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Official Publication of the
Michigan & Border Cities Golf Course Superintendents Association



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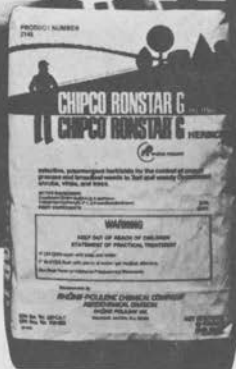
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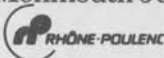


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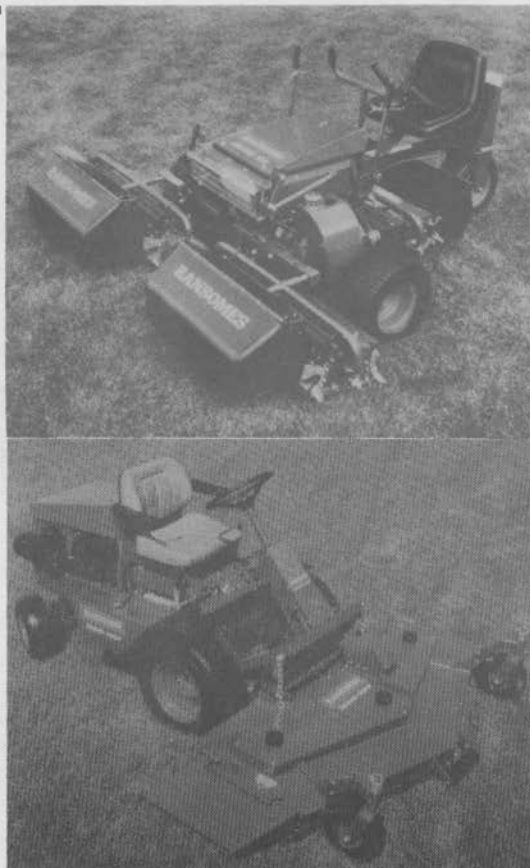
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COMPUTERS IN GOLF COURSE MANAGEMENT

by Mark DeYonker
President Associated Computer Consultants, Inc.

Continued from September, 1984 P.O.G.

Let's Put in Perspective

If one was to take a close look at the golf course operation he would probably see many similarities to a manufacturer. Consider: the course manager's main function is to manufacture a quality product (the golf course) to be sold to produce revenue and profits. The golf course has other product lines such as food, beverages, banquets, lessons, pro shop products, cart fees, green fees, et al. All of these other products are secondary to the golf course itself. Membership dues, initiation fees, and minimums are all predicated upon and priced in relation to the quality of the course, the man offering. All of these secondary products will fluctuate sales in direct proportion to the quality and condition of the main product - the course. If a course is in terrible condition, the adverse effect on membership, the amount of play, and food service sales is obvious.

The course manager is the course's vice-president of manufacturing. He is controlling and managing the main product line. He should have available all the necessary equipment and tools to insure the quality and deliver ability of the product.

Think of what you are attempting to

successfully orchestrate. Most courses are worth \$1,000,000 plus, equipment assets of more than half that value, inventory valued at thousands, irrigation systems worth hundreds of thousands, operating budgets of hundreds of thousands. Not to mention the employees. You may be amazed that many of the board and committee members you deal with don't manage these kind of numbers, and may themselves be astounded at these figures.

To put in another perspective, there are approximately 14 million companies in the U.S.A., of which 12 million have annual sales of less than \$250,000 and assets under \$200,000. This being the case, the course manager's operation fits in the top 15% in the country. These 12 million small businesses in the country are the companies that are presently purchasing and implementing computers in their operations to stay abreast and maximize their dollars.

Information

What is the importance of information? Why post and track it? Why spend time with it? I never had to before, why now? These are some of the first questions

CONTINUED PAGE 15

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Mr. Borowski outdistanced over 55 other domestic Toro Distributors in garnering the coveted award. Joel is a six year veteran of the Wilkie organization.

The parameters for the selection for this award are very stringent, and include categories such as level of customer complaints, efficiency of warranty work, warranty returns and an overall high standard of service to the customer.

Pictured here presenting the award to Joel are Walter Wilkie, President of Wilkie Turf Equipment Division, Inc. and Kurt Kraly, Turf Products Manager for Wilkie Turf Equipment Division, Inc.

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I do not have to be a sage
To know I'll never shoot my age,
But what scares me from toe to pate,
Is that someday I'll shoot my weight.

- Dick Emmons



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AN UPDATE ON SANDS FOR TOPDRESSING GOLF GREENS

by *DON TAYLOR*

*Assistant Professor, Social Science
University of Minnesota*

Two years ago we published in the HOLE NOTES a chart listing the particle sizes of some sands available in Minnesota. Since that time some new sands have become available and some questions about the other sands have been raised. Consequently, I collected new samples from several companies this summer and determined the particle size and pH of the sands. I also check for carbonates by applying some hydrochloric acid. The presence of carbonates is the main reason some of the sands are in the alkaline pH range. The results of the measurements are shown in Table 1 on Page 13.


Even with these figures, choosing the best topdressing sand is not easy. Opinions of superintendents, as well as researchers, vary widely. For whatever it's worth, I will give my opinion on what to look for in a topdressing sand or mixture.

1) Particles with diameters greater than 1.0 mm are too large. These are

the ones that are most likely to interfere with putting and be picked up in the mower. I would keep the percentage of these particles as low as possible.

2) Particles between 0.25 and 0.50 mm are the best. I would make sure the sand I used had a high percentage of these particles.

3) I think sand with a small amount of soil (80-80% sand and 10-20% soil) is preferable to either straight sand or sand-peat mixtures. For the soil, I would use a topsoil with a high clay content and as low a silt content as I could find. In research done by Cooper and Skogley in Rhode Island (Putting Greens Responses to Sand and Sand/Soil Topdressing, USGA Green Section Record, May/June 1981, pages 8-13), sand-soil mixture topdressing led to better fall color, earlier spring green-up, and better overall quality than topdressing with straight sand.



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course superintendent
has to be
an educated scientist,
agronomist, an economist
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The new fiberglass handle LESCO TRAP PAKE joins the complete line of golf course accessories and turfgrass equipment replacement parts available from LESCO, Inc.

(For more information contact Barbara G. Betz, LESCO, Inc., 20005 Lake Road, Rocky River, OH 44116. (216) 333-9250).

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GENE JOHANNINGSMEIER

Computers, Cont.

the course manager asks himself when the thought of a computer comes to mind. Valid, factual, logical information can be the foundation of successful management.

Information can be a friend or an enemy. In the human body, pain is initially perceived as an enemy. However, pain is your friend. It warns you something is wrong and needs attention. If ignored, it will then become your enemy.

Information is similar in the business climate. It can warn you, advise you and assist you if needed. Well organized and properly gathered information, which can be analyzed becomes an invaluable resource for decision making. If over looked or ignored, it can be the beginning of your undoing.

Your owners, board members and committee members are managing companies which deal in hard facts. Hard facts are created through sound record-keeping. They are not fabricated or estimated. They are the actual result of what has happened. When employees purchase new equipment, management wants to know and understand why this purchase is necessary. The statement "from my years of experience we need" will no longer suffice in business.

Competition in the Golf Industry

It is generally accepted that there is only friendly competition in the golf industry. That we are, in effect, a sort of brotherhood of professionals attempting to produce quality product for the consumer. Obviously, though, the bottom line is that the best course will have the best play. And the best play will generate the best revenue, which will generate the most operating income. Without being abrasive or trying start territorial battles, the bottom line is this - the best product will win. That's the course manager's challenge. Every course manager desires to offer the best course in his geographical area. The ego is important, the results of increasing revenue, play and membership are critical. All subsequent budgets, purchases, and headcounts will be decided by your results.

The golf industry is and most likely will continue to be an industry which trans-

CONTINUED NEXT PAGE

Computers, Cont.

fers and shares information among its professionals. Nonetheless, a leading edge should never be over looked. Computers, with the information presentation they can produce, can be that leading edge. To collect, analyze, produce, and present information in a decision making format may be the fine line between the good and the best course in the area. People tend to migrate to the best. And that migration will increase revenue, membership, and play.

Fears

How much time will it take? The computer is a good idea but we (committee, board, owners) want you to be on the course. . .

The most ironic aspect of course management is that the more you're required to manage, the less time you have to devote to your specialty. Conversely, the more time you devote to your specialty, the less time you have to manage . . .

The fear of spending too much time on

paperwork crosses every person's mind. The apprehensions of not being on the course every day and minute instills primal fear in the manager and his bosses. But consider the time and energy that's being consumed already in the requirements of bookkeeping. Ask yourself and business associates a couple of these questions: If they are in sales management, how much time do they spend with customers as compared to when they were salesman? Or a manufacturing plant manager; how much time does he spend on the shop floor, as opposed to when he was a foreman? If he is an accounting manager, how much time does he spend doing accounting for his company or clients? Job descriptions and performances change as demands change. You should not be expected to perform all of the daily tasks you were once required to, since your job has changed considerably. Spending one to two hours per day managing your business concerns will not adversely affect your performance, but rather enhance it. Analyzing what has occurred will always assist you in

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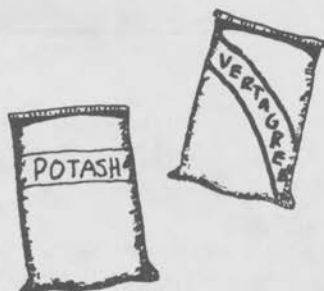
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your preparations for what may happen, Your importance to the course is realized in the overall success of the course, not the individual effect you have by raking, mowing, etc.

Tools of the Trade

Every manager, owner, board/committee member and employee can readily understand the necessity of providing tools to increase productivity and insure quality performance. Would any course manager in the country consider hand mowing of fairways? Fertilizing by hand? Your predecessors did, to produce the best course care that the technology of the era would permit. Times change. A manager today couldn't utilize those same procedures and stay competitive. But the same manager still practices the manual method of accounting. Why? Because it's secure and familiar, even though it's inefficient.

A computer with industry related software is the course manager's power tool for accounting. You mow fairways with tractors and gang mowers to increase efficiency and quality. Shouldn't you also consider automation for the accounting of valuable information?

GOOD TIMBER

The tree that never had to fight
For sun and sky and air and light;
That stood out in the open plain,
And always got its share of rain.
Never became a forest king,
But lived and died a scrubby thing.
The man who never had to toil
By hand or mind mid life's turmoil;
Who never had to win his share
Of sun and sky and light and air.
Never became a manly man,
But lived and died as he began.
Good timber does not grow in ease;
The stronger wind, the tougher trees.
The farther skies, the greater length.
The rougher storms, the greater strength.
By sun and cold, by rain and snows,
In tree or man good timber grows.

-Anonymous-

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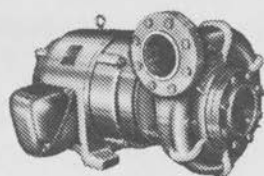
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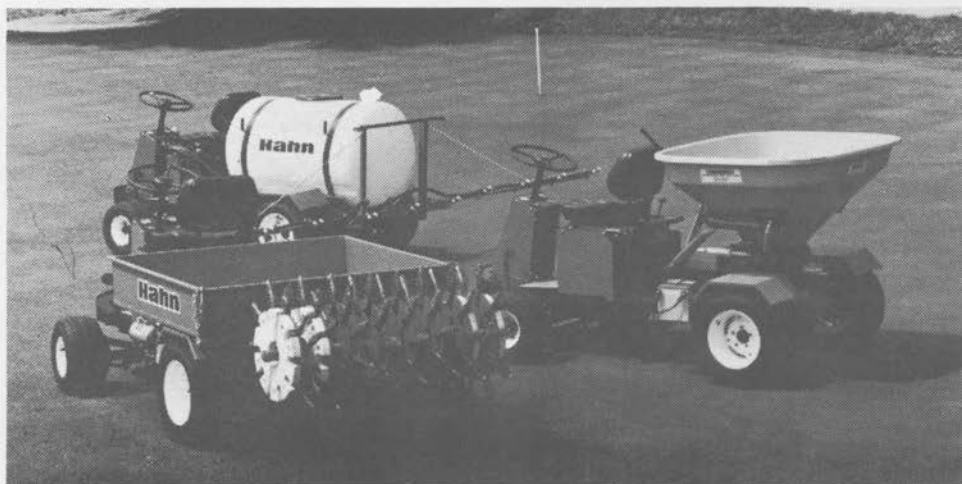
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160 gal. poly tank, 3-section boom for 18-1/2 ft. coverage. Spray with 1, 2, or all 3 booms. Fingertip control of all spray system functions.

the spreader ...

Precise rate settings for a uniform pattern. Top dress sand in 12 to 20 ft. swath, apply seed, fertilizer and lime 20 to 40 ft. Up to 500 lbs. per minute.

the utility truck bed ...

Reinforced steel, 1500 lbs. capacity. Converts to dump bed with addition of Hydraulic Package.



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JACOBSEN G-20D Tractor



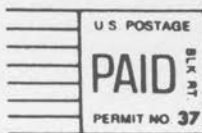
A broad power range, low center of gravity, non-slip differential and 45 hp diesel engine working through an eight-speed transmission are features of this new Jacobsen G-20D grounds and turf tractor. It can pull and operate sweepers, reel mower gangs, aerators, seeders and rotary and flail mowers, using a three-point hitch and PTO.

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