

# **Wants Practical College Training for Potential Pros**

**By GEORGE DAWSON**

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**H**ARVEY Penick, veteran professional at Austin (Tex.) CC, says some changes will have to be made before the influx of college graduates into professional golf is going to mean much in improving the sport and business of golf and the golf profession.

Like everyone else who has been around much in golf, I have respect for Harvey's knowledge of the facts and his sound judgment.

Also, like almost everybody else in golf business I have accepted, unquestioningly, the opinion that professionals who were college graduates were going to revolutionize pro golf and place it on a higher plane of earning and a broader base of service.

Why I so readily subscribed to that opinion, I don't know. I am a graduate of a fine university myself, but I can't think of anything specifically that university education did for me in golf business that couldn't have been done by reading and informal study carried on by all normally intelligent Americans and by assistant training under a competent professional. After a great deal of observation and reflection, I am convinced that for businesslike operations, thoughtful service, market development and profit, a considerable number of non-college-trained pros have done a remarkably good job.

## **Studies Penick's Remarks**

So what could the college trained professional do better? Penick's comment got me studying.

Up to this moment my answer is that the college-trained pro hasn't any advantage or benefits for the game that aren't brought into golf by a representative personable high school graduate who has had pro shop experience.

College training, then, for prospective professionals needs a great deal more vocational guidance than it seems to be giving students.

College education logically should be very profitable for golf pros in general

and the individual pro with a college background if the instruction were viewed practically.

Golf's own official attitude doesn't encourage college education of the potential professional. The Rules of Amateur Status (Rule 1; 2) call for forfeiture of amateur status as a result of "taking any action which clearly indicates the intention of becoming a professional golfer;" and have the penalty of forfeiting amateur status "because of golf skill or golf reputation, accepting any consideration as an inducement to be a student in an educational institution. However, a student may accept a scholarship granted and approved by the institution's regular central authority awarding all scholarships."

## **Rule's Meaning Not Clear**

The meaning of the latter rule is not clear. Golfers who have received athletic scholarship aid because of golf proficiency should have no reason to regard themselves as dishonorable and of character lower than students receiving educational assistance because of football, basketball or track ability.

Probably fewer than half the college students now receiving some scholarship assistance intend to become professionals. Say that a young man wants to be a doctor and can get a golf scholarship. It is hard to see where that would be contrary to the amateur spirit. If a young man's father is a golf professional and the boy would like to follow his father and get a college education on an athletic scholarship before going into a pro job, there is no violation of the amateur spirit in harboring such ambitions.

## **Clarification Needed**

Clarification and modernization of amateur status regulations appears to be one of the necessary procedures due the college-educated potential professional.

Talks with a number of university golfers bring out that the young men hope that college educations will prepare them to eventually get good pro jobs and to handle those jobs well. The tournament circuit, of course, is the first target of the college golfer who plans to have a pro golf career.

Theoretically the college trained professional should be a valuable man for a club and its members — if the college training includes subjects the professional can use on his job.

Other professionals, with whom I've discussed college schooling, agree with  
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### Pro College Training

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Dick Forester, Houston CC pro, that a business administration course ought to be of substantial value to a pro and his club. Yet, very few potential professionals now in college appear to be getting this education.

#### Next — Executive Pros

From physical education, psychology and instruction in teaching principles and methods, as well as from the business administration classes, the potential professional should learn a lot, basically, of what he will have to know in getting and handling big jobs as executive professionals who are certain to come in the next chapter of golf business.

Club management and course maintenance courses in universities already have been of substantial profit to their graduates, to clubs and to golf in general. For its own greater service golf will have to see to it that professionals get schooling of a sort similar to that of the college-trained mgrs. and supts.

Possibly college golf coaches may come forth with the right idea for such training.

### Revolta's Pro Shop

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A large and colorful display of slacks and shorts for men and women is in front of the shop window. It does a lot of business. The whole shop is laid out, colored and lighted to promote "impulse buying" as well as to give maximum convenience in service to members and to enable the staff to work efficiently.

#### Plenty of Storage Space

There is a great deal of convenient storage space in the shop. Revolta's office is in a room at the corner of the shop.

The handicap rack is over a wall display of putters. That's a good strategic location. It gets members picking up clubs that feel and look so good that they say to Johnny or his assistants: "Charge this one to me!"

Back of the shop is arranged for prompt and proper service in the storage and handling of bags and repairs.

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