

# Feedback

Do you have a gripe with the industry? Or praise for some facet of it? Voice it in *Feedback*: a forum for your ideas on topics we have or haven't covered in GOLF BUSINESS. Readers interested in expressing their views can write to Feedback, GOLF BUSINESS, 9800 Detroit Ave., Cleveland, OH 44102.

## Getting southern support

I think Mac Hunter's article in Feedback (GB, Aug.) was well written and extremely factual.

The PGA's aim should be to determine what we want the golf profession to be and work in that direction. Believe me, everyone here is working hard, but I don't believe our association has decided exactly what it wants for its members.

**Gary Wiren**  
PGA Director, Club  
and Professional  
Services  
Lake Park, Fla.

## Conflict of Interests

It was with a great deal of distaste that I read the Feedback article by Mac Hunter.

While I am aware that Mac Hunter has always had a rather low profile of the PGA image, it was unthinkable that he should write such an article. Perhaps he was so busy at Riviera Country Club he failed to see what was going on around him.

While Mac was so involved, the PGA has been making great strides in *all ways* of training their members to be first class professionals.

Many hours of schools and seminars, conducted around the country, are spent on teaching, tournament control, bookkeeping — and all phases of the day-to-day problems and situations that confront today's golf professional.

Yes, and much time is spent on merchandising, for it is, and will always play, an important part in every golf professional's income.

Mac Hunter has somehow forgotten that many, many members *want* to buy from their professional; therefore, it is important for us to see that our shops are stocked with the kind of merchandise they want, at the least possible price.

Again, Mr. Hunter has not kept up-to-date on the fact that time and again, after a club has taken over the golf shop, sales drop as much as 30 to 50 percent, therefore losing money.

Why? Because members want to buy from

their professional; and when the profit is not his, sales fall off. Their incentive to buy is simply not there.

If Mac Hunter should go back to trying to make a living on the giving of golf lessons — and receiving some form of salary — McDonald's just might become his favorite eating spot.

There are not enough hours in the day or season for the professional in the east or mid-west to give enough lessons to make a decent living. Here in California we do have more hours, but there are darn few professionals giving \$5,000 worth of lessons a year. Add a salary to this and what do you have? The successful professional of today must be able to wear many hats.

Mac, we've come a long way since you and I got started in this game. Why not let our new crop of eager and well-trained younger golf professionals have the same chance of making it as you and I?

**Bob Gutwein, Pro**  
Rancho Bernardo Country Club  
San Diego

## Mac Hunter replies:

I think Mr. Gutwein flubbed his approach shot. The point I made was there are other alternatives open to PGA golf professionals besides clerking a haberdashery store seven days a week.

Is it such a sham at club professionalism to be paid a salary for performing those functions that best benefit our profession?

I have never been opposed to owning and operating a full concession job — but neither have I been opposed to being salaried respective to the services I could capably provide.

If the shoe fits, the club professional must be ready to wear it. I certainly couldn't agree more with "what is good for one pro in one area is not necessarily good for another." On the contrary, it is precisely the emphasis on this point that makes me an advocate of total job preparedness for the PGA golf professional. If a man wishes to become a ribbon clerk that's his choice and more power to him — but because he chooses this area of dollarism he shouldn't call himself a golf professional in the true sense of the term. Teaching, playing, running a tournament program, and the proper fitting of golf equipment to customers — these are the tools of our trade. Or they used to be.

My suggestion stands pat. It's time we get back to performing these skills. They are unique and they are ours. While we're at it let's be paid a fair wage for the doing.

## golfbusiness

### EDITORIAL:

**DAVID J. SLAYBAUGH**  
Editor

**NICK ROMANO**  
Managing editor

**MICK BAKER**  
Staff writer

**HERMAN ZACCARELLI**  
Contributing editor-foodservice

**RAYMOND L. GIBSON**  
Art consultant

### FOUNDERS & CONSULTANTS:

**HERB GRAFFIS**  
**JOE GRAFFIS**

### BUSINESS:

**HUGH CHRONISTER**  
Publisher

**RICHARD J. W. FOSTER**  
General manager

**DARRELL GILBERT**  
Production manager

**JACK SCHABEL**  
Circulation manager

**DAVID HARMON, PH.D.**  
Research services

### OFFICERS:

**HUGH CHRONISTER**  
President

**LEO NIST**  
Senior vice president

**DAYTON MATLICK**  
Vice president/Editorial director

**WILLIAM CUNNINGHAM**  
Vice president/Treasurer

**CHARLES QUINDLEN**  
Vice president/Marketing

**GIL HUNTER**  
Vice president/Circulation

### GOLF BUSINESS BOARD:

#### Club professionals

**JOE BLACK**, Brookhaven Country Club, Dallas, Tex.  
**CHUCK BRASINGTON**, Gainesville Golf & Country Club, Gainesville, Fla.  
**BOB FOPPE**, Kenwood Country Club, Cincinnati, Ohio  
**HUBBY HABJAN**, Onwentsia Country Club, Lake Forest, Ill.  
**DUFF LAWRENCE**, Canterbury Golf Club, Cleveland, Ohio  
**FRANK MOREY**, Wilshire Country Club, Los Angeles, Calif.

#### Superintendents

**RICHARD EICHNER**, Lakeside Golf Club, Hollywood, Calif.  
**DAVE HARMON**, Golden Horseshoe, Williamsburg, Va.  
**BOBBY MCGEE**, Atlanta Athletic Club, Duluth, Ga.  
**PETER MILLER**, Firestone Country Club, Akron, Ohio  
**TOM ROGERS**, Patty Jewett Golf Club & Valley Hi Golf Club, Colorado Springs, Colo.  
**BOB WILLIAMS**, Bob O'Link Golf Club, Lake Forest, Ill.

#### Club managers

**TOM CARROLL**, Mission Hills Country Club, Mission Hills, Kan.  
**LAURICE T. HALL**, Pinehurst Country Club, Littleton, Colo.  
**PAUL N. KECK**, Greenville Country Club, Wilmington, Del.  
**MATTHEW MORGAN**, Butler National Golf Club, Oakbrook, Ill.  
**JAMES L. NOLETTI**, Winged Foot Golf Club, Mamaroneck, N.Y.  
**W. R. "RED" STEGER**, River Oaks Country Club, Houston, Tex

#### THE HARVEST PUBLISHING CO.

A subsidiary of Harcourt Brace Jovanovich, Inc.  
9800 Detroit Ave., Cleveland, OH 44102  
(phone 216/651-5500)  
Publishers of *Golf Business*, *Pest Control*, and *Weeds Trees and Turf*