

Train Pro Assistants In Team Duties

By JOHN BUDD

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"Fellows, we're a team and all must work for the good of this golf shop and the golfers we serve. To stay on this team, you must work for the good of all. When you cease to be a team player our service will suffer, and quick," so advised a top professional as his staff started another busy golf year.

Co-operation among the members of a golf shop staff is bed rock for success. Harry Obitz, popular ex-Californian, now serving Shawnee-on-Delaware, Pa., trains his staff for specialty work and each has his job to do. These fellows now have a good golf show that has been built around Harry and his trick shot ability. Good stuff for golf promotion and good for Harry too.

The pro who can train and manage a good shop staff is well on the way to success. Good assistants build reputations for the fellows who train them.

It's easy to divide shop work and make each of your staff a specialist in certain work. Place duties under the name of each assistant and make him responsible for that special task. Every few days spend some time with this fellow checking on his regular jobs. See that he keeps up to date on all work.

Get Ahead on Work

Golf work is spurt work. Too often a shop assistant gets lax because there are times when he has nothing to do. Be sure that your men keep their jobs well up-to-date. I make a point of having things done in advance. Tournament plans can be laid well in advance. Sheets can be lettered, rules made out and all details arranged so that you just have to let-er-go when the play begins.

Get your men interested in teaching and the study of golf. Hold always before them the idea that they must develop as teachers to be worth their salt as golf professionals. I have always told my boys that a shoe salesman could do a job at selling some of our shop stock; we might train a garage mechanic to fix clubs; and many types of personnel could be adapted to shop work of a sort. But when you speak of teaching you touch

another side of golf. The golf teacher who can produce results is always in great demand. Encourage your assistants to tackle the hardest and most important part of the golf profession, good teaching of all golfers. Teach them to teach. That is the basis of satisfactory pro department operation.

Make one man an expert on handicapping. Teach him the system used at your club. Also make him study the whole handicapping structure so that he will be conversant with other handicap systems when they are mentioned around the club.

One of my shop helpers has been trained in lettering so that he can do a creditable sign job. We always price-mark our merchandise in big plain letters. A good shop sign painter is a valuable asset. It is far better to place signs on bulletin boards and tournament cards rather than just typed sheets.

You who have seen Kimmel's work at P.G.A.-sponsored tournaments will know how important good score boards can be.

Balance Assistants' Training

In training your shop team you must develop specialists but at the same time bring all of the boys along so that they are familiar with every type of shop duty.

Our staff works in the shop on repairs together and I show both of my assistants how to do things. I make them try new ideas and I hold back when they get in trouble. Thus, see if they can solve things themselves. If not, I show them the way out. Develop your assistants' initiative and you will have team play that gives top service, builds confidence and raises your prestige in your profession and in your local area.

Team play means a smooth-working organization based on leadership and decision by the man at the top. When you have to turn on the heat, do it in a big way. When you need to lead the boys along the right path, just point the way. Show them that you are willing to do your part and help them to develop their abilities and earning power. Men trained in this manner will take their own golf job some day and be a credit to you and

to the work you have put in their development. Make a varsity team of your golf shop staff.

List Specific Duties

Remember, when you were new in golf that you made errors of omission and commission because you didn't know what you were expected to do. Pros on jobs sometimes don't serve satisfactorily because they haven't a clear understanding of what their duties are expected to include and what others on the club staff are expected to do.

From recollection and observation the experienced pro ought to see the wisdom of supplying his assistant, or assistants, a written outline of duties. In detailing specific duties it is to be understood that the specific duties are the prime responsibility of the assistant to whom the duties are assigned, but that good teamwork calls for willing help when another member of the team happens to be overloaded.

At our job I have specific duties assigned in the following manner—and in writing:

BILL DENNIS

- Club cleaning and repairing.
- Handicap system.
- Locker allocation and collection.
- Golf carts; repair and service.
- Cleaning and check-up of front hallway, front entrance and grounds around pro shop.

JOE ZEILIC

- Shop display, price marking, stock needs, ordering.
- Books and inventories.
- Dues collection, starting and ranging.
- Publicity and tournaments.

BOTH ASSISTANTS

- Sell green fee tickets.
- Sell merchandise.
- Good will ambassador.
- Teaching.
- Train and supervise caddies.
- In case of gripes advise John Budd of gripes, but not the person complained about.
- Try to stop gossip and troubles before they get a start.
- Be sure to talk and write out details of any misunderstanding or complaint before leaving the shop at night.
- Extend the same pleasant, competent treatment to all members and visitors. We must serve them all alike; the ones we personally like and those we don't know so well or so cordially.

I make clear to my assistants that our decisions and feelings on any matter pertaining to the entire club must be determined by the over-all picture, therefore it is advisable to reserve our opinions and decisions until we can look at all sides.

Further, I impress upon them that what we do and say in the shop and our business transactions are confidential matters and to divulge any of this conversation and data to any outsider is a breach of the trust placed in us by the company employing us and a violation of the complete confidence I place in my team.

Discretion is one of the strong points in first class pro department operation. This requires training of the shop assistants before they learn for themselves that what they do or say out of turn will hurt them.

George Drennan Dies at Penn State Field Day

Tragedy struck on the 18th green at Penn State Supts. Tourney, Sept. 20 when George Drennan, Stumpp and Walter Co. salesman, dropped dead. He was playing in a foursome with C. S. Hardenstine, James W. Morrison, and Riley E. Heckert, CC of Harrisburg (Pa.) who was chmn. of the Field Day tournament.

Drennan, 59, was stricken with a heart attack on the 18th green. He bent down to line up his holing out putt, and collapsed on the green. In 1926 Mr. Drennan joined the Stumpp & Walter firm, after serving as sales manager of the Interstate Chemical Co. in Jersey City, N.J. He was a member of the Pocono Turf Assn. and N.J. Greenkeeping Superintendents' Assn. Born in Perryville, Md., he graduated from the Wilmington Business School, studied agriculture at the University of Florida and attended many short courses in fine turf management in New Jersey and Penna. He will be replaced by M. D. ("Doc") Crawford who previously handled the Long Island area for Stumpp & Walter.

Central Penna. Greenkeepers' Assn. members turned in the best 4-men score of 572 in winning the 36 hole tournament at the Penn State College Field Day meeting, Sept. 20 and 21. There were 57 entries in the event, representing the 6 course maintenance associations in the state.

H. B. Musser and Al Cooper of Penn State were presented with prizes by the course supts. Dean Schott made the presentation.