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Something New! New Jersey PGA Holds First Sectional Educational Program

Young Pros Learn Fundamentals of Shop Management at College of Golfing Knowledge

TAKING a lead from the national PGA which held such a successful training school for assistant pros at Dunedin, Fla., last winter, the New Jersey branch of the organization held what is believed to be the first sectional program for the education of young pros as well as shop employees and caddie masters when it staged a "College of Golfing Knowledge" at Shackamaxon CC in Westfield on June 17.

Patterning the curriculum after the parent association's school, the New Jersey section instructed the youngsters in setting up golf teaching courses for children and adults, gave tips on shop management, club repairing and golf merchandise sales promotion. The students also were given instruction in teaching and shown the finer

points of shotmaking by several of the state's leading pros. A 9-hole tournament that followed the classroom work was won by Dave Zambri of Rockaway River.

J. Bud Geoghegan, Crestmont CC, West Orange, is dean of the College of Golfing Knowledge which will be reconvened on Sept. 23 at Forsgate CC in Jamesburg.

The New Jersey PGA's first venture in education was considered something of an experiment. But in the opinion of the 35 students who attended the school, the entire proceedings went off as smoothly as at any long established institution. The success of the program points the way for other sections that have even thought of holding similar clinics. GOLFDOM, which pressed the PGA for several years to set



College of Golfing Knowledge faculty included these pros (l to r): J. Bud Geoghegan, John Cafanz, Jerry DeRosa, Andy LaPola, Otto Greiner, Bob Grobe, Andy Sikora, Emery Thomas, Monte Norcross



At swing clinic Emery Thomas (with club) lectured with help from Andy Lapola and Otto Greiner (left).

up the winter training school, has long advocated conducting educational programs on a state or sectional basis.

Following is a detailed account of what went on at the College of Golfing Knowledge.

By J. BUD GEOGHEGAN

Promotion of Scholastic Golf

Andy Sikora, of the Beacon Hills CC, long a leader in junior and interscholastic golf programs, presented an interesting discourse on the promotion and handling of classes for school-age golfers.

During the past several years, he has taught over 1,500 boys and girls in the southern part of New Jersey. He starts these classes in the early spring and continues them as weather permits. Special busses transport the youngsters from school to the club. His minimum number in a class is 25, and the maximum group is 75. In the larger group he uses associate professionals to assist. He charges 50¢ per lesson and runs through a 10 week series. This provides a fine income during what might be considered a slow period at his club.

Ample equipment is necessary and Andy has on hand 50 wood clubs, 150 irons, 500 plastic balls, 15 rubber Masterpiece gadgets, 15 cocoa mats and several putting devices. When he gets outdoors, he uses the hard ball. He starts with the short game, and works up to the full swing by the fifth lesson. Then he has a full-scale written examination.

He awards prizes for the best marks in the exam. In the last five lessons he reviews

the whole subject and includes a session or two on the rules and etiquette of the game. The eight outstanding pupils of each, a total of 48 entries, (he has 6 classes), play in a special event at the end of the sessions. Andy awards many trophies for winners in different categories.

He feels that not only has his teaching of golf been a great contribution to the moral training of his young friends, but as his pupils become adults they are welcome additions to the golfing community.

Teach Group Golf in Adult Schools

Jerry DeRosa, pro at the Passaic County CC, golf coach at the Montclair State Teachers College and a member of the National PGA teaching committee, joined with Monte Norcross, professional at the Metuchen CC in presenting an extensive outline of their methods of conducting adult group golf instruction. They pointed out golf has become such a popular activity that many adult schools have included it in their curriculum; also, that the demand for this group instruction is so great that there is a shortage of competent pros to conduct these classes.

They recommended that PGA pros avail themselves of this opportunity to supplement their income during the off season, as most classes are conducted either in the fall or spring.

The fees for these sessions range from \$10 to \$25 per hour. In addition, there is the opportunity of selling equipment to the students as well as continuing with private lessons for the students after the ten week series is completed.

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They recommend each class be limited to 20 students, but to include two groups per evening. In order to keep everybody busy and so all pupils become participants rather than spectators, ample equipment should be provided.

They suggest that the pros use the teaching fundamentals as outlined by the National PGA teaching committee.

The teaching is always more interesting if golf films, slides, photographs and other illustrations supplement classwork.

The students are always interested in shotmaking demonstrations by their teaching pros.

All of this provides a fine mental picture of what makes good form and rhythm in a sound golf stroke. It was recommended that all pros interested register with the New Jersey College of Golfing Knowledge so their names may be presented to the various Adult Schools looking for PGA instruction.

Sales' Representatives' Forum

The manufacturers' program at "College of Golfing Knowledge" was almost entirely devoted to better and improved methods of pro shop merchandising. It was appropriately titled "How to Make an Extra Buck." It was definitely established that there remains a tremendous volume of pro shop business that is being lost to the average golf pro in this country because of changing times and the inability of the pro to get the selling initiative away from downtown retail outlets.

A great deal of effort and time was devoted to the problem of pro shop inventories and the proper display of merchandise. This was handled by the guest speaker, Otto Spitz of the Henry Hanger Corp., who gave an excellent talk on this all-important item of proper pro shop display, which is definitely required to attract the average club member and prevail upon him to part with his dollars at the pro shop.

Another important segment of pro shop merchandising, which often is overlooked by professionals, is the ladies' end of the business. The average woman is by far the most difficult customer the golf pro has at his club. Rosemary Strafacci of Forte Co. handled the women's portion of the program. She told the golf pro just what is required and needed to create enough interest and desire among the typical women golfers to spend money with the pro.

There was also effort and time devoted to suggestive retailing on the pick-up items

found in a pro shop, such as golf balls, caps, hats and socks, and the definite importance of keeping this merchandise at eye level and convenient for the average member to secure these items on the slightest impulse.

Service in the Pro Shop

John Cafone, Manasquan River GC pro, Alec Ternyei, Shackamaxon CC host pro, and Tom Russo, prominent clubmaker, formerly with the Kroydon Co., were the experts who spoke on pro shop service facilities.

Cafone received his training under Jack Beckett, a master craftsman in the making of custom wood clubs; Alec Ternyei served his apprenticeship under Cyril Walker, former National Open champion; and Tommy Russo was for 20 years head of the Kroydon clubmaking department.

In their most interesting and authoritative program, they pointed out there are many things in the way of service and repairs that can be done in the pro shop that will be pleasing to the members as well as profitable to the pro.

In order to render complete service in the shop all clubs must be cleaned every time they are used. The irons can be cleaned by washing in a bucket of water and almost any soap powder. The woods can be cleaned with a damp towel or steel wool to remove the dirt from the faces and white marks from the heads.

Teaching Clinic

In a two hour program replete with sound information three of Jersey's top pros lectured and then demonstrated various phases of teaching the golf swing to serious groups of embryo pros. The experts were Emery Thomas of the Forest Hills CC, present State PGA Champion; Otto Greiner, former Metropolitan Open Champ, of the Knickerbocker Club; and Andy LaPola of the Preakness CC, a long-time star of the New Jersey PGA roster.

In their approach to teaching the beginner they pointed that the people are very self-conscious at first and must be handled very kindly and patiently to build up confidence; that pupils are entitled to know not only the technique of the golf swing, but also why the various moves are essential to golfing success. It was pointed out that although there is a basic pattern for the swing, there are as many variations of it as there are golfers, and many pupils may be permitted a certain amount of privilege in their personal interpretation of the swing, so long as it does not violate seriously the laws of mechanics or muscular behaviour.