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More Food For Thought For Board Members

EVERY SUMMER GOLF PUSHES INTO THE LIMELIGHT WITH THE MAJORS THROUGHOUT THE WORLD...THE MASTERS, THE U.S. OPEN, THE OPEN CHAMPIONSHIPS AND THE PGA CHAMPIONSHIP.

And the questions linger...what does professional golf do for private clubs? Do the pros attract more people to the game...and the continuing question, what do we do to grow the game of golf?

There's consensus the number of people playing golf has dropped off significantly in recent years and clubs everywhere have struggled to 1) bring former players back into the fold, 2) find new people interested in playing golf and 3) find ways to encourage youngsters to take up the game of golf.

We constantly hear the complaints...a round of golf takes too long to play, it's too costly and the game's too difficult. All points that golf clubs everywhere have strived to address, as has the PGA.

Thus our cover story for this issue – an interview with PGA President Ted Bishop.

The PGA president as the owner of a 45-hole public facility near Indianapolis, know whereof he speaks, and he's got some suggestions...with a return to nine-hole golf as a starter.

"It's a good way to target new and lapsed golfers," Bishop contends. And he just might be right. There are also a number of clubs around the country that have initiated 3, 6 or 9-hole rounds enabling golfers to fit a quick round of golf into their daily schedules.

Still Bishop is fully aware player development remains the core issue facing golf today and he's got some ideas on how to approach the issues...so read on!



While we're on the topic of golf, Nancy Levenburg's contribution (*Golf Cart Policies And Some Ideas of What Not to Do!*) might just open some eyes, including details of somewhat startling statistics related to golf cart injuries. Bottom line: This story really emphasizes the importance of developing golf cart policies at your club. Better to be ready, rather than sorry.



How do you create value at your private club? An intriguing question that many in this industry ask every day. Lee Hoke, professor of economics, Sykes College of Business, University of Tampa, and three-time past president of

Buckhorn Springs Golf and Country Club with co-author, George H. (Jody) Tompson delve into the topic with their contribution (*Value Creation: The Result of Excellent Strategic Planning*). It's the first of a two-part series that will conclude in our Sept./Oct. issue. These are ideas your club can incorporate...ideas that others have proven to be steadfast and done in typical detailed Lee Hoke fashion.



And we go to Edmonton, Alberta, Canada's oil capital for *Bucking the Trend*, an interesting case study written by general manager Jan Novotny, on the redevelopment of the Derrick Golf and Winter Club.

This club is located about 500 miles north of the Canadian-U.S. border, almost straight north of Great Falls, Montana, in a typical Canadian climate of warm, short summers, longer cooler falls, cold, cold winters, and generally later springs.

A city of about one million, Edmonton is known as the City of Champions because of its National Hockey League Edmonton Oilers (and in the '80s the Great One...Wayne Gretzky), the Edmonton Eskimos, perennial Grey Cup Champions in the Canadian Football League, and many other thriving sports teams. Private clubs also play an important role in this Canadian city.

In many respects though, the Derrick is no different from so many other clubs around the world...renewal becomes necessity. General manager Jan Novotny writes about that process of renewal...why it was needed, how it happened and what it means to the Derrick Club. The Derrick Golf and Winter Club now boasts a state-of-the-art club with great appeal for members and prospective members.



Finally...we continue this issue with more introductions of BoardRoom's 21 Presidents of the Year including: **Doug Ideker**, President, *The Country Club at DC Ranch*, Scottsdale, AZ; **Dr. Ken Jensen**, President, *Monterey Peninsula Country Club*, Pebble Beach, CA and **Sue Jerousek**, President, *Spring Lake Country Club*, Spring Lake, Michigan. **BR**

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