

The Pro As An Executive

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One thing sure that the professional will have as a problem in 1953 is how he can best show good sound buying sense. He will not only have to buy wisely to have his investment in stock working but he'll have to overlook nothing in making his displays fit the weather.

Plenty of times the weather is against golf business but when it does favorably influence the sale of something in the shop the pro can't miss that bet because of ill-timed displays. In April you don't want to feature sun visors and in December you want to show heavy caps, jackets, sweaters and the pocket "stoves" that hunters use.

The necessity of having a good shop manager becomes more obvious each day. He's got to be an intelligent, alert, pleasant fellow who knows the stock and the customers, and when he's as good as you want him to be a member will hire him away as an exceptionally promising young salesman. But the problem of providing the personal touch is still a heavy one for the pro as usually members look for the head pro to advise them and take care of them.

A most important matter for the pro is that of making himself an ideal for the shop boys in the way that the pro handles the members. After the assistants see, time after time, how it's done so the member feels that he's the world's most important human being to the pro then the youngsters get the feel and the detail of the job. And when you get right down to it, every man, woman or child who buys in your shop is mighty important.

In too many cases the head pro makes the mistake of not hiring a good teaching pro. If your sales and payroll and the club cooperation will permit, a top shop assistant, a top teaching pro, and a top playing pro for giving all the members a chance to see how an expert can set them an example on the course, should be on your staff and they'll make money and job security for the head pro if the club is of the right size and class of membership.

You, as a master pro, want to give the members everything possible, and in this effort you may not remember that in many cases you are working for the club in an executive capacity. During the week-ends the pro at a fairly large first-class club should stay in the pro shop or mighty near it. Many a lesson of from

two to five minutes can be given by the master pro in the shop or to the players who are around the first tee, and those lessons mean better scores which, in turn, mean more sales.

In my own case I have a starter on the first tee but I stroll up there often on days of heavy play to see how things are going and to make sure my members are happy. Many times, without being forward, I can give helpful tips on the grip or how to stand the ball—the two commonest errors of most golfers—and when the man or woman I've been talking to hits a good shot off the first tee there's the pleasant and effective advertising I want.

Or when you look them over and comment "That's a good looking pair of shoes (or shirt or slacks) you have? Where did you get them?" they feel flattered and it's easy for you to remind them tactfully that in your shop you have just what such well-groomed golfers want. Maybe you've lost the sale of what they're wearing but you haven't scared them away and they'll be back to you, knowing that your judgment is the same as theirs.

GCSA Nominates Strong for Presidency

Golf Course Superintendents' Assn. nominating committee, consisting of Wm. H. Johnson, chmn., and Otis Owens, John B. Steele, John A. Gormley and Charles Shalestock, has nominated Leonard Strong, Saucon Valley CC, Bethlehem, Pa., who is a member of the Philadelphia Assn. of Golf Course Supts. for presidency of the GCSA for a one year term. Election of officers of the association will be held during the association's convention at Atlantic City.

Nominations of candidates for all offices also may be made from the floor of the convention.

It does not seem likely that there will be any candidate for the presidency other than Strong, who is widely known as a highly successful man in his professional work and a vigorous exponent of the interests of his colleagues in course maintenance.

Other nominations:

Vice-President — One to be elected for