



New PGA President Henry C. Poe

# The Poe Profile

"We are trying to shake off the image of alpaca sweaters and alligator shoes that has evolved over the years," says newly elected PGA President Henry C. Poe, "and put the pro in a position where he is the number one authority on teaching, on merchandising, on planning and business."

The tall, soft-spoken club pro at Vanity Fair Golf Club in Monroeville, Ala. was chosen president of the PGA last month at the annual

meeting in Hawaii and has already stepped into the active role vacated by R. William Clarke. Donald E. Padgett, of Green Hills Golf and Country Club, Selma, Ind., moved up to secretary. Frank Cordi, of Apawamis Country Club, Rye, N.Y., was elected treasurer.

"My main consideration is to make every effort to achieve the objectives of the delegates as they were laid out at our annual meeting, Poe told GOLFDOM. "We have a capa-

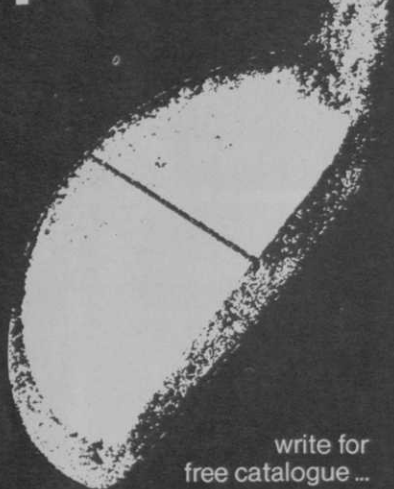
ble executive secretary in Mark Cox, we think he has an excellent feel of the association and its objectives, and he and I will be working together closely."

Poe said he will emphasize the education program for PGA members. He said he thinks it is important for pros to broaden their capabilities and become the best pro they possibly can.

He also said PGA pension programs will be expanded, along with

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## The Poe Profile from page 26

insurance protection programs. Employment standards will also be examined to get the kind of security and fringe benefits other professionals such as doctors and lawyers have.

"We have already started a public relations campaign to explain to governing members of clubs who the pro is and where he is today," Poe said. "We also want to make the communities aware that the pro is a citizen of the community; we want him to have stature. Many pros have served in civic capacities such as presidents of chambers of commerce, and we think this is good."

"In doing this, we hope to help the pros, and the clubs too," Poe said.

This year the PGA published its first annual report, Poe said, and he feels this will get across the point that the PGA intends to conduct its organization in more and more of a business-like manner.

He said the PGA is quite interested in a future permanent site for

offices, golf courses, a library and a museum. "The membership is yelling and screaming every day to get moving on this, but our experts have told us that under present economic conditions, this is a bad time for something of this nature."

"Unless there is a change in the economic factors in the next six to eight months, I do not think we will see a permanent home during my term, but we certainly are working on it."

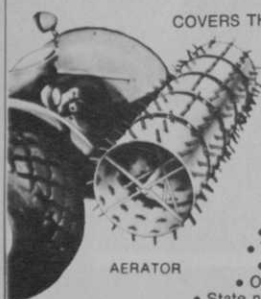
Another thing Poe said he would be working on is the future plans for a PGA university, a place where all business schools could be conducted, and where all education programs could be expanded.

Poe is a native of Durham, N. C., and a 1938 graduate of Duke University. After graduation from Duke, he moved to Winged Foot Golf Club in Mamaroneck, N. Y., where he was assistant to the late Craig Wood. He became head pro at Reading Country Club in Pennsylvania when Byron Nelson left there, and in 1966 left to go with Vanity Fair's two golf courses. □

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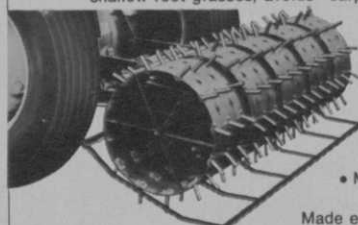
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