

PGA rings

By Don Curlee

The Professional Golfers' Assn. Business School held in San Francisco, Calif., February 9 to 14 gave 146 golf professionals and assistants from the western states a clear view of their positions in the profession, in their own business communities and in society, and also gave them hundreds of suggestions for maintaining and improving them.

Capacity enrollment of 150 was reached early, so applicants had to be turned away, and then four participants were scratched after the deadline. The San Francisco school is the third of five for 1968-1969. The remaining two will be held in Hartford, Conn., March 2 to 7 and in Chicago, March 30 to April 4. Earlier schools were conducted at Palm Beach, Fla., and Oklahoma City, Okla. Attendance at the five schools is expected to exceed 700.

Charles Leider, professional at the Crystal Springs GC in Burlingame, Calif., was school coordinator in San Francisco. "The participants were especially impressed with the dedication and the quality of the speakers," he said. "They seemed to complete the school with the feeling that they can turn to their fellow professionals for assistance and understanding, knowing that all of them want to see the profession grow and prosper."

Leider arranged for faculty members mostly from the northern California area who

teamed with others obtained by the PGA from a wider area under the direction of Patrick Williams, PGA education director. Leider expressed his gratitude enthusiastically for the willingness of the speakers to address the school with nothing more than reimbursement for any out-of-pocket expenses.

"These schools began in 1957 as teaching seminars and were concerned mostly with club repairs," Williams explained. "Now we include techniques and business operations, and emphasize personal growth and development—human relations. In one week of sessions we try to give a complete overview of what is expected of the golf professional, plus what he should expect, and we strive for the ultimate in instructors."

Topics that proved of unusual interest were those on public speaking by William Sherman of Sherman and Associates in San Francisco; effective human relations by Dr. Pete Zidnak, professor in the School of Business, San Jose State College, and a course in the basic principles of small business management by Dr. Milburn Wright, dean of the School of Business at San Jose.

Eight hours were given to the subject of teaching problems and methods, conducted by a four-man panel chaired by Henry G. Lindner, director of golf, Lost Tree Club, North Palm

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the school bell



The graduating class from the PGA Business School, recently conducted in San Francisco.

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

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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

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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. □