

# Young Pros Review Lessons Learned at Training School

*Put New Knowledge of Public Relations, Club Repairing, Sales and Teaching to Work at Their Home Clubs*



Roger Horton



Mel Deitch



Ken Judd

*In GOLFDOM's May issue, 12 assistants who attended the PGA Training School at Dunedin, Fla., in January, gave their opinions as to how they thought this new educational venture would help them in their work. The second and last article in this series tells what 10 other young pros learned in their five day training course at Dunedin.*

**Johnny Overby, Okmulgee (Okla.) CC —**

I attended the PGA Training School as an assistant but I'm happy to report that I am now a head pro. In light of my recent advancement I think going to Dunedin for the five-day course was the best thing I could have done. I was particularly impressed with the Public Relations sessions. We all think that we know something about this subject and are applying it in our jobs, but as was brought out at Dunedin, everyone has a lot to learn about it. Some of us underplay it, but just as many overdo it. The PGA instructors, I feel, taught us a lot about following the middle course.

**Joe Zelazny, Tam O'Shanter CC, Niles, Ill. —** In his talk on "Selling Methods," George Aulbach made one statement that stuck with me: "Before attempting to sell merchandise, you've got to learn the art of selling yourself." After coming back to Tam and trying it out for a few weeks, I'm thoroughly convinced there's a lot of wisdom in this statement. If you can get golfers to rely on your recommendations, you'll build up sales.

**Melvin Deitch, Richland CC, Nashville, Tenn. —** I wonder how many assistants give much thought to a subject Joe Devany dwelled on during his talk — that of the usefulness of the assistant to the head pro. Probably most of us feel that we're doing everything that is being asked of us, but is that enough? How good are we at seeing things that should be done without being told to do them? For example, do we go out of our way to tidy up the shop when it starts to get that tired and disheveled look? Do we, of our own accord,

check members' clubs to see if they need to be cleaned or repaired? Do we keep a lookout for shortages in stock, try to familiarize ourselves with the details of the shop bookkeeping system and perhaps a couple dozen other things? Devany pointed out that the pro usually has a hundred things on his mind in trying to make the shop go and if we can take the pressure off him by handling details, then we are that much more valuable to him. Being a useful assistant was the most important lesson I learned at the PGA school.

**John E. Goettlicher, Berkley Hills GC, Johnstown, Pa.** — I moved into a head pro job shortly after returning from Dunedin and right now I find that whenever a tough problem comes up I'm constantly referring to the notes I took there. For one thing, I learned a lot about club repairing that is going to help me and the merchandising tips I picked up should do a great deal to help our sales volume. But most important I met and talked to a lot of fellows who had interests and problems identical with mine and getting a chance to discuss them gave me many interesting insights as to what being a pro really means.

**Pat Magliocco, Locust Hill CC, Pittsford, N. Y.** — To hear George Aulbach talk about merchandising was worth the trip to Dunedin. Here's a fellow who has been around a while, evidently has done a lot of studying and experimenting and has most of the right answers. Yet, he has condensed the whole art of pro shop selling to the simple tenets of See — Feel — Buy. Of course, George's elaboration of these points probably would take a lot of space in the telling, but if a fellow would adopt those three words and enlarge on them he'd undoubtedly turn out to be a successful golf merchandiser.

**Tommy Kukoly, Sunnehanna CC, Johnstown, Pa.** — I'll cast my vote with the fellows who thought the subject of "General Usefulness" was best treated at the PGA school. You don't realize how much above and beyond the call of duty you can do until somebody points it out to you. I came away with the impression that an assistant is in a fine spot to develop the kind of initiative that will make him a successful head pro when he graduates to that position.

**Ken Judd, Grosse Ile (Mich.) G & CC** — It's my feeling that the fundamentals of being an assistant were exceptionally well covered in the Training school. Many of these we knew, but at Dunedin they were

made a part of the whole picture for us. Also, I was impressed by the instructors' viewpoints on loyalty to the man you're working for. The head pro is in a delicate position at a country club because there are so many different types of members he has to deal with. You'll find that many of them are pulling at him from a hundred different directions and it takes a lot of patience and diplomacy for him to keep his feet on the ground. Therefore, if the people who work for the pro aren't for him 100 per cent it makes his job that much tougher.

**Robert W. Frainey, Westmoreland CC, Wilmette, Ill.** — Probably the most remarkable thing about the Assistants' School was that somebody had the foresight to get it started. I hope they continue to conduct it every year. As for the training itself, I was struck by the remarks made by the instructors about cooperation. I feel assistants should always keep in mind that the pro is paid to set policy and the people under him, to carry it out. I don't feel that you surrender your individuality in doing this. If you make an honest effort to absorb what the pro is trying to teach you keep your eyes open, then you'll be prepared to take over and do a good job when called upon by your employer to do so or when you get a shop of your own.

**Paul Parson, CC of Harrisburg, Pa.** — As I see it, it was made very clear at Dunedin that to be a pro, you have to look and act like one. Members are more critical of the pro and his assistant than most of us realize and in our business we can't afford to become sloppy in either dress or actions. I don't mean we have to be decked out as though on dress parade or be as smooth and fluent as a convention of con men, but we do have certain standards to live up to. In impressing our members that we are solid and substantial businessmen, we're doing a good job of Public Relations. And, as was brought out at the School, golf pros are more dependent for a livelihood on good Public Relations than almost any other class of people in business today.

**Roger Horton, Ridgewood (N. J.) CC** — Bill Hardy opened up a new world for me through his highly interesting discussion and demonstration of club repairing. When I returned to Ridgewood I immediately started spending most of my spare time in experimenting on repairs of old clubs, trying to apply all the knowledge I picked up at Dunedin. Since I'm mechanically minded, repair work has a lot of fascina-

tion for me and I think more of it should be done in the pro shops. I could go on talking about this subject all day, but I think, too, that I should make mention of the great job Willie Ogg did in trying to show the assistants how to become better instructors. Willie's description of the swing was pure science and his hints on how to cure slices, hooks, etc. were a revelation. Nowadays, everyone is talking about "positive" teaching (showing the pupil how to do it right from the beginning) but I don't think that obviates the even greater need for teaching corrective methods.

### **Sea Island Course Steeped in History**

According to Ed Miles, sports columnist of the Atlanta (Ga.) Journal, the Sea Island Club, site of the annual January Open tournament for women, abounds in history.

On a recent walking tour of the course, Miles made a roundup of all the historical signs and legends associated with the grounds of the club. One sign marks the remains of the home of Thomas Butler King, owner and developer of the Retreat Plantation on the cotton producing grounds on which the course is built. Another marks the site of King's Cotton House, a four-storied barn used as a range by mariners. It appears on U.S. Coast and Geodetic maps.

A portion of a clubhouse wall is said to be from the Retreat Plantation slave hospital in which \$1,000 worth of medicine, annually bought at 17th century prices, was administered by two resident nurses.

Just a few steps from the Sea Island practice tee is, in Miles' opinion, the most gripping memorial on the course. It is a bronze plaque atop a stubby monument in the Plantation slave burial ground commemorating Neptune Small, who was born in 1831 and died in 1907. According to the plaque, when Capt. Henry King, Thomas' son, enlisted in the Confederate Army, Neptune accompanied him to war as his body servant. King was killed at the battle of Fredericksburg in 1862. After nightfall Neptune retrieved his body from the battlefield and brought it home to be buried in the family cemetery on adjoining St. Simons Island.

#### **Blackbeard Slept Here**

The second nine at Sea Island borders the Frederica River and St. Simons Sound in which haven was sought by 17th and 18th century pirates such as Agramont, the

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### **Can You Top This?**

In April GOLFDOM (page 107) there was an item telling how Jack Emerson, playing the Los Altos CC course in Palo Alto, Calif., took only 19 putts on 18 holes.

Jack's record has been surpassed!

Playing in a Big Ten athletic director outing in May at the Wilmette (Ill.) CC, Ike Armstrong of the University of Minnesota staff established what may be a record by using only 18 putts on 18 holes. He used a borrowed putter to do it.

Once more, GOLFDOM is interested in hearing of any rounds where the Armstrong feat has been duplicated or bettered. Or, for that matter, we'll settle on anything that duplicates Emerson's record.

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notorious "Abraham" and Edward Teach, the famous "Blackbeard." Legend has buried treasure here, but if any golfer ever unearthed any of it he kept it a secret.

Creek Indians are said to have used the Sea Island course as a hunting grounds and Portuguese adventurers are known to have set foot on the course site in 1502. 10 years before Ponce de Leon discovered the Fountain of Youth in Florida. Spanish, French, English and American flags have flown over Sea Island and Aaron Burr holed up here after killing Alexander Hamilton, Sherman's march to the sea, according to historians, came to a halt when he reached a spot very close to the course's first tee. It's doubtful if William Tecumseh was giving much thought to getting in a game, though, during that campaign. He seems to have been much more concerned with burning down clubhouses.

Sea Island's first or "inland" nine was designed by Walter Travis. The "outside" or second nine, literally scooped from the sea, was designed by Colt and Alison, two English architects imported especially for the job.

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### **Seek Turf Tieup**

Arizona supts. are hopeful that home-and-home joint meetings can be held with their brethren in the Southern Calif. GCSA. This is the word that came out of the April meeting of the Arizona group which was held at Tuscon CC where Basil Ausburn is supt.