

Markovich Advises Pros to Question Selves About Jobs

PAT J. Markovich, gen. mgr., Richland (Calif.) CC is a widely known and successful professional. After looking over the pro job situation in his part of the country, he wrote an article for the Northern Cal. PGA bulletin that professionals all over the country may read with interest and profit.

Here is what Markovich said:

You should ask yourself two questions — Am I performing to the satisfaction of the board? Is the board aware of my duties?

Become Complacent

Most professionals become complacent. Knowing some of the prominent members sometimes produces false security. Seniority does produce security, but in many cases directors are more anxious to have younger men with modern ideas. Young men do not have a monopoly on ideas. Experience and knowledge along with ambition never were causes to fire a person. Produce and you will be compensated.

Ask yourself these questions:

1. What service am I rendering to the club?
2. Am I promoting golf to the satisfaction of the Board?
3. Are my Junior and women's programs comparable to those at other clubs?
4. Are my male golfers happy with their tournaments?
5. Am I handling the caddy situation so that it is an asset and not a problem?
6. Is my shop properly stocked?
7. Are my members proud of my shop?
8. Does my starter do his job diplomatically and efficiently?
9. Are my electric and hand carts presentable at all times?
10. Are my assistants neat and efficient?
11. Do I represent my club at tournaments and civic functions?
12. Would I be satisfied with the pro department if I were a director?



Baseball and Golf

Roger Craig, Dodgers pitcher, who operates Green Acres Golf Center in Los Angeles, gave business a big boost about six months ago when he started holding joint baseball and golf clinics. The baseball sessions are staged for the kids who bring their parents along to swing golf clubs, and it isn't uncommon to have 300 persons milling around Green Acres when the two events are staged. Wally Moon, Norm Larker, Stan Williams and other Dodgers appear at the baseball clinics while Craig and his partner, Bill Koski, handle the golf instruction.

13. Are my sales consistent? Is each member receiving the same consideration?

There are times when one must take a few moments from his regular routine and take stock. Golf is growing rapidly and with the proper guidance we can elevate every position in the section. Professionals are finding themselves actually bidding for jobs. In most cases there is no basic method of estimating the potential of any shop; guessing and hoping is all that it amounts to. Pioneering a new job takes money and a vast amount of experience. In many cases, a professional tackling one of the new jobs finds himself going backward.

Look for Income

Professionals who have been holding jobs for some time also should take stock. The cost of operating a club has reached the point where new sources of income have to be studied. Some of the clubs are turning to the pro shop. Electric cars are the first to go. It is surprising the pressure that is being put on some of the old time professionals.

The only way to combat such conditions is for the professional to prove his worth. This has to be done by deeds and not conversation.