



## Brighten your shop's Image for the new season

*It's easy to create  
a new look with  
little expense*

**By Barbi Zinner**

**S**pring houseclean your pro shop for the new season. With a little extra effort and care you can brighten up your shop and collect the benefits of good will and appreciation and the accompanying dollar profits.

Start off by re-touching and repairing the old "landmarks"—the small cigarette burn on the arm of the chair, the tar stain to the right of the entrance and the chipped paint on the counter corners. Although your members may not notice your small repairs, you can be sure that your failure to correct these eyesores will register negatively.

It's not necessary to refurnish, redecorate or repaint your entire shop every season for a new appearance. Psychologically, your image is refreshed simply by adding a new accessory such as an umbrella stand, a clock or by merely finding a new bowl to hold your tees. Add a vase of seasonal flowers or a couple of new plants (try inexpensive tropical trees

which can be used to frame the entrance way or fill in an empty corner) to lend atmosphere.

Rearrange your furniture, if you can do so without hindering the efficiency of your operation. The change will be immediately noticed and serve to uplift your shop's face. Set up a new display rack. Match all clothes hangers on your racks even if it means purchasing several dozen new hangers. The additional cost will be well worth the investment in extra neatness and increased space efficiency of matching hangers.

For the customer's convenience, place shirts near slacks and skirts for easier color coordination. Replace yellowed paper signs. Mark shelves and drawers for quick and easy size identification. Check leftover stock to insure that all items have price tickets.

Make an opening-of-the-season resolution to keep an efficient bookkeeping system. This resolution necessitates checking out a

*Continued on page 18D*

## PGA rings the school bell

Beach, Fla. The other panelists included William Strausbaugh, Jr., golf professional, Columbia CC, Chevy Chase, Md.; Charles Finger, golf professional, Stanford GC, Stanford, Calif.; and Dale Anderson, golf professional, Big "T" Golf Center, Buena Park, Calif.

Strausbaugh, a former PGA professional of the year, explained that the panel on teaching, which used spoken presentations, demonstrations, slides, films, and questions and answers, emphasized three main areas—teaching, method and communication. "This was our base theme," he said. "From this we established the three great gifts that the professional can give his students: motivation and confidence that they can learn to play, a simple method of learning and concise communication within that method."

The panel members, who represented almost 90 years of teaching experience, stressed that the school participants need not adopt their methods. "Most professionals have a pretty good knowledge of the game and the fundamentals," Strausbaugh said, "but there has been too much 'cold potatoes' teaching and corrective instruction. We try to get them to set up a conceptual pattern of the swing with the student and apply their knowledge of the game within that framework. We hope to shorten the trial-and-error period of teaching for the younger men; we want them to realize that a method must be foremost."

The full week of instruction ended with a one and one-half hour final examination, followed by a banquet at which Lyle Wehrman, professional at the Diablo CC, Diablo, Calif., and vice president of the PGA, told the participants what it means to be a golf professional. Wehrman is a former PGA golf professional of the year.

At the opening session the members of the school heard

*Continued from page 18B*

Leo Fraser, PGA president, talk about the past, present and future of the organization, and listened to PGA executive director Robert Creasey talk about the organization in operation. Joe Zakarian, golf professional, Los Altos Golf and CC, Los Altos, Calif., and president of the Northern California PGA section, discussed the contributions of the PGA sections. The theme of the school was established by Joe Walser, Jr., PGA vice president and golf professional, Oklahoma City Golf and CC, Oklahoma City, Okla., when he told the members about building a professional image.

The topics for the remainder of the school ranged from golf course design, discussed by golf course architect Robert Muir Graves, to first aid on the course by an official of the American Red Cross, through inventory management by Jimmy Thompson, golf professional, Valencia GC, Valencia, Calif., and press and public relations by Art Rosenbaum, sports editor, San Francisco Chronicle.

Williams explained that the business schools are part of a total educational program conducted by the PGA, which includes a home study program, advanced business schools (the first of these is to be held April 27 at Oklahoma State University, for Class A professionals only), the educational programs through the PGA's 36 sections, the winter educational program at the PGA National Golf Club, specialized seminars, film libraries and the booklet and services division.

Williams said that the school received strong support from the northern California section, which made it possible to attract the maximum number of participants and to conduct a program that each one can credit for improving his position as a professional in the business of golf. □

## Brighten your shop's image

*Continued from page 18A*

business equipment supply house for new and improved products.

Plan to keep a running inventory on everything from gloves to slacks. Start off on the right foot by making an accurate count of all stock, old and new. Make a strict resolution to keep your inventory up-to-date. Ordering and reordering can be easier with the aid of a working inventory sheet.

If you haven't already established a personal file on all your members, begin one now. Simply use a metal file box with index cards. Arrange the cards alphabetically using the last name of each member. Be careful to add the names of all new members. Indicate the clothing and shoe sizes of each member. Record each purchase (size, color and style) and the date of purchase. Equipment purchases may also be listed on this card.

Duties of today's golf pro often are the same as those of an accomplished retailer. Keeping this in mind, why not consider promotional mailings for your pro shop? Send your members a printed mailer announcing your arrival and the re-opening of your shop. (Take names and addresses from your personal file.) Be sure to state what's new and emphasize your replenished stock.

Take the opportunity the mailer offers you to mention new fabrics and design ideas which might interest the golfer. For example, here's your chance to push the new polyester doubleknit washable pants. If you have room in your shop, try to incorporate something in the way of apres-golf apparel. Add additional variety with new jewelry or crests. Advertise these new items in your first mailing. Come on strong, new and different.

Make your shop more than a dispensary for a forgotten pair of socks, a torn shirt or a worn-out glove. Become the center and focal point for stylish golfwear geared to the sophisticated and fashion-conscious golfer. □