

# Successful Pros Apply Scorecard Exactitude to Shop Operations

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The so-called "secrets" of successful golf business are like those of successful golf playing — they consist of simple things done consistently well.

There is a great deal of difference between private clubs and public courses, but not much difference between professionals who are successful at either place. The successful ones, regardless of location, know exactly what the score is in their business operations at all times. They regard their bookkeeping as something that tells them the story of what they have done, what they should be doing and how they stand in the way of money and merchandise.

The professional who keeps his business records with the same exactitude as he keeps his scorecard has solved a problem that still handicaps quite a few men in the golf business. When a fellow regards his accounting as a nuisance that is imposed upon him by the tax collectors' demands, then that accounting is not going to be the money-making factor it should be.

## Signs of Success

Recently I made a list of the things that are done by every one of the very successful club professionals whose operations I have observed over the years. Informative record-keeping that tells the condition of a business without being looked upon as a burden of detail is, invariably, an indication of pro business success.

Now for other points successful pro-

professionals have in common.

They keep potential customers informed and reminded by displays, word-of-mouth and printed or written advertising of what there is for sale in the shops.

There is an air about their merchandising efforts that subtly gets the customer thinking the reason merchandise is being sold at the pro shops is because of its convenience to the buyer.

There is an atmosphere of quality and genuine "pro only" class about their shops.

Their assistants are well selected, well trained and well supervised and given the reward incentive that the shopmasters themselves want.

They are of great value to the men's and women's committees they serve.

Golf course superintendents and club managers depend on them for avoiding or handling troublesome emergencies.

## Operated On a System

Their shops are operated by a system instead of some kind of catch-as-catch can methods.

They have a simple inventory control that signals them when they should be ordering in time to avoid excess shipping charges and delays, and when to use special effort in getting rid of merchandise that hasn't moved and is tying up money.

They have plenty of stock so their shops don't look barren.

They change displays frequently to

keep the visual appeal of their shops fresh.

They put an extra month of profit in the year by working on Christmas and other gift business.

They take advantage of prompt payment discounts and thereby earn an added profit that is considerably higher than the interest paid on their bank loans in financing inventories.

#### Careful About Details

They are careful about details such as orderly arrangement of stock, neat price tags, club cleaning and storage and scorecards and pencils conveniently provided for players.

They are immaculate in their own grooming and set a fine example for their assistants.

They are competent, friendly and diplomatic starters and conductors of club events.

They originate and operate interesting golf programs for women and children that increase their clubs' value to each member's family.

They are regarded by sportswriters and sportscasters as alert and authoritative sources of news and comment.

Their judgment is valued by officials of their clubs.

They know the financial condition of their clubs.

They are alert for new ideas in merchandise and methods that they make quickly available to members and customers.

They buy with the guidance of sales records rather than by hunch.

They cooperate with salesmen so everybody's time can be saved and selling costs kept reasonable.

They are progressive teachers and keep informed on new developments so they can comment helpfully on the games of the men and women champions and the television players.

They devote time to their own games. They find time to work for their PGA section and their communities.

There are other merits that these successful professionals share. Any man who is widely acquainted in the professional golf business is bound to be tremendously impressed, as I have been, when he specifically notes the successful professionals' personalities and performances. The successful professional in every case is an exceptionally good businessman who would be superior in almost any business.



Kids will be taught all phases of golf at Windham.

### Ghezzi to Run Junior Golf School at Camp Windham

The golf camp for Juniors that Vic Ghezzi will conduct June 22-29 at Camp Windham in Windham Center, Conn., is said to be the only one of its kind in the U.S. Boys and girls from eight years of age through 18 can enroll for \$125. The fee includes use of all camp facilities and unlimited use of three 18-and one 9-hole courses in the area.

Several top golfers will assist Ghezzi, former PGA champion and a pro for 28 years, in teaching the youngsters.

Season long campers at Windham can participate in the golf school as well as tennis, basketball and baseball courses conducted by leading players in those sports.

Marvin Edelman, well-known educator, operates the camp. Detailed information can be obtained from him or Vic Ghezzi, both of 2110 Barnes ave., New York 62.

#### Club Manager-Pro Tourney

The second annual best ball tourney for Metropolitan district club managers and pros will be played May 9 at Sleepy Hollow CC, Scarborough, N. Y., according to Amstel Brewery, the sponsor. Last year's winners were Joe Moresco and Mike Fetchick in the pro division and Bill Ellis, a club manager.

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National Golf Day  
May 25th

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