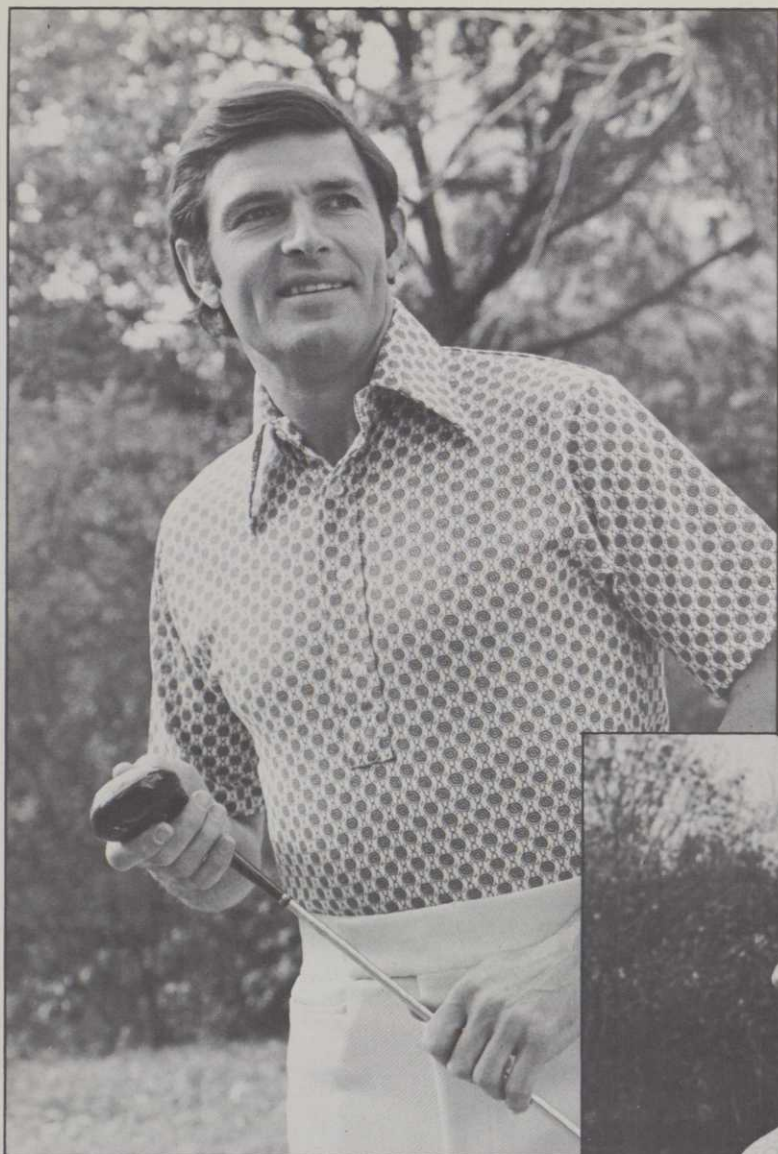


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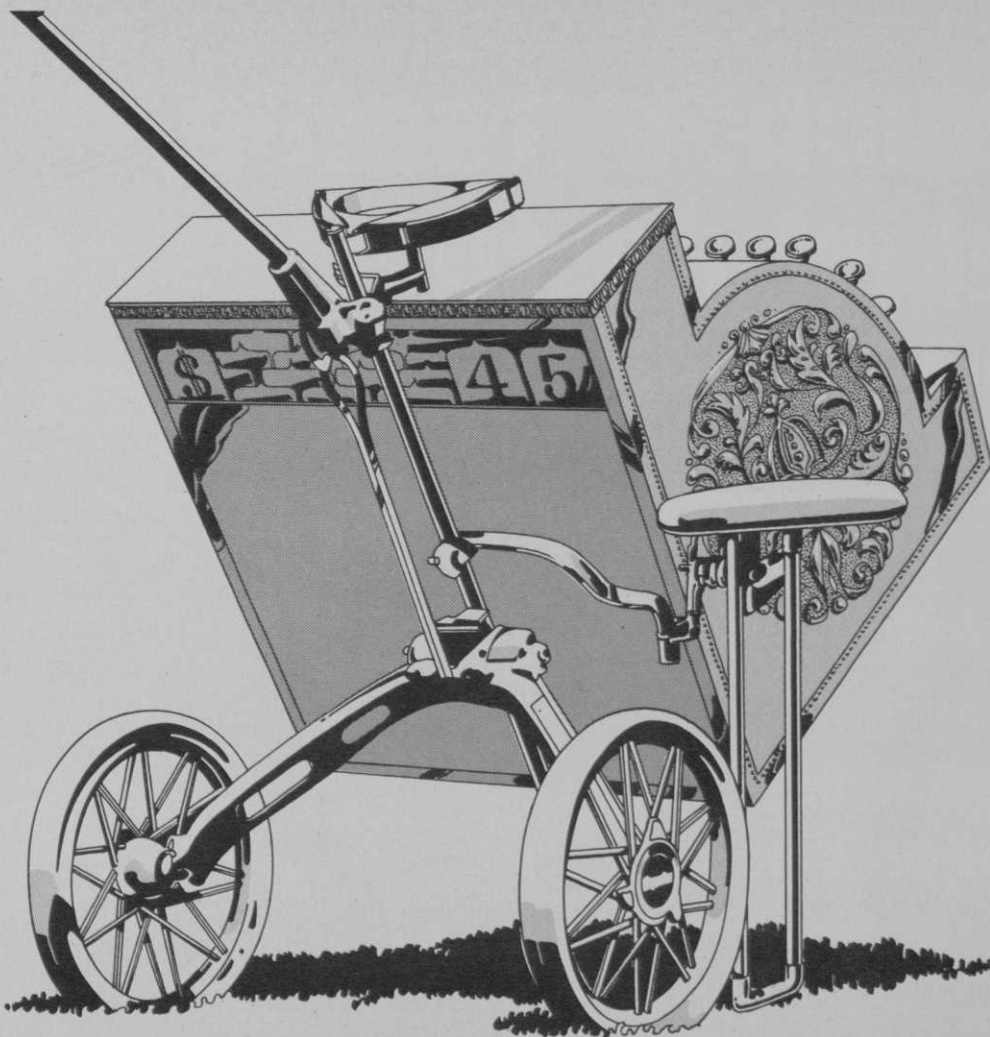
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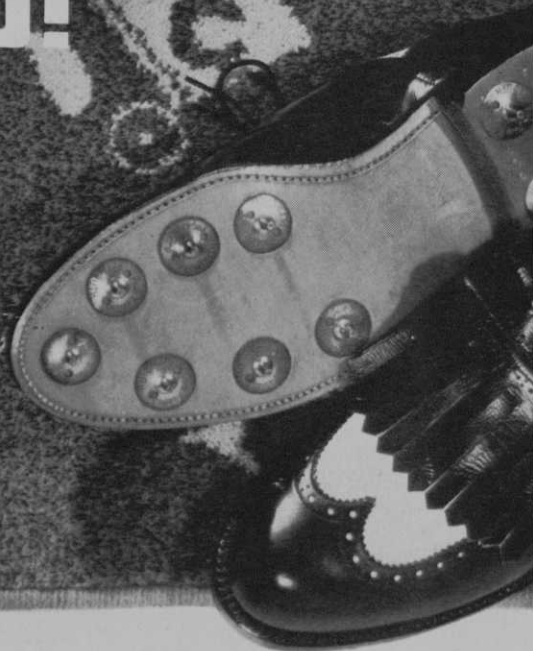
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INCORPORATING GOLF BUSINESS


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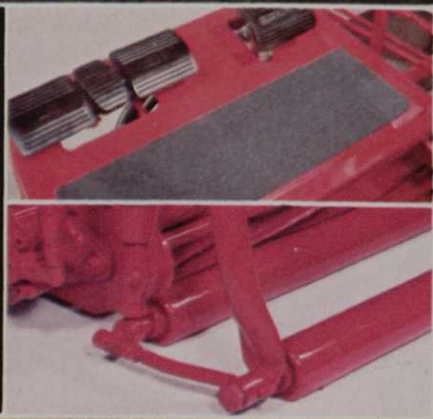
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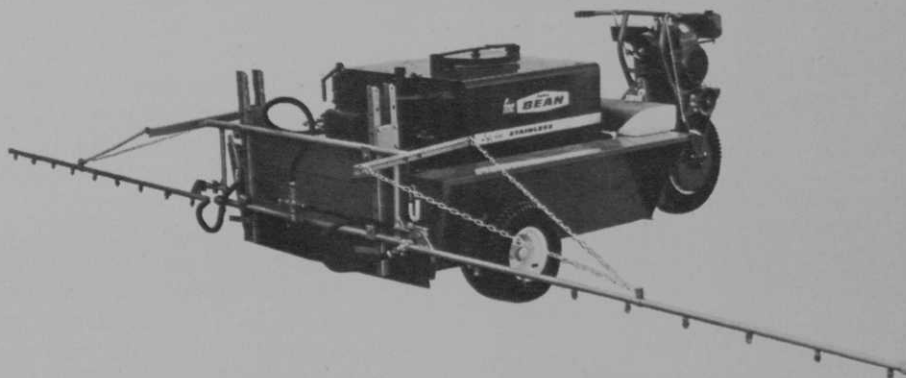
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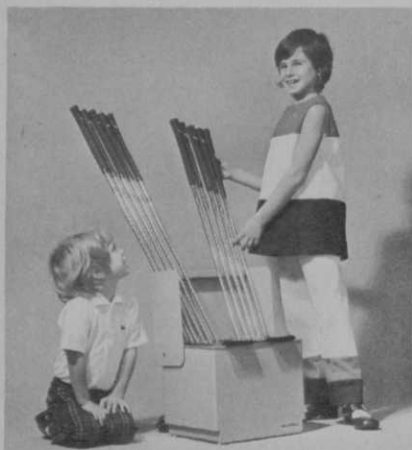
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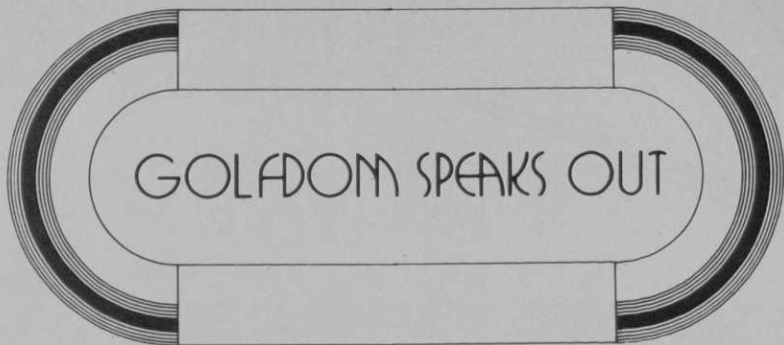
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### AN ENDURING APPROACH

The topic of our lead article this month, "Team Up Now!" (page 32), is one of such importance in today's golf industry that it demands special attention and comment.

From its inception more than 45 years ago, GOLFDOM has covered the industry with articles oriented toward not just a single administrator or official, but *all* people involved in the operation of the nation's golf clubs and courses. We have strived to serve the specific needs of the golf professional, superintendent and club manager and also have attempted to provide each of these administrators with a good knowledge of the others' areas of responsibility. The philosophy behind this thorough coverage is one which we are absolutely convinced of and have held to over these many years—the enterprising manager, professional or superintendent *must not* and *cannot* exist in a vacuum. He should be interested in his fellow administrators, because the jobs they are doing affect the success or failure of the golf facility and, in turn, have a direct influence on his very livelihood. A golf professional cannot prosper if his golf course is maintained badly. A club manager cannot attract new members if the club professional is disliked, and so on. Therefore, this interest, this self interest, should extend itself to a system of communications among the three administrators and the elected officials and committee chairmen with whom they must work—namely, regular and frequent meetings for purposes of planning, informing and aiding.

We particularly want to stress the importance of having the key officials and committee chairmen at these meetings, because their inclusion is likely to make them more

aware of and sensitive to the administrators' problems, as well as more responsive to suggested programs.

The "team approach" to club operations was well defined in our March issue by Patrick Williams ("Success is a Three-Man Team," page 36):

"Each individual—the superintendent, professional and the manager—bears the total responsibility for the total operations at the club. They do not have extremely distinct and separate lines of responsibility. Each is dependent on the other. All three have a common objective."

An essential requirement for making the "team approach" work and for making the exchange of views and the meetings meaningful and valuable is knowledge of all areas of responsibility, as well as awareness of current issues that affect golf facilities—property taxes, civil rights legislation, ecology movements, and so on.

GOLFDOM, the major industry associations and industry leaders have continually stressed the need for thorough knowledge of club operations and good communications among administrators. However, GOLFDOM was determined to find out if this advice fell on deaf ears. We conducted a formal *Inter-Relationship Survey* among hundreds of managers, professionals and superintendents, the results of which are the basis of "Team Up Now!" We are delighted that our words and those of others have come across loud and clear in the great majority of cases and also that the philosophy of our publication has proven to be as sound today as it was 45 years ago.

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