



From Azaleas to Zoysia...

...The Superintendent is the Community's Expert

There is a person in your community who can help with lawn care troubles, give tips on composting projects, provide information on the safe application of fertilizers and educate youth about environmental stewardship. He or she might even be able to help you with your putting.

If you are a golfer or live near a golf course, you already know this professional as the golf course superintendent. The superintendent is the person responsible for the physical management of the facility and is equipped with science, business and communication skills. An overwhelming majority of these professionals grew up around the game of golf, and therefore also understand how the game is meant to be played.

"Since the golf course superintendent deals with a variety of issues, you typically find him or her involved in numerous community projects outside of normal job responsibilities," says Golf Course Superintendents Association of America President Paul McGinnis. "Many superintendents serve as consultants to schools and recreation departments in the maintenance of athletic playing fields. Others are regular guests on outdoor-type radio shows or provide a periodic column in a newspaper. Still some host field trips for civic and education groups at their local course. This professional is truly a community asset."

A recent *Golf Digest* survey revealed that the superintendent was the most important golf course employee. Imagine trying to play golf without the work of

this individual. Or, visualize what your housing development may look like and hold in valuation without this person's expertise.

"I believe the public looks at the superintendent for expertise and leadership," McGinnis says. "We are entrusted by golfers to provide optimum playing conditions, while owners of the facilities are quite cognizant that the value of their investment rests in our abilities to maintain and improve conditions.

"But we are morally and ethically responsible for performing our work in the most environmentally-sensitive manner possible. The golf course superintendent is an educated professional who is attuned to the environment. Anyone who spends time with a superintendent recognizes that golf courses are valuable sanc-



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tuaries for numerous animal and plant species.”

If the superintendent is regarded as the most important person on the golf course, just imagine what he/she can do for your community. You may already have a superintendent who is involved in a multitude of civic activities. But if you notice a void or are in need of advice, give your local professional golf course superintendent a call. He/she might just be the best kept secret in town.

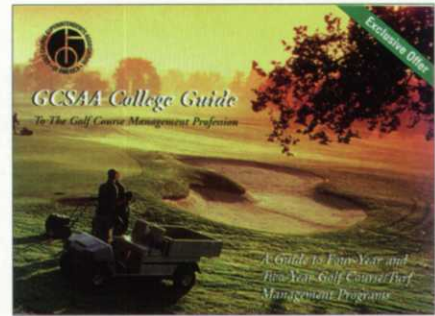
For additional information about the golf course superintendent profession or the Golf Course Superintendents Association of America, write to 1421 Research Park Drive, Lawrence, Kan. 66049, call 800/472-7878, or visit GCSAA Online (<http://www.gcsaa.org>).

Editor's Note: This is the second in a series of three syndicated articles released nationally by the GCSAA to promote the golf course superintendents role in the industry and the community.

GCSAA guide profiles collegiate turf programs

During my career, I have been approached many times by young crew members expressing an interest in pursuing a career in turf management. We all know a lot of the major turf programs available out there, but few of us possess complete knowledge of all the possibilities. The GCSAA has just released a guide book that could be a very beneficial resource to the mentor and the prospective turf student: *GCSAA College Guide To The Golf Course Management Profession*.

This new and exclusive 300-page guide provides a concise profile of each turf management program offered by two- and four-year colleges and universities. You may order the *GCSAA College Guide* by calling the GCSAA Bookstore toll free



at (800) 974-7272. The cost is \$15 for members. \$18 for non-members.

Users of the guide will find information on faculty, special research and laboratory facilities, types of degrees offered, number of hours required for a degree, internships required, career placement assistance, tuition costs and much more. This guide will help students select the program that best fits their needs.

“Education is the cornerstone of GCSAA’s existence, and we’re pleased to expand this service to those individuals who are interested in pursuing a career in the golf course/turf management industry,” said Tommy D. Witt, CGCS, GCSAA director and career development committee chairman. “Students, parents and career counselors will benefit from the information contained in the college guide, and the industry will benefit by identifying educational opportunities for tomorrow’s turfgrass professionals.”



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Turf management career tips:

- Working at a golf course, ideally on a superintendent’s maintenance staff, is a good way to explore a potential career in golf course management.
- More and more modern-day superintendents must possess formal education or training to be competitive in today’s job market.
- Eighty-eight percent of all golf course superintendents have some type of formal education. Sixty-seven percent have completed a two- or four-year degree program.