

Red Run's Pro Department Plans Smooth Operations

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ORGANIZATION of a pro department often is something that grows Topsy-like without much advance study or planning. Eventually the new problems that arise are solved and the department operates quite smoothly, due to the experience and good judgment of first class pros.

With Frank Walsh, pro at Red Run GC, the pro department is conducted on the basis of constantly looking for new services that might be performed and organizing and training to handle these innovations. Walsh also is a strong believer in getting his staff together before the start of the season and frequently during the season, and going thoroughly into all details of the work to be done; the ordinary work of a smartly run pro department and the new work that is to be introduced.

Departments Cooperate

After looking around at pro departments for several years I've decided Frank runs his department more in the way that a pretty fair sized successful business is run than any of the other pro businessmen I've seen operate, and there are some star pro businessmen whose work

I've had an opportunity to study.

Frank is recreational supervisor at Red Run, and in complete charge of golf operations. He has a staff of six to work with him, and work with him they do. Teamwork in the pro department and in association with the other departments at Red Run is simply ideal. The number of times when the pro department's operations must be closely coordinated with the operations of John Pomeroy, the club's manager, and Bill Smith, Red Run's greenkeeper, are almost without limit and in each instance the close contact and understanding between Frank, John and Bill, gives the club members benefit of smooth gearing that I doubt could be excelled in any of the members' businesses.

There's always action at Red Run. We close Mondays, yet on that day have about 25 players at the course. There are 316 members of the club and there's never a weekend during the season when less than half to two-thirds of the members play. Weekday play is quite high, too.

This is my first year with Walsh and it's also the first year of another of his



Y'all know Frank Walsh, of course. He's the guy in the middle with the Crosby-May shirt. He is facing his assistant Paul Anderson, and at the right is Frank's assistant, Joel Bennett. The lassies are, left to right: Theresa Clawson, Nancy Vaughn and Judy Vaughn.

assistants, Paul Anderson. Before the season opened he had his staff together and discussed the whole picture of operations with us. He stressed learning each member's name as quickly as possible and insisted that we treat each member of the club as though he were the club's president—and the president and governors as though they were members. Walsh emphasized that we "play no favorites." He warned us not to be very chummy with the good players and casual with the 100-shooters.

We've got a lot of very good players. About 30 of them play in the seventies, and 7 of them may break 70 now and then. We have 21 left-handed members. In our class A, with handicaps of 12 or under, we have 56 players.

Friendly Competition

Every experienced pro will understand that with this high percentage of better than average players our members play enough golf to get around and to be in a position to compare the Red Run pro department operations with those at other clubs. That's friendly competition of which we are mindful.

Walsh is a master at developing member relations on the right basis. He carries this job pleasantly and effectively into the caddie department. We all spend quite a little time teaching the caddies to call the player he is caddying for by name. As soon as the member comes to the bag the boy says, "Hello, Mr. Soandso; my name is Joe." There's a little point that starts the kid and his member off with good employee-employer relations.

The public relations job is carried on to forming fine contacts with the farmers whose homes and fields adjoin our course. On our stag days these neighbors are invited in for Red Run dinners, and believe me Red Run dinners are superb. The farmers are introduced to the members. By this move a happy acquaintanceship is formed and we never have trouble of dogs being sent after caddies when they go over fences after balls. Our caddies are taught to be very careful about our neighbor's property.

We have an annual caddie-member day that makes merry history. The members and kids play golf, then have a baseball game—Caddies vs. Members—and finish

with a dinner. I don't think there is anything that makes for better understanding between the members and the kids than to see a 12-year-old kid just after he has caught the vice president of the club about 3 feet off second base. For this day I keep a good stock of liniment, and it isn't for the caddies.

School Deal for Caddies

During school days we have a perfect arrangement with 4 schools—one school each day; Tuesday through Friday. We go to the school and pick up the boys at 12:30 and in return we guarantee that no boy from that school will be allowed to caddie any other week day. Thus we don't have boys ditching school, because they know they won't be allowed to loop at Red Run.

Frank has made it plenty plain that if he ever hears any of his staff saying "that's not in our department," that fellow is out of a job at Red Run. Frank says that anything pertaining to helping our members at the club is in our department; changing tires, walking the dog, or holding the member's head, if the member is suddenly overcome—by heat, let us say.

Walsh gives playing lessons only on Wednesdays and Fridays. Anderson gives them on Tuesdays and Thursdays, and I give playing lessons Saturday A. M. and Sunday P. M.

Our golf shop is right by the first tee. For busy periods we don't have starting times. All four players must be on the tee and ready to go before they can sign up. Our ninth tee does not come back to the clubhouse so on Thursdays (which is a heavy day) and Saturday noons we have a station wagon on the first tee that will carry a foursome, in 2 minutes, to the tenth tee for starting. We also pick up foursomes that played the second nine first. This system gets everyone away without much delay and gets them around in about 3 hours and 15 minutes.

Those are but a few of the operations that we plan in our pre-season sessions at Red Run. Through the seasons Frank continues to hold his staff conferences and they keep all of us on the ball. It's a great policy and practice for keeping the assistant reminded that he is expected to contribute his brains, energy and cheerfulness to the good of the cause.

AUGUST FRONT COVER

The trapping across the fairway is about 275 yards from the tee on the 17th hole of Baltusrol's lower course where the USGA National Amateur will be played Sept. 9-14. The hole is 578 yds. long and authoritatively rated one of the world's greatest tough holes. From this series of fairway traps to the green that's tightly trapped, front and both sides, the ground rises. The hole runs northeast and the wind's generally right against you. Nobody's been on this green in two shots, so far as can be recalled around Baltusrol. The National Open was played on this course in 1936. Manero won it with a phenomenal 73, 69, 73, 67—282.