

# THE MANY HATS OF THE PURPLE HAWK

by FRED R. ANDERSON  
Superintendent  
Purple Hawk Country Club  
Cambridge, Minnesota

Before I get down to the basis of my article, a short history of the Purple Hawk is needed to explain why this course is unique.

As in some situations where a small town has a nine hole course mixed with a growing population, a decision was made to sell the present 9-Hole course and build an 18-Hole course with pro shop and restaurant. With the availability of low interest government money to borrow, the land was purchased and construction began in early 1969 and completed mid-1970. The course opened mid-summer and was playable despite its newness. The clubhouse was the answer to all dreams - men's and women's locker rooms, showers, supper club and a pro shop. A few years passed and the dream was in serious jeopardy. The financial stability of the Purple Hawk was in question, with large monthly payments, low membership numbers and a supper club that was taking a huge drain on the golf course revenues. The end result was that of selling the supper club to a private party in 1976. Now the Purple Hawk Golf Course was on its own and the next hurdle to overcome was an ailing credit rating. This has taken several years but it has been corrected.

Now to the purpose of my writing this article and that is to explain the management and care of an 18-Hole semi-private golf course without clubhouse responsibility. So you ask what does he do and what are his responsibilities? I wear three different hats. First is that of Superintendent; secondly that of pro shop manager; and third, I am the general over all club manager. With each hat comes different responsibilities.

1) As Superintendent my duties are not any different than any other superintendent. My crew consists of

myself, three college students, one high school student and one man who is with me from April until November. We are able to maintain the 200 plus acres of the course plus have some extra time for various course improvements. This was the "hat" that I was familiar with and felt confident in my ability to do a good job. The following "hats" I had to learn on the job.

(2) As Pro Shop Manager my duties include that of purchasing and pricing of all golf merchandise, hiring and training of pro shop personnel who are capable of dealing with the public and handling of large amounts of cash on a daily basis. An important factor in having a smooth and profitably run pro shop is the keeping of a daily log of income and activities. These figures are then transferred to a monthly journal so I am always informed on our cash flow. I am very fortunate that my wife, Sharon, does all the daily and monthly book work as well as work in the pro shop. This enables me to spend more time on the course (and some other courses, too!).

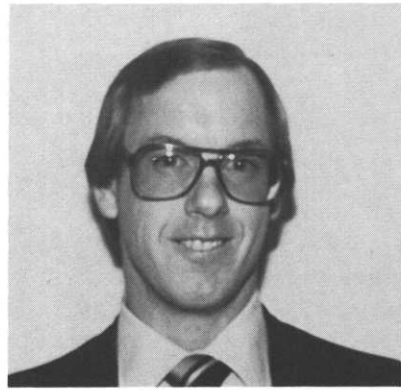
3) Finally my last "hat" of Club Manager entails the responsibility to inform, educate and work with a nine member Board of Directors. Since I have no greens chairman or any other committee that I must answer to on a daily basis, I am pretty much on my own for the daily decisions that arise concerning course operations. The board's feeling is that I was hired to take care of all course business and if I fail in that responsibility, someone else will take my place. I have been extremely fortunate since my taking over this position in 1979 in that my board has approved all my maintenance equipment requests; thus giving me new and time saving equipment and also the security of back up equipment. It is also my responsibility to write all checks for purchases involving course maintenance and pro shop merchandise. I must also prepare payroll checks on a bimonthly basis for all employees. The job also entails preparing an annual budget for golf course income and expense as well as one for pro shop income and expenses. With this is a five year long range financial budget. I also work closely with our accountant throughout the year

and in preparing our financial statement for our annual Stock Holders Meeting. In the spring I meet with area school coaches in preparing the Junior Golf program and scheduling golf meets. It is also my job to set up the format and run our annual shortstop tournament and to work with the board in setting up tournaments expressly for our members.

In summary the Purple Hawk is unique because of the many facets in which I am able to work. I find this type of employment to be very challenging, educational and rewarding. I am greatly benefitting from my experience here at the Purple Hawk because I am becoming a better golf course superintendent. I feel that in a situation of this type where the superintendent can work in all phases of management, he is acquiring a broader spectrum of the golf business as a whole.



## EDITOR'S CORNER



by DOUG MAHAL  
Chairman  
Editorial Committee

President Don Lindblad approached me shortly after our annual elections and asked if I might chair the Editorial Committee and thereby help organize the HOLE NOTES. My first reaction was that it sounded like quite a responsibility for a "rookie" but after a chat with former chairman Boots Fuller, I've decided to "give it a shot". I'd like to

continued on Page 7

# YOU DON'T HAVE TO BE AN ENGINEER TO SEE THE YAMAHA DIFFERENCE.

Every manufacturer promises the most holes per gallon, most miles per charge, fewest breakdowns, longest lasting, highest resale. Such claims are par for the course. Trouble is, it makes your game plan a difficult one.

The truth is, in some ways any golf car you buy or lease is going to be just as good as a Yamaha. For a year. After that the comparisons cease. And your profit margin begins to change dramatically.

The Yamaha difference. Quality you can bank on.

**GOLF CAR MIDWEST**  
**BURNSVILLE, MN 55337**  
**CALL TOLL FREE 800-328-6665**  
**IN MINNESOTA 800-352-2779**

LEASING - RENTAL - SALES - SERVICE

