act on it.

If possible, set your freezer to its coldest temperature before placing the fish inside, but return it to a normal temperature once the fish is frozen.

If the fish is purchased frozen, unwrap it and dip it in water to form a glaze before re-wrapping and placing it in the freezer.