

# 555 GOLF EDITORIALS

**'PERFORMANCE EXCELLENCE'**

## WHAT ROUTE ARE WE GOING TO TRAVEL?

on our marvelous 'Golf Journeys'

"We can no longer simply stand and wait behind a 'Pro Shop Counter' to see what might cross the entry threshold and hopefully do our work for us? We can no longer just take green fees and ignore the 'Golfer's Higher Needs'! Golf business is multiple income sources or a slow death.

The golf industry needs each 'Golf Facility' to explore and find better ways to reach out to golfers. We need to engage or constantly interact with the folks who pay our bills.

Golfers need to be inspired to play golf at ever improving levels or they will simply 'QUIT' and we the 'PGA' members, and the other masses, shall be out of a job at our own hand ... a suicidal path! We need to entice our members and guests to play more golf while having more FUN.

Thus, someone needs to be focused on these patron needs and on increasing revenues. If we stand idly by, we shall go the way of the dinosaur! It is completely our choice!

You know I am a teacher so I have an agenda herein ... thriving this recessionary market with growing excellence ... coming out better than when we went in!

Contrary to the media hype and manufacturer 'Bovine Scata', golf is losing over a 'Million Participants' per year in North America ... more than we are attracting. Attrition is the rule. If we are not growing we are dying! It is our poison to drink of discard.

So what is the 'Achilles Heel' ... the Nemesis? Is it this problematically lazy 'Pro Shop' mentality of 'Doing Nothing-ness'? Or is it more?

The baseline failure, today, is mediocre instruction and, with this failure, we soon feel the departure of frustrated linksters. Who, in his or her right mind, would willingly subject oneself to four or five hours of punishment and pay dearly for it? Then come back for more? This is real market attrition!

**"Welcome Aboard!"**

**"Enjoy The Ride!"**

**SATISFACTION GUARANTEED**

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