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-

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Feedback

The pro's proper role

During the past 5 years your magazine has published many articles downgrading the golf professional by not listing him as the man involved in regards to the concession at clubs — mainly golf cars and merchandise.

Many club officials are influenced by these articles, resulting in the club professional's loss of proper role at the clubs. The professionals in all sections are fighting for their financial future in the golf business. Therefore, why not help us, rather than downgrade us by not making reference when these subjects are written about?

The golf professionals in the PGA are proud of their contractual arrangements with the clubs. Hopefully you will understand what the club professional's role is and should continue to be.

George Thomas
Immediate Past President
PGA Indiana Section

• The staff of GOLF BUSINESS magazine is making every possible effort to understand and properly publicize all facets of this complex industry. Although the current editors cannot be responsible for the articles published in the magazine in the years prior to our employment here, we feel that since we started editing the magazine last year we have published a fair amount of copy promoting the proper role of the club professional in the golf business.

Our editorial features have included specific pro shop merchandising articles in the October 1976 and January 1977 issues, a 6-page in-depth interview with PGA President Don Padgett in April, and numerous other stories addressing the pro as part of our "management" audience. We feel — as you undoubtedly do — that for the club professional to secure his financial future in the golf business, he must consider himself and establish himself as part of the management team at his facility.

Since April, we have also been running a monthly column written by an "old pro" specifically about the golf professional's job.

If you need any further convincing of our commitment to publish all legitimate viewpoints in regard to the control of golf car and pro shop concessions, see page 33 of this issue. — Ed.

Do you have a gripe with the industry? Or praise for some facet of it? Voice it in *Feedback*: a forum for your ideas on topics we have or haven't covered in GOLF BUSINESS. Readers interested in expressing their views can write to Feedback, GOLF BUSINESS, 9800 Detroit Ave., Cleveland, OH 44102.

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Idea file

Summer care critical for newly planted trees

Summer is a critical period for recently planted shade and ornamental trees, according to a landscape horticulturist for the Texas Agricultural Extension Service. Water is the prime need, since trees lose a great deal of moisture from the leaves and stems. Also, young transplanted trees have a limited root system, so they can only use water that is close by.

Trees should be watered once a week on sandy soil and every 10 days to 2 weeks on clay or loam soil. Soil should be moist down to 12 to 18 inches after watering.

Use fresh strawberries within a day or two

Fresh strawberries can be a special summer treat in your club for salads and desserts, but remember that they are highly perishable. Buy only the amount you plan to use or process in a day or two. If storage is necessary, do not wash or cap until time for using. It's best to roll them onto a tray and cover lightly with wax paper, then place in the refrigerator.

High-quality strawberries have a fresh, clean, bright appearance — uniform color and bright green caps, which should still be attached. Moist-looking berries and stains on the containers usually signal deterioration.

Strawberry yields vary with quality, but the following will serve as a guide: 1 quart = 3 cups capped berries, 1 quart = approximately 5 servings, 1 crate = 16 quarts, 16 quarts = 20-24 pints for freezing. Size of the berries is not necessarily an indication of flavor. Small or medium berries are often the most flavorful. Extremely large berries may have hollow centers.

Don't treat sales as a pro shop liability

Pros should learn to regard sales of overstocked merchandise as an asset, rather than a liability, says softgoods distributor Ernie Sabayrac. "A sale is a quick way to turn merchandise into cash to help finance a merchandising operation."

It is also one of the best ways to increase traffic in your pro shop and to help increase the number of loyal customers. The pro will always be left with some merchandise that didn't sell at regular prices, so why not get it off the shelves?

Lube your trucks for long service

Proper lubrication can keep your maintenance vehicles in good service longer. The 1977 *Truck Lubrication Guide* published by the Chek-Chart Division of H. M. Gousha Co. contains complete lubrication recommendations for most popular models of light-, medium-, and heavy-duty trucks.

The charts are printed in two colors and list capacities, service intervals, and lubricant grades for engines, transmissions, transfer cases, and differentials. Single copies are available for \$20.90 from Gousha/Chek-Chart, P.O. Box 6227, San Jose, CA 95150.

Consider buying ice instead of making it

The iceman is not dead. In fact, suppliers of manufactured ice have a lot to offer if your club's food and beverage operation uses much ice — as most do. Manufactured ice is pure: free of air bubbles, chemical impurities, and exposure to unsanitary conditions. It's also fairly economical (inventory and costs are easily controlled) and convenient (the only equipment needed is a simple refrigerated cabinet).

Another big advantage of manufactured ice is that you can buy just as much as you need, when you need it. If you're likely to need more ice during summer months, you can get it without buying a larger-capacity ice machine than you'll need in the winter.

Personal

Reputable travel agents plan great vacations

But beware of fraudulent operators. Claudia Kerbel, a consumer information specialist, warns, "While reputable travel agents have the information and expertise to help vacation planners, other agents misrepresent tours and accommodations, omit certain costs from the 'total-price' information, or fail to explain all the details of a trip."

So always deal with established local agents, read any contract an agent asks you to sign, and learn the cancellation policy at the time you make a reservation. Make sure everything promised is included in your contract. Don't rely on oral promises or agreements — or pretty pictures in brochures.

Program offers security for camping travelers

If you're going to be camping on your vacation trip, a recently formed organization — called The Outdoor Traveler — can sell you some peace of mind for a nominal fee. For \$25 a year, you get:

- A membership card.
- Personal check guarantee up to \$50.
- Cash advance up to \$300 if your vehicle is damaged beyond minor repair.
- Credit card protection with cash advances if money stolen as well.
- Decals to identify your RV by account number.
- Lost key protection.
- Toll-free emergency road service information.
- Toll-free emergency message center service.
- Mail forwarding for extended trips.
- Toll-free reservations service.

For information or membership, call toll-free 800/648-5000 or write The Outdoor Traveler, P.O. Box 11860, Reno, NV 89510.

Painting your walls? Light colors save light

If you are spending your off-hours painting the inside of your home this summer, home economist Jean Cranston recommends choosing energy-saving colors. Light colors, such as white or pale yellow, reflect light. They make your rooms look brighter, often without use of artificial lighting. Rooms with light-color backgrounds also require less wattage to illuminate when lamps are needed.

The same rule should be followed in selecting paneling or wallpaper. Darker finishes seem to swallow light, so select light-tone wood or predominantly light-color wallpaper designs to conserve energy.

Do you know if you have high blood pressure?

High blood pressure can kill or cripple the 23 million Americans who have it — unless they control it to keep the risks to a minimum. According to health education specialist Carla Shearer, some people don't even know if they have high blood pressure — and many others don't do enough about it. She recommends regular blood-pressure checkups, even for young children.

Remember that for most people, there are no symptoms to warn of high blood pressure. (In severe cases, there will sometimes be dizziness and headaches.) If you have it and don't treat it, the first symptom may be a heart attack or a stroke. A blood pressure check is quick, easy, and painless — so get one at least once a year.

All aboard! Locomotive steams into the past

To celebrate the sesquicentennial of the Baltimore & Ohio Railroad, the nation's first, the Chessie Steam Special is currently chugging 8,000 miles through 10 eastern and midwestern states. An old-fashioned steam locomotive (the same one that pulled the American Freedom Train the past 2 years) is hauling 18 cars: open-window coaches, air-conditioned coaches, a first-class parlor car, an observation car, a combine car, and a snack and concession car.

Coach fares for the 8- to 10-hour round-trip runs are \$20 for adults and \$18 for children; for one-way ferry moves, they are \$2 less. For schedule information write Chessie System, Dept. C-J, 2 North Charles St., Baltimore, MD 21202 or call 301/237-3737.

The old pro

Sees himself as golf's wasted wealth

Far too much of my time with the good clubs I served was wasted because I could not make use of my experience. Like most other golf professionals, I was a captive of the shop. I had to be or go broke. At the majority of clubs, pro shop operation means the pro must invest \$20,000 or more stocking the shop with apparel and equipment and accessories provided conveniently to a limited market, generally for less than a full year.

A pro will hear members, including those who don't spend \$25 a year in the shop, complain that the pro makes \$25,000 a year in his job. Usually, if the pro would charge a fair salary for himself against his cost of doing business, the bottom line would show that he makes much less out of his job than the club pays its chef.

I don't know what is wrong with the way golf business is run by the club officials who are better businessmen than I. Another mystery is that I wouldn't trade my job for any other work in this world. My job is the damndest combination of a religion, love affair, school teaching in living and public service of any job I've heard of.

Rarely was I or another club professional allowed to give the valuable help to our members and their club that golf professionals as business specialists alone are qualified to provide.

Our course superintendent was an able hardworking man and — although handicapped by budget, weather, unqualified green committee members, and defects in course construction — was doing fairly well.

If we had had the time to play nine holes together once a week, I know the course would have been made more pleasant for members. Money could have been saved. The superintendent probably could have given me ideas for helping the club and myself. And this extension of our potential values could easily have been accomplished by playing together so we could work closely together.

Many times a week I looked out of the shop and saw at the first tee a man or a woman with a swing error I could have eliminated by playing with him or going along with him for two or three holes and showing him how to teach himself to do the right thing. For a few minutes of my time and knowledge that man's (or woman's) play would be better and golf would be enjoyed more the rest of a lifetime in the game.

But I could not do what I alone of the club's employees was competent to do.

I, like too many other club professionals, was an occupational shut-in. I was to a considerable extent the victim of a traditional program that makes golf generally a badly run business.

My employers are mainly the victims of a waste nobody in golf has tried to eliminate: the failure to intelligently utilize the professional.

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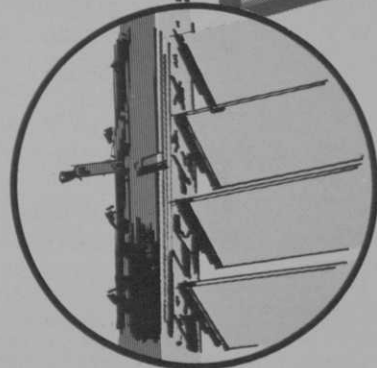
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Foodservice bulletin

Energy conservation for club managers

Some tips on getting the most out of your ovens, without sending your energy bills through the roof:

- Start the day's baking with foods that require the lowest temperatures. It's wasteful to heat ovens to high temperatures, then wait to reduce heat for next item.
- Schedule cooking times to use ovens to capacity. Consider using extra space to cook such items as rice and sauces, not normally prepared in the oven.
- Allow a 2-inch clearance in standard ovens for air to circulate around pans. In convection ovens, you need less space.
- Set thermostats as low as possible to achieve desired temperature. A higher setting will waste energy and won't heat oven any faster.
- Load entire oven at one time, to avoid opening door more than absolutely necessary. For each second the oven is open, interior temperature falls 10°.
- Bake potatoes without foil, adding foil only after they're finished. But if you bake in foil, use it dull side out, as it absorbs more heat.

Labor news for club managers 1977 and beyond

January 1 brought another rise in the federal minimum wage, from \$2.20 an hour to \$2.30. In areas of the club industry where novice or unskilled workers are employed to perform basic tasks, the cost increase will have an impact.

Like 1976, 1977 will be a year of heavy labor/management negotiations. Major contract talks covering some 5 million workers in selected large industries are on calendar. Government officials hope that settlements will range in the vicinity of last year's average 8 percent for the first contract year. Should union leaders press for heftier increases — a likely occurrence — economists will have to trot out that old expression "cost-push inflation" and pray that labor might lend a sympathetic ear.

compiled by
Herman Zaccarelli,
foodservice editor



Economists are already disturbed by some recent news about labor productivity. The Labor Department reports that in the fourth quarter of 1976 the nation's nonfarm productivity declined 0.1 percent. For all private business, productivity rose in the quarter at an annual rate of only 1.5 percent — a below-average increase which triggers fears that rising unit labor costs might provoke more inflation.

As long as productivity was growing at a healthy pace, manufacturers were generally able to handle their higher labor costs and still maintain adequate profit margins. But if productivity slips and wages keep rising, the producer has little choice but to recoup the loss by raising his prices.

Looking into the future, the Labor Department has released its projections of the nation's employment growth among various occupations in the period 1974-85. Total U.S. employment is expected to rise about 20 percent, from some 86 million to over 103 million workers. The gains for foodservice workers are projected overall at 24 percent, but it should be noted that this figure refers only to various subordinate personnel. By 1985 there should be a need for as many as 50 to 60 percent more managerial people. This reflects foodservice's growing dependence upon individuals who possess the professional skills and strong leadership qualities necessary to cope successfully with the rapid changes in an evolving growth industry.

The many faces of convenience foods

Lest there be confusion that only frozen food is available, it would be well to mention the categories of food products that are or will be available to the club food service industry.

FROZEN FOODS. Usually the first thing brought to mind when convenience is mentioned. There is a huge supply of them now, ready for use.

PRE-FAB, PORTIONED AND READY MEATS. At this time of high labor cost, they return savings unless you have a tremendous volume. Even in huge meat-cutting operations, the constant job of control, testing, and costing can be so expensive that it pays to have meat cutting done by others.

INSTANT DEHYDRATED. Products have forged ahead steadily in the past few years and are becoming more and more useful in the club foodservice industry. Many of us think back quite a few years to the earlier products, but we fail to realize that important advances have been made in the processing of these foods to enhance their quality.

One noteworthy example is instant whipped potatoes. Many of the persons who eat out would be amazed if they knew how many of their favorite restaurants, including some in the more expensive brackets, are using instant potatoes. Here again it is important to point out that a good instant potato, prepared in small quantities freshly as needed and served right, will yield a better product and a more uniform one than potatoes made up in large quantities hours before serving.

FRESH-CONVENIENCE. A combination of preparing your own foods and adding convenience foods to help in areas of trouble. If that good baker you had for years suddenly quits and you cannot find another, perhaps you will consider buying some frozen products to help the situation.

ALTER CONVENIENCE. This means buying convenience foods and adding your own variations, seasonings, and methods of service so that your food will still be distinctive. For example, you can buy a good basic frozen beef stew; thaw and heat; put in an attractive casserole; garnish with some biscuits and finish in the oven; serve it with some fresh peas, and you have a distinctive dish.

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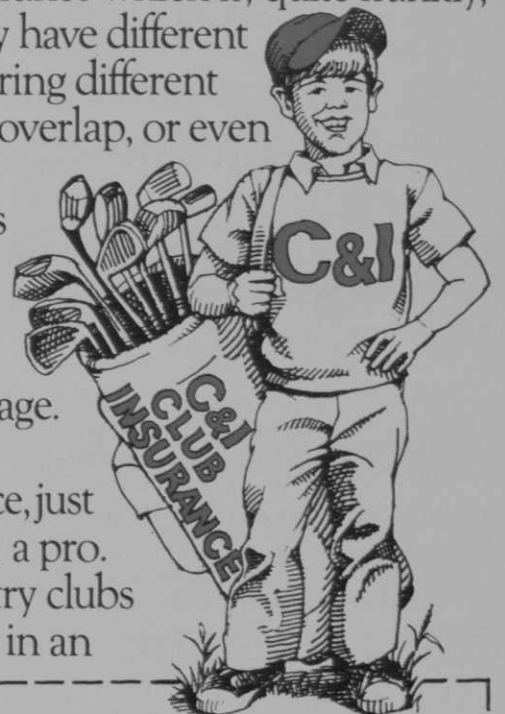
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Many private golf and country clubs carry insurance which is, quite frankly, below par. They have different policies covering different



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ployee health and well being. What they have found is a variety of additional benefits. These benefits add up to *increased productivity*—so much so that several companies can demonstrate that the fitness program pays for itself. Add to this improved morale, better internal communications, and employee health. How can you lose? Write us now for more information:



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