

# New format for pro biz school

*The 1967 PGA business school in St. Louis will offer a special curriculum for head pros, as well as assistants.*

Some years ago in an attempt to upgrade the golf profession, the P.G.A. started a school for assistant pros. This school was held for one week each year in Clearwater, Florida. Completion of this course could be applied as the fifth year of the required five year apprenticeship. Here an aspirant pro could learn such things as pro shop operation and teaching.

The school was greeted with such enthusiasm from the assistant pros that one school could not handle all the applicants. For this reason, the P.G.A. started others in various parts of the country. Last year they conducted four such schools. The East Coast area was covered by one

in Maryland, the West Coast in California and the Southwest had one in Texas, plus the original one in Clearwater.

This year in an attempt to cover the Midwest, there will be one in St. Louis. Due to its central location the Education Committee felt this would be an ideal spot. It is to be held in March, from the 12th to 17th—just before the start of the season for most pros. At the same time they thought they could try some new ideas. In accordance with their long range plan to upgrade the profession, they want to include the head pros as well as the assistants. This involves some different subject matter than has been of-

## **GOLF COURSE - DESIGN AND CONSTRUCTION**

**A Complete Lump Sum Job!**

**DESIGNED AND BUILT TO FIT YOUR BUDGET**

**Estimates and Work Guaranteed by Bond**

**CONSTRUCTION - RECONSTRUCTION - ADDITIONS**

**SITE APPRAISING & PLANNING,**

**including ATHLETIC FACILITIES**

**CAPPY-SIMONE**

126-10 34th Avenue

Corona, N.Y.

212/672-9400

212/HA9-4500

516/MA 3-3238

For more information circle number 126 on card

ferred in the past business schools.

For the St. Louis school the Education Committee selected Don Clarkson as Director. Don is the head pro at Old Warson Country Club, just outside St. Louis. A past president of the Eastern Missouri Section and presently a national vice-president in the P. G. A., he has served on the staff of some of the other schools and is acquainted with the pro shop operation and teaching.

After numerous meetings with the Education Committee, Don felt he was not qualified to run this school by himself. Don therefore enlisted the aid of Mr. Patrick D. Williams, head of the Small Business Institute at Southern Illinois University's Edwardsville Campus. In his job at the University, Mr. Williams is responsible for setting up and conducting seminars for all phases of business. He is familiar with all business problems.

The schedule will include all the technical work covered in the other schools, plus a Business Operation series that calls

for the head pros and assistants to cover different subjects. The assistants will cover such topics as accounting, management principles, selling and human relations. Head pros will cover creative problem solving, management problems, communications, and motivation of employees.

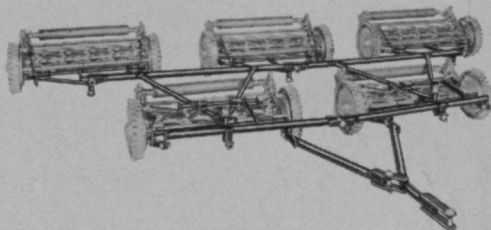
At first glance some of these subjects seem as if they would not be of interest to the golf professional. Mr. Williams assures non-believers that every business man in the world needs this type of education. He further believes the average pro has no formal training in business. This, he feels, makes the pro's need greater. For this reason he intends to bring in experts in each field to help every student get as much as he can out of the short time available.

The Education Committee hopes to come out of this school with some definite ideas for a long range educational program. They hope a large group shows up to afford an accurate picture of the value of this program. •

# SUN-MASTR®



**GOLF COURSE and  
MUNICIPAL — TRACTOR  
OPERATED — TURF  
MOWING EQUIPMENT**



**A RESPECTED NAME  
Since 1901**

**HEAVY DUTY . . . 3, 5, 7, 9 and 11 GANGS AVAILABLE**  
MANUALLY or HYDRAULICALLY RAISED FRAMES

**Trailer • Transport • Underslung • 3 Point Hitch**

**FEATURING....Patented..... BULLDOG 30 Cutting Unit**

**Write today . . . P. O. Box 31 . . . Olathe, Kansas . . . 66061**

**ANOTHER fine product of SUN-MASTR CORPORATION OLATHE, KANSAS**

**the NATION'S MOST COMPLETE LINE of TRACTOR OPERATED MOWERS**