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Golf Business Meeting and Beating Tough Problems

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revenue at pro shops.

Among pro resignations announced to go into effect at the end of this season, or which have occurred recently, have been some at clubs rumored (without foundation) to have exceptionally high pro shop sales volume and net profits.

On widely known professional, an excellent teacher, businessman and developer of golf has given his resignation to his club. His shop operating expenses are \$18,000. There's not enough business at the club to justify that overhead. He plans to connect with a club that isn't quite as "exclusive" as his present location and will present a chance for profit by development of golf play.

The pros in some districts are being troubled by the talk about financing pro old age relief, charity to indigent pros, and retirement and an extensive pro educational program, plus providing legal fees and a promoter's profit out of increased

profits on pro shop merchandise.

Officials Misled

This rosy dream of high finance has excited officials of some clubs that are operating in the red and which want to get clubhouse rebuilding projects under way. These officials have been sadly misled into believing the pro shop revenue can solve all financial problems. Investigation would have plainly showed that the pros at such clubs were making a fair net profit on their investment only because of lesson income, car and cart rental and, in general, excellent management, long hours of work and not charging full salaries for themselves or interest on their investment in inventory.

One very cheerful development has started to spread at private golf clubs this year. That is the highly important job of educating members in their responsibilities and duties as members. The situation has been that especially newer members usually expect to have no obligations to a private club except paying their bills and letting unpaid officials and the staff work out the right answers for everybody.