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get tired of him? The answer is simple: It was just a matter of being honest, kind and respectful to everyone, Voykin says. Of course, Voykin also had to be a very capable superintendent to last so long.

Here's to his perseverance and a happy retirement.

The "Boss of the Year" Award

MARY LOU FERRIER

CO-OWNER

WASHAKIE GOLF & RV RESORT

Mary Lou Ferrier is boss of all of the employees at Washakie Golf & RV Resort in North Branch, Mich. And the 80-year-old Ferrier, who operates Washakie with her son Brian, takes good care of her workers.

Every day, just as the clock strikes noon, Mary Lou feeds the Washakie work crew a hearty, home-cooked lunch. She can be seen daily darting around the kitchen of her home, located a short distance from the golf course, readying the



midday meal. One by one, the hungry workers file in the door of Mary Lou's small home and take their seats at the 6-foot-

long dining table adorned with a plastic, floral tablecloth. Mary Lou serves them the plates, and the employees dig in.

"I enjoy having them over," says Mary Lou, who has been cooking lunch for the staff since Washakie, located about 60 miles north of Detroit, opened 35 years ago. "I like listening to them yak. Otherwise, I wouldn't know what's going on around here."

It's a nice fringe benefit for the employees, who consist of the golf course superintendent and his four-man crew, and four women who work in the course's pro shop. But it's more than just a homemade meal for them. It's the

chance for the Washakie staff to convene and talk shop for an hour.

The crew does not take Mary Lou's free home-cooked daily meals for granted. They know they'd probably be eating something made fast and greasy if it wasn't for her.

Mary Lou knows there's nothing like a home-cooked meal to keep employees happy and working hard.

The "All in the Family" Award

FRANK GORE

RETIRED EXECUTIVE VICE PRESIDENT
CLUBCORP

Myriad task forces, think tanks and even formal entities have been devising marketing initiatives and ad campaigns to grow the game of golf, but the really big changes — like shaking the game of its traditional six-hour obligation — has been largely academic with the exception of a few golf courses.



Thus far, the industry has responded to America's virtual time poverty by building longer, tougher golf courses, which largely have cannibalized shorter, easier layouts. That trend has hampered rounds at public facilities. And private clubs are experiencing a shakeout, too. Fewer traditional country club members are willing to forgo weekends with family to golf as often as they did in the past.

That's a point that Frank Gore understands. Gore was ClubCorp's executive vice president of membership and sales until he retired from the company this year. But before he did, he shared this anecdote with *Golfdom*:

"My father was an avid golfer. I can't imagine the amount of laughter that would have taken place if I asked him to give up his weekend golf to watch me play soccer," he says. "Conversely, my daughter played soccer for six years without ever

scoring a goal, but I never missed a game. It's different now, and we saw a lot of this prioritizing of what's important after 9/11."

In response to the demand for more family recreation time and fewer hours on the golf course, more than 90 of ClubCorp's managed properties began offering a new set of forward tees last spring.

The company's FasTee Course places teeing grounds about 100 yards closer to the green than the previous forward tees, allowing dads to play in about an hour after work and still attend evening obligations or letting kids play along with their dads without holding up play.

The innovation isn't new, but kudos to Gore and other ClubCorp executives for creating a companywide mandate. These initiatives won't succeed without buy-in from the highest levels.

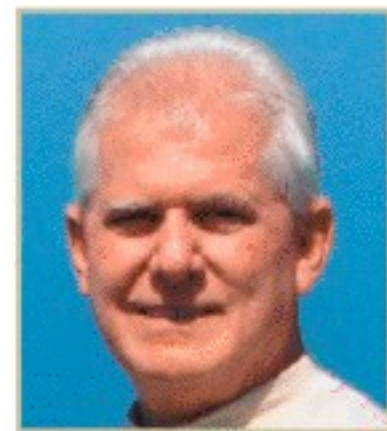
The "I Won't Back Down" Award

MARK WOODWARD

CHIEF EXECUTIVE OFFICER
GCSAA

What if you worked at a public golf course that was so revered by its community that golfers threatened to kill you if you restricted their access or depreciated its conditions?

It happened to Mark Woodward, the new CEO of the Golf Course Superintendents Association of America. Earlier this year, he hosted the U.S. Open at Torrey Pines, where he spent three years prepping for the national championship as the club's director of golf operations.



When he first arrived at the San Diego treasure, he suggested the city should raise user fees to reflect the quality of the venue. San Diego residents can play the championship layouts for less than \$50.

Once Woodward's proposal hit the local media, an avid golfer told him: "If I had a