They even wrote a book

If you or your club will be involved in the selection process for a club professional in the future, you can get needed assistance from the national PGA office and its department of Club and Professional Relations.

Recently, the PGA has made available a manual on the employment process of getting a club professional entitled, "How to Hire a Golf Professional." You can obtain the book from the PGA by writing Employment Assistance, Box 12458, Lake Park, Fla. 33403.

A short excerpt from the manual follows:

**How to evaluate your club.** Someone once said that a golf club is like a person. No two are exactly alike. When you think about the clubs and courses in your area, this becomes obvious. While they all fall in broad classifications like private or public, 9, 18 or 36 holes, many that seem to be similar are as substantially different in club personality as they are in course construction.

For example, take two 18-hole private clubs with 300 golfing members each. One might have twice the number of rounds played a year. Although the two clubs might look statistically alike, members of one might require three times the lessons of the second. The golf shop volume may vary significantly between the two, both in dollars and in type of merchandise sold. So the net profit from the golf shops may be entirely different.

So it is apparent that there are many yardsticks that must be used to measure the club prior to hiring a new man.

- **How many golfing members?**
  (a) By Type (men, women, juniors)
  (b) How many of each play more than 15 rounds per year?
  (c) How many guests play if a private or semi-private club?
- **What is the total number of rounds played annually... by month?**
- **How many months will the golf shop be open?** What is the golf shop sales volume by type of product... clubs, balls, shoes, soft goods, etc.
- **What is the average value at cost of inventory?** What is the average turn of various types of products?
- **What is the number of lessons given?** The rate, individual and group?
- **Does the professional receive income from the bag storage and driving range?** If so, on what basis?
- **Does the professional have an income from the golfers... greens fees, carts, headcount.** If so, on what basis?

**Blanks**

The way in which you answer these preliminary questions will have a direct bearing on the type of professional you should hire. These questions, and others to meet your specific needs, are the same type, incidentally, you would ask before hiring any other management man or woman.

Here is a cross-check you can use in relation to your answers on the preliminary questions. Because golf professionals, like any other management person, will have varied strengths and weaknesses, be sure to look at your man by comparing his strengths to your club needs. For example, if the applicant you are considering for interview excels in teaching than other aspects) you will probably save time by not interviewing the applicant.