

Feedback

Do you have a gripe with the industry? Or praise for some facet of it? Voice it in *Feedback*: a forum for your ideas on topics we have or haven't covered in GOLF BUSINESS. Readers interested in expressing their views can write to Feedback, GOLF BUSINESS, 9800 Detroit Ave., Cleveland, OH 44102.

Right on, Mr. Hunter

As a PGA member of 35 years, I was very interested in the Feedback column by Mac Hunter. It said things I know are important to Gary Wiren, PGA educational director, and also to all PGA members.

I too am very interested in what I feel is upgrading the teaching image of the golf professional. When a pro sells himself as a master teacher, he must have approachability, visibility, and sincerity after the lesson. These qualities can all lead to sales made on the practice tee.

The late Bobby Jones in a statement at a national PGA meeting in Chicago many years ago said, "If I had the responsibility to hire a golf pro, his first qualification would be to be an excellent teacher, as he is the only person who can help another enjoy the game more."

Gene O'Brien
PGA Pro
Wichita, Kan.

Pro shop observations

The Feedback article by my friend Mac Hunter (GB, Aug.) was informative and certainly points up some of the problems of the golf business. As a former club professional, Mac is fully qualified to evaluate the changes in the industry.

Today's club member is a graduate of municipal and daily fee courses, and if he is exposed to a qualified, knowledgeable golf professional at that embryonic stage of his introduction to the game, the problems of the club professional will diminish.

There is a strong need to educate beginning players to the value to them of establishing a relationship with the golf professional, so they can really be a part of the game and enhance their ability to enjoy and learn.

Jay McClure
Meadowbrook Golf Course
Lubbock, Tex.

A matter of disagreement

In regard to Harry Gray's interview (GB, Aug.) on management, I have to disagree with his statement on the supervision needed by other management personnel under a general manager.

In one quote, Gray spoke about the attitude of club management before the general managers took over: "the rest of the time they

(superintendents and golf professionals) were free to do as they wished with no control, no supervision."

My reply to Gray is that his insinuation is equally absurd. Who the hell will supervise the general managers? His almighty position of the "Big Brother" concept is ridiculous to many of us in the industry who experience successful country club operations with the triumvirate concept.

The general manager's track record hasn't been proved to any extent thus far due to their short longevity at the same club. Does the Peter Principle apply here?

Paul Voykin
Briarwood Country Club
Deerfield, Ill.

GM can't do it all

After reading your article in the July issue on "Who Will Manage," I can see a general manager cannot possibly oversee the golf course, pro shop, swimming pool, and dining room and still keep in touch with all departments without qualified personnel to run them.

As president and manager of a club, I can see that the overhead is the basic reason most clubs are floundering. The way we are going seems to be the answer, plus keeping the membership happy.

David K. Olin
Century Country Club
Scottsdale, Ariz.

Who gets credit?

I just wanted to express my opinion as the wife of a course superintendent to the series of articles you have written this year on club professionals seeking positions as general manager. Well, they aren't entitled to it.

All you ever hear about are the pros. It's about time the superintendent gets a little credit. The superintendents have done the work for years and the pros have gotten all the credit. I think it's about time the policy changes.

Like they say, the bottom line begins down on the golf course. If it wasn't for the superintendent, there wouldn't be a beginning for the pros to even have a job. You don't see pros or their staffs working from daylight to dark the way the superintendent does.

The superintendent has a lot of headaches and problems, I doubt if you will ever print this letter, but I think it is time somebody knows about how many superintendents feel.

Pros have their jobs just like the superintendent and the club manager. There is work enough for all three.

When there is a tournament on television, the superintendent, who spent all that time making the course look beautiful, can't even get his name mentioned by the sportscasters. Who do they think got the course playable? Is this a losing battle?

(Name withheld)
Mt. Vernon, Ind.

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