

Personality and Business Glow in Pro's Letter

Bud Holscher is making good at Lakeside CC, Hollywood, Calif. in his first year because, as one member sees his performance, "Bud combines the pleasing personality of the older professional with the business attitude you'd expect of a sensible young college-trained professional."

Personality and business glow in a letter Holscher recently sent to the Lakeside members. He has been around Lakeside long enough to have a good picture of the likes and needs of the membership and the club spirit.

Has Good Picture

His review of the situation was set forth in the following letter:

Dear Member:

After being at Lakeside for ten months, observing the customs and habits of the membership, it occurred to me that one of the most important functions of my position would be a brief outline of the specific services available to you, performed by me and through my organization. I feel this information can have a definite effect upon the relaxation and pleasure of your golf.

The more service my staff and I can perform for you, the members, the more healthy and happy will be our fast growing relationship.

What Members Can Expect

For example, perhaps you wonder what you can expect from me, personally. As your professional, my primary purpose is to share with you the knowledge that I have gained in my golf experiences. It is also to provide for you an excellent golf shop operation, including proper merchandising for men and women, the driving range, club cleaning and storage service, supervision of the caddies, operation and distribution of the electric cars, representation in tournament play and dozens of other intangible services that I wish to offer.

I'm delighted to say that the Lakeside members are showing their confidence in filling my lesson schedule. I'm only sorry



Bud Holscher

... not in rough with members.

that I am not able to work with you at every convenience, but only through organized scheduling can I fulfill my overall goals in the administration of my business and attempting to please all of you.

Advice Freely Given

Please don't hesitate to ask my advice on a putting stance, what I think of the weight of your clubs, what I think about the kind of ball that is best suited for your type of play. Ask me anything about golf that occurs to you, I'm never too busy to stop and listen to your problem, anywhere, anytime. I mean that, sincerely!

In order for these and many more things to be possible, I must have a competent and reliable staff. I honestly believe I have assembled the most competent, cooperative and experience group of associates in Southern California.

Allow me to present first my general manager, Herb Large. His primary func-



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tion is to supervise every phase of my operation. His close contact with me results in successful administration to bring efficiency and harmony between the golf operation and the members of Lakeside. His personality and enthusiasm, backed by experience and knowledge, spearhead our efforts.

Then there's Bob Nemick, the golf shop manager. He is in control of every-function that revolves around and through the golf shop area. He attends the golf shop to serve you in registering your guests, allotting your electric cars, and is available for sales to fit your needs.

A third person of vital importance to you is our caddy supervisor, Vern Cousins. In order for him to carry out his responsibilities properly, it is necessary for him to greet you as you enter the club and assist you in organizing your golf games. It is your cooperation in this matter that will enable him to expedite the assignment of a caddy, calling your bag out from the storage room and sending you on your way.

Herb, Bob and Vern are also on scheduled hours for golf lessons and are outstanding PGA qualified instructors.

Your bag storage provides you with

club cleaning, a personalized bag identification and insurance coverage. We are also able to serve you in repair work of any nature.

Last but not least, is my capable, industrious secretary, Charlene Conway. Possibly one of her most involved jobs is the control of my lesson schedule. Also she handles all of the accounting, including your golf shop accounts, and coordinates all the miscellaneous items that give us a smooth-running business operation.

It is my sincere wish that a better understanding of me, my staff and our interests in accommodating you will make your time spent at Lakeside more pleasant and enjoyable.

Alick Gerard Dies

Alick Gerard, Sr., 63, pro at National Golf Links, Southampton, N.Y., for 30 years until his retirement two years ago, and for the past 40 winter pro at Mountain Lake Club, Lake Wales, Fla., died July 11th. A native of Aberdeen, Scotland, he served at Glenview near Chicago, Hyde Park in Cincinnati and Oakland in Bayside, N.Y. before going to National. He was a founder of the PGA.