

Florida, California PGA Schools to be Held Early in '61

The PGA's two annual business school courses will be held at the Fort Harrison Hotel, Clearwater, Fla., Jan. 23-28, and at the Ambassador Hotel in Los Angeles, Feb. 14-17. This is the fifth year for the Florida school and the third year that the Los Angeles school has been in operation. About 850 pros and assistant pros have attended the educational sessions since they were started at the two schools.

The growth of the Florida school has been exceptional. The first year it was held, 93 persons, mainly assistant pros, attended classes at the Fort Harrison while last year's enrollment grew to 239. California's first school, held in 1959, attracted 30 students and 89 last year.

In 1961 the two business schools will be under the supervision of the PGA education committee for the first time. It is headed by Don E. Fischesser, a PGA vp and pro at Evansville (Ind.) GC.

Emil Beck of Black River CC, Port Huron, Mich., will serve for the fifth time as head of the Florida branch school. George Lake of Recreation Park GC, Long

Beach, is director of the California school.

Subjects included in the curriculum of both schools are fundamentals of teaching, club repairing, merchandising, book-keeping, purchasing, general shop operation and human relations. A minimum of 40 hours of instruction is offered at both schools. Among the instructors at Dunedin will be Tommy Armour.

The PGA courses are primarily designed for Class H apprentices employed by Class A members of the association, and those who are approved tournament players. If facilities are available after these applicants have been accommodated, the enrollment at both schools will be open to PGA members and others in the golf profession. To qualify for enrollment, an applicant must be recommended by a Class A PGA member or the pres. of the club at which he is employed.

The PGA has sent information about the schools and application blanks to 4,600 pros and additional copies of the latter are available from the association's headquarters in Dunedin, Fla.

Apprentices who earn certificates at either school are credited with a fifth and/or final year of experience toward full membership in the PGA.

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Low, Rambling Buildings Need Protection Against Lightning

Following up what the Chicago District Golf Assn. suggested to protect golfers against lightning (*Golfdom*, Sept., p. 22) the Lightning Protection Institute, 53 W. Jackson Blvd., Chicago, lists several factors that can help to reduce both loss of life and property due to lightning.

Prefacing its remarks, the Institute points out that the lightning rod, invented by Benjamin Franklin, has been described as the world's most perfect invention. If properly installed and connected, a rod rarely, if ever, fails to safely convey a lightning stroke into the ground or dissipate it harmlessly in the air.

Here are some of the Institute's observations:

- There is sometimes mistaken dependence on steel framing to protect a building. Actually, the frame may ground the stroke if the steel is properly grounded, but lightning often starts fire in roofing or other flammable material before it reaches the steel frame;

- Unnecessary loss of life occurs simply

because people fail to seek proper shelter in thunderstorms;

- While more than 50 per cent of farmers protect lives and property with protection systems, new occupants (and these include golf clubs) in outlying areas often are unaware of the need for lightning protection;

Rambling Buildings Are Targets

- Low built, rambling buildings such as clubhouses are more vulnerable as greater area, rather than height, offer a target. On a smaller scale, the same thing can be said of shelters. Clubhouses also are vulnerable because their electrical appliances, many metallic objects and materials, electrical circuits with outside leads, oil and storage tanks, antennas and concrete slab construction with floor in direct contact with moist earth are lightning attractors.

Lightning, the Institute says, causes 37 per cent of fires in outlying areas and in these locations there are an average of 40 or more potentially destructive electrical storms a year.

On the bright side, inquiries received by the Institute from architects and designers about lightning protection have increased by 75 per cent in the last 18 months, and it also is noted that builders

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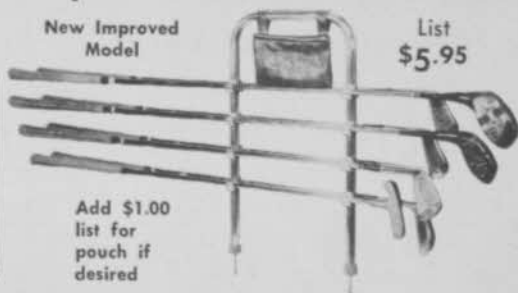
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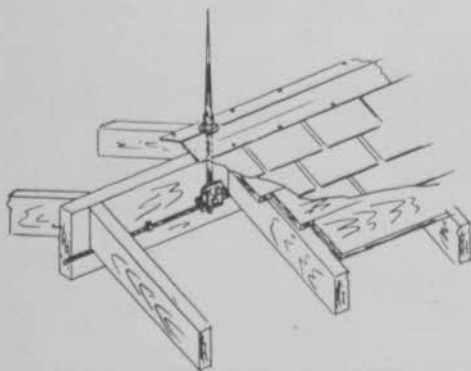
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and building material suppliers are showing a sharp new awareness of the lightning menace.

In addition to the Institute, information



Closeup view shows terminal or "point" and connection with cable in "concealed" lightning rod installation. Points are short and slender with the 10-in. height a popular size.

about lightning protection can be obtained from S & N Enterprises, 216 E. Ontario st., Chicago 11, which represents Independent Protection Co., Inc. of Goshen, Ind. S & N offers equipment which club

maintenance employees can install on existing shelters. It also has complete information for protecting specific trees on a course and golfers who take refuge under them.

Piecemeal Renovation (Continued from page 66G)

aren't moving. This may be because they are poorly displayed, are too expensive for your clientele or just don't have the price and quality features to put them across.

More "Stop" Signs

Point 3 is one about which volumes have been written — and there are more to come. For our purpose it is sufficient to say that you don't sell anything that is packed away in boxes and kept under the counter or in the storeroom. By getting as much on the floor without overcrowding, as you do through the Visual Merchandising method, you are putting up more "Stop" signs. Occasionally make a survey and see just how well they are working for you. You'll find that they increase your turnover and do away with many of those "mark-downs" that you may be now featuring or pushing.

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Mr. Randall is president of Del-Val Construction Co., of Eddington, Pa., and builder of Cornwells Golf Club.



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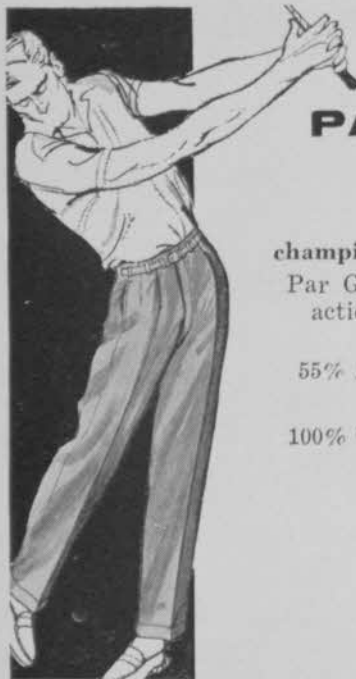
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Extra-Budget Projects (Continued from page 48)

I did was pick out the mowers, etc., that I wanted, got quotes on them, and then proceeded, with the help of the suppliers, to make a selling case for them. In both instances, when I appeared before the board, I was well prepared to back up my requests with a pretty fair assortment of reasons for making improvements or for purchasing the new equipment.

Planning Committee Helps

I am more fortunate than most supts. in that River Forest has a planning committee made up of past presidents of the club and green committee members who periodically tour the clubhouse and course to determine just what may or may not be needed in the way of improvements. This committee isn't authorized to make any allotments for improvements but its recommendations go a long way with the board. In effect, if the planning group is sold then the club is sold, and it is through this committee that the club mgr., professional and supt. have to make practically all their requests.

River Forest's planning committee isn't an ivory tower organization that only goes through the motions of making plans or reviewing requests. Twice a year — in

the spring and again in the fall — members of this group make a thorough tour of the course and it is then that I have to call their attention to the improvements that I think should be made or the replacement equipment that is needed. They get a firsthand look at our entire maintenance operation and make their decisions only on the basis of what they see. These decisions, incidentally, aren't always in my favor, but my batting average with the committee could be worse than it is.

Softening Them Up

At the present time we are campaigning for a new maintenance shop and storage shed. As I see it, it is going to be at least another year before we have a chance of getting these additions, but at least I'm working to get the committee softened up. Just recently I arranged to take the members to neighboring Butterfield CC, where Bert Rost is installed in a new shop, so they could see how such improvements help to make the maintenance department's job easier. Possibly the resistance of half of the planning committee was broken as the result of that trip. That means we still have to sell the other half.

Breaking down resistance to improvements, incidentally, is as much a part of a supt's selling program as the afore-

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mentioned "selling yourself" or "selling the benefits." It's natural that the first inclination of the members, who may be faced with assessments if they agree to too many expenditures, is to talk you out of any major improvements or large outlays for equipment. You certainly shouldn't resent it when they do because if you were in their place that undoubtedly would be your first inclination.

Nevertheless, if you really want what you're after and are sure that it will help the club, you shouldn't allow key members at least to forget that you're in the market for a new tractor, or a new workshop or whatever it may be. You're not in position, of course, where you can apply very much selling pressure, but that doesn't mean that you can't go on dropping appropriate and constant reminders. It's as one highly regarded supt. in the Chicago dist. told me when I took over at River Forest: "The fellows in this business who are too timid are the ones that usually are job hunting. When they see that a course is becoming rundown because of lack of manpower or machinery or something of that sort, and don't have enough guts or nerve to go to the board and ask that something be done,

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