

# P. G. A. to Conduct First Business Conference; Columbus, June 22-23

By HERB GRAFFIS

**P**LANS for the first P. G. A. business conference assumed definite shape at a meeting of the pro association officials at Chicago recently, followed by a session at Columbus, O., between A. R. Gates, business administrator of the P. G. A.; George Sargent, P. G. A. co-director of the Ryder cup event and George Trautman, representative of the Columbus Chamber of Commerce.

President Hall of the pro organization hopes to have the forthcoming business conference host to the first meeting of the new P. G. A. merchandising committee and to build, at that meeting, a specific and constructive pro business platform of professionals' commercial advancement.

Starting with the Western Open at Dayton, 60 miles from Columbus, the pros will have a busy two weeks in Ohio. The Western Open runs from June 17 to 20. Dates for the business conference at Columbus are set for the following Monday and Tuesday, June 22 and 23. Qualifying rounds for the vacancies on the Ryder cup team will be held at Scioto June 24 and 25, with the international matches being played on the 26th and 27th. After four days of relaxation and practice the National Open will begin at Inverness, Toledo.

This crowded schedule, of course, means that some of the professionals will not be able to spend the full tournament time away from their clubs but to offset that the pros intend to make the business conference an educational feature to which the master pros will send their assistants. This is generally regarded as a particularly happy thought on the part of P. G. A. officials as the assistants frequently have to do a large part of the selling work at the clubs and the problem of their training in merchandising methods long has been one to make the locks of the professionals prematurely gray.

Leaders in pro business ranks have recognized the assistant problem as one that must be brought under control by the P. G. A., both as a matter of immediate profit

and of foresight in preparing the pros to supply clubs with young men who are properly trained for utmost service to the clubs and credit to the pro cause. With his own instruction, selling, accounting and a multitude of other club duties the master pro has been compelled, reluctantly, to slight this vital job of training. Thus the P. G. A. reckons that by getting the assistants, as well as all available master pros, to attend the business conferences instituted at Columbus the association will be tackling one of the highly important tasks.

## To Be An Annual Event

It is the plan of the pros to have the business conference an annual fixture on the pro calendar, and Sargent, who proposed the idea to Alex Pirie, during Pirie's last term as president, and to Hall upon his taking office, considers that this initial conference will test the possibilities of the conference incisively. There is the competition of playing events that means only the master professionals who are in keen earnest about their business betterment will be at the trade conferences. For that reason it is tentatively planned to have the conferences in the evening, starting promptly at 8 p. m.

Scene of the conferences will be the Deshler-Wallick hotel and the P. G. A. has reserved 18 rooms suitable for exhibitions of equipment by the manufacturers. The P. G. A. policy of self-support precludes any excess tariff on these rooms. These rooms surround the convention hall and include 15 rooms at \$10 a day and three rooms at \$30 a day. The plan of allotting the large \$30 rooms has not been decided upon at this writing.

## Plan Practical Program

P. G. A. officials have instructed Herb Graffis, editor of GOLFDOM, to draft a program outline for the conference, subject to their revision. In its preliminary stage the program calls for definite prepared addresses by successful professionals and

representative manufacturers. One of the interesting features planned for the session is the presentation of two symposiums, one by the professionals on "Selling Aids the Manufacturers Overlook," and the other, by the manufacturers, on "Blind Spots in Pro Business Methods." The keynote of these addresses is to be complete frankness and at the conclusion of each section of this feature time is to be devoted to discussions that, it is hoped, will lead to a more profitable mutual understanding.

One of the highlights of the conference is expected to be a full sized reproduction of a pro shop, showing usual mistakes in layout and treatment. One of the country's leading shop authorities will go over this shop, detail by detail, and show how easy it is to convert such a shop into a real selling establishment.

Several of the leading veteran professionals are to be invited to address the conference on training for success in pro merchandising and the youngsters are to have their places in the spotlight with specific facts on adapting pro shop operation policies to the prevailing conditions in club life and merchandising. Among other features it is hoped to have some club officials who are conspicuously successful in business address the professionals and their assistants on what the pro can do in selling his job and himself more impressively and profitably to the club.

Program details at this time contemplate a scope that will be of intimate interest to pros at fee courses as well as at private courses of all characters.

One of the main points in the program of the conference is that of making pro service to the players more positively helpful. It is the intention of the P. G. A. officials to stage a meeting that will appreciably promote the pros' status by making each pro shop a first class, expertly operated service station for golfers.

Suggestions from professionals, club officials and manufacturers that will go toward making the first pro business conference an event of substantial benefit to golf are cordially invited by P. G. A. officials, and should be addressed to GOLFDOM's editor.

ON each hose-box at Misquamicut, Jimmy Lawson has noted the number of square feet in that green, for convenience in applying chemicals, etc.—*N. E. Newsletter.*

## Columbus to Have Big Golf Party Ryder Cup Week

Columbus, Ohio.—Ohio's capital, long noted for its hospitality, is completing plans for the entertainment of the thousands of golf enthusiasts expected to invade the city for the annual Ryder Cup Team matches to be played over the Scioto C. C. course on June 26 and 27.

With Scioto naturally taking the lead, the state of Ohio, the city of Columbus, the Chamber of Commerce, the Columbus Hotels association, the Central Ohio District Golf association, and various Columbus civic organizations are uniting in arranging an attractive week of entertainment for the visitors.

The Ryder Cup matches, which will bring together the eight leading professionals of England and the United States, will be the international golfing classic of the year. Reservations have already been received from many by Columbus hotels.

Carrying the invitation of Governor White, Mayor Thomas and various national officials, George M. ("Red") Trautman, who has been named tournament manager for the event, sailed March 20 for England to complete arrangements for the visit of the British team.

Trautman, formerly assistant athletic director of Ohio State University, managed the National Open of 1926 played at Scioto and is accredited with being the first to put America's premier golfing event on a paying basis.

CHECKING the membership list of the Professional Golfers' Association shows that less than 8% of the pro organization's members are on the delinquent account list of the Ball and Club manufacturers' associations. In total volume of accounts in arrears, the P. G. A. membership accounts for a considerably smaller percentage.

Obviously, the P. G. A. campaign to have membership in the body a sign of good pro business ability is progressing marvelously.

IN THE northern states spring usually finds the turf very uneven due to freezing and heaving during the winter. Before the first mowing, it is essential that the turf be rolled; otherwise it is liable to be injured in high spots through scalping by the mower blades.