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## Should the PGA do more?

*In the September issue of GOLFDOM, professionals were asked what, if anything, the PGA should be doing to help further the interests of the club professional which it is not now doing. Answers which started on page 26 of that issue are continued below:*

"Limit members in lending their names and likenesses to playing equipment sold through outlets other than the pro shop operated by a PGA pro. Limit membership only to those who have approved contracts with full concessions or salary which is obviously as much as the job might possibly produce."

"Most anything you can think of to help in merchandising. Sales tips on outstanding new items for pro shops. Helpful information on keeping records of all types. Ways to freeze out the fast-buck pro from obtaining pro-only merchandise. The PGA should insist that all pros on tour who make their living in PGA-sponsored events should not indorse store-line products."

"The PGA must follow strong action taken by the Mid-Atlantic Section and recently adopted by the Florida Section. Unless professional and club live up to contracts as recommended by MAPGA which gives all concessions to the professional, the pro is not allowed to participate in sectional affairs, including tournaments. Neither can amateurs participate in pro-am events unless they represent a club employing a PGA member who is in good standing. We in the Mid-Atlantic have had these conditons

Continued on page 120

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## PGA DO MORE?

Continued from page 118

for years. We are trying to improve our profession by giving the club a better pro. In turn, the club must allow the pro to retain the returns from his efforts. Golf car revenue is an area where the club, in most cases, should possibly derive some portion of the income. This is a vast area."

"The PGA is not enough to protect the home professional who is really the backbone of the organization. More publicity is needed for lesser-known country clubs and pros representing those clubs to find out what they are doing. Everyone likes to be recognized."

"I don't think the PGA can do much either way to help or hurt the golf pro. They have no power or pull to get a job for the pro or to help him hold on to it."

"I think they (PGA) have done wonders and will continue to do so."

"The PGA should ban any professional golfer from its membership if he allows his name to be used to sell golf equipment which is sold in places other than the pro shop."

"I feel that if a club, whether it be public or private, wishes to have a PGA pro, it should expect to let the pro operate his own pro shop, car rentals, club storage, teaching, etc. There should be standards set by the PGA so the clubs who wish to have a card-carrying professional know there are certain concessions that must be made in order to obtain one."

"Hold price on merchandise in all shops the same. Have set prices on les-

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## PGA ANNUAL MEETING

The PGA of America will consider resolutions which have been proposed in advance for changes in its constitution during the association's 50th annual meeting Oct. 31-Nov. 4 at Palm Beach Towers, Palm Beach, Fla.

Also on the agenda will be the election and installation of officers and new members of the PGA Executive Committee; disposition of "old and new business" matters before the association, and reading of reports by the officers, committee chairmen and department heads.

The Executive Committee will meet at the Palm Beach Towers during the preceding weekend, starting Oct. 28.

sons. Let the head pro hire and fire his assistants. National or PGA local boards do not accept criticism or listen to the pros' gripes. The driving range non-PGA pros should not be allowed to sell PGA top pro-line equipment and chisel in on equipment prices and lessons."

"Promotions should be directed more to the club professional. Emphasize that the club pro is the backbone of golf and that they have to put up with members buying so-called discounted equipment."

"Contact new people in golf and get them to join. I was never contacted, and still am not a member because of not knowing what PGA section I am in."

"We are no longer golf pros. We are businessmen. Stop harping about teaching and lessons. None of us has time for this any more—leave it to the assistant. Get this over to the membership in a diplomatic way."

"I believe they are starting to program now. However a capable business manager is necessary to handle TV and the tournaments. We need someone to visit the different sections to give advice and tell the pros how to operate shops efficiently, both for themselves and their members."

"I am superintendent as well as pro at my club. As far as I can see, there is not much advantage in joining the PGA. What can it do for me, and why does it cost so much to belong? I have been a pro for eight years."

Continued on next page



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## PGA DO MORE?

Continued from preceding page

"More direct mail letters sent to clubs explaining the value of a qualified PGA pro. How important it is for him to make a respectable living, explain how history has shown where clubs take over, interest in the game dies. Get TV sponsors to plug the home pro more. After all, he does a big percentage of the work. Explain how many employees it would take to cover the 14 or better hours a pro puts in a day, seven days per week. It ain't much fun sometimes, but I like it because I never did anything else."

"The PGA should not allow its members to have anything to do with endorsement of equipment not sold through the pro shop. It should run and manage an educational advertising program to promote sales in the pro shop."

"Bar pro line sales to any pro not owning shop. Too many pros let the club make the profit from the pro shop."

"I don't think that the PGA should allow any of their tournaments to be played at a club where the professional does not have the shop concession."

"Home professionals and touring professionals should offer their services to all PGA efforts rather than having the average member feel that the PGA should do something for the individual."

"Establish salary levels for all jobs based on memberships, traffic, overhead."

"Each section of the PGA should do all it can to help keep the clubs from taking over the pro shop operations. Minimum contracts should be controlled by the PGA so a professional cannot

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be permitted to take a job for practically nothing, which many do."

"The PGA should be returned to bulk memberships. The older and wiser heads could re-establish good public relations. Get out of the competitive golf business and truly promote golf."

"Further pro-only items in pro shops and don't allow PGA membership to people like Nicklaus who advertise for TV discount houses."

"Club pros should have more voice in national PGA meetings than touring pros. Keep pro lines in pro shops instead of sport shops."

"Put some beef in the job situation, i.e.: blackball all clubs with non-PGA pros or managers. Make the PGA like a union and enforce the rules so that the PGA and employers can benefit."

"Seek out young professionals and invite them to join their section."

"The PGA is not in a position at present to tell a club whom it can hire. However, at least on a local level, through its code of ethics it can enforce certain conditions."

"I think the biggest thing should be in the field of discount stores' getting pro-line equipment. I don't feel that the manufacturers are aware of the gravity of this problem."

"Make better contracts with clubs seeking qualified pros. Attempt to upgrade contracts. More and better public relations between the golf pro and the amateur. Improve training programs for assistant."

"Set up standard contracts for PGA pros to follow." •

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