

Competition and Service Get Year Around Play in N.W.

By JOHN HOETMER

Professional, Sand Point Country Club, Seattle, Wash.

In the Pacific northwest golf is an all-weather game. Our members and those who play on the public and semi-private courses are the hardy sort who won't let weather or any other condition keep them from a game they enjoy.

So in pro golf business in this region we have to make sure that those who get into golf enjoy it, and in serving them 12 months of the year we have to arrange for storing as well as selling all-weather equipment.

I maintain that the pro who can get his members playing in competitions that provide an exciting and extensive distribution of prizes is going to keep the interest of such members at a high degree. That means a lot of play and a good volume of pro shop business.

We have five days of competition a week at Sand Point. Ladies competitions are

Tuesdays and Fridays. Mixed events are Sunday afternoons. Men compete Wednesdays, Saturdays and Sundays. Our tournaments are scheduled to keep interest lively all through the year and we have variety in the events to allow everybody a good chance to win a prize.

Shop is Event Headquarters

All competitions are handled through the golf shop. This keeps the first assistant busy entering scores, computing the winners and looking for any details that I might happen to miss in making our affairs thoroughly interesting to our members. We don't take any chances on interest in the competitions diminishing. We keep adding pep to the schedule.

Prizes are merchandise checks, redeemable in shop merchandise. That's an angle the pro must bear in mind in keeping his



John Hoetmer's shop at Sand Point CC, Seattle, Wash., is about as compact as a shop at a first class club can be. John makes excellent use of available display space and keeps stock looking fresh and inviting to buy.

stock fresh and varied.

Ringer or eclectic scores are played by quarters; three months for each. Four handicap matches are played each year. A best-ball two-some is played the first three months of the year, the club championship is played the next three months, the Captains' trophy the third quarter and the President's trophy the last quarter. All these competitions, except the club championship, are played on handicaps. There are flights and consolation flights. This comprehensive schedule of events within the club keeps me and my staff busy at all times. It keeps us all busy developing golfers. My assistants and I want to see the members playing so they'll all get fair chances at the prizes.

In our district every club entertains at least two other clubs in home-and-home matches. The professionals play each other on the Nassau point system and 50 or 60 members of each club make up the rest of the teams. The entertaining club is host at luncheon and a stag cocktail party completing the day.

Our club holds a Calcutta the second Sunday in June, with three divisions for amateurs and one for professionals. This year is our 15th annual 18 hole Point tournament. The entry list closes at 320 and we've never failed to have all places taken at least 10 days prior to the tourney.

At different clubs in the Pacific Northwest there are pro-amateur sweepstakes held 18 Mondays each year. These events are very successful not only from a standpoint of entries but in getting sports section publicity for the game and in giving players excellent and enjoyable competitive seasoning.

Pro-official Teamwork

I doubt that there is in any other section of the country the great teamwork between pros and club officials there is in the Pacific Northwest for keeping golf interest high with competitive schedules. There can be no let-down at any time of the year. We must keep golf in the spotlight as in our part of the country one can fish, hunt or ski the year around — or play golf. We pros want the active men, women and children to play golf all through the year and have the other sports as sidelines to a balanced recreational program.

Maintaining this keen interest in golf puts the Pacific Northwestern pro almost in show business as well as making it necessary that he ably handle the equipment situation.

In the storage and care of umbrellas, waterproof golf bag hoods, rain slacks and other weatherproof clothing, shoes, bag carts, etc., it is necessary to have a drying room and an adequate labelling system.



Bag cart storage is getting to be a problem but John Hoetmer handles it with storage in a special room, where equipment can be quickly handled and kept in good condition.

Equipment of all kinds must be accurately labelled and stored so each member has equipment on hand for immediate use.

Clubs, bags, clothing, umbrellas, shoes, carts, etc., must be thoroughly dried and kept in good condition. In our section it is not uncommon to have demands for sun visors one day and rain caps the next.

We have a problem of keeping seasonable goods in a complete range of sizes

perfect golf but to the Pacific Northwest-erner such days are merely a different challenge to the scoreboard. Pros in the Pacific Northwest don't ballyhoo our climate although it justifies glowing publicity. What we do brag about is our people. It's always fair weather when they get together and the pros in this part of the country are together in trying to give them the most complete and considerate service possible in the world.

Club Managers Hold Record Convention in Detroit

Registrations for the 1949 Convention of the Club Managers Association held at Hotel Statler, Detroit, February 6 to 9, surpassed all previous records and attendance and participation in the educational forums, entertainment events and business sessions marked the meeting as one of the most successful in the history of the organization.

Highlight of the convention was the round-table of club problems on the Monday afternoon program. George Cushing, Radio Station WJR, acted as moderator of the forum, assisted by a board of experts composed of Mel Stauffer, Akron City Club, Akron, O.; G. H. Davies, Kana-waki GC, Montreal; Langford H. Griffin, Peninsular Club, Grand Rapids, Mich.; Roy H. Gardner, Pittsburgh Athletic Club; Carl Suedhoff, Fort Wayne CC, Fort Wayne, Ind.; and J. A. MacCoogan, Youngstown Club, Youngstown, O.

These experts were chosen to represent as many different types of clubs and from as many sections of the country as possible.

The 1950 Convention was awarded to Seattle, Washington, March 12 — 15 on the bid submitted by the Evergreen Chapter through its president, Col. J. E. Primeau, and Erling O. Johnson, dir., Tacoma.

President Pomeroy of the Red Run Golf Club, Royal Oak, Michigan was re-elected President, and William B. Bangs, Jr., University Club of Chicago, re-elected Vice-President. L. Roy Leonard of the Cuvier Press Club, Cincinnati, Ohio, was elected Treasurer, and Fred H. Bernet was elected Secretary.

New Directors elected for a three year term were Robert H. Thompson of the Detroit Golf Club, Detroit, Michigan, who had just served so successfully as Convention Chairman, and Page Curran of the River Crest Country Club, Fort Worth.



In a small shop bright lighting and a mirror makes the place look larger and attractive. That "Scoring Zone Club" display sells for Hoetmer. Notice price tags on those clubs.

and colors on hand at all times and that means large inventories that the pro must watch carefully to keep from tying up too much capital in slow moving stock. We have to have a full pro shop staff on the job winter and summer; as a matter of fact winter means more work for us in giving our players complete service whenever there is inclement weather.

Complete, expert and thoughtful pro shop service is one reason that golf has made itself a year-around game in the Pacific Northwest. The pros have encouraged the out-of-doors temperaments of the golfers.

Our people are vigorous Americans who are not disposed to let a few bucketsful of falling dew or a bit of a chill discourage them, but part of the pro's job in this section is to maintain that regional trait.

We do have some days out of a year's 365 when our climate isn't favorable to