

HOPE SPRINGS ETERNAL



GREEN SIDE UP BY JOEL JACKSON

I can't help continuing the seasonal theme. Spring has sprung and the new growing season is upon us and hopefully any winter woes are on the mend. We're in that time of renewal that rubs off

on us too when the greening up of the turf and the buds and blooms offer the hope of new life, new beginnings.

We hope that the economy is regenerating. Many prognosticators in business, and especially golf, keep saying the face of golf is changing – or needs to change – to survive, much less grow. I'm not a pessimist by nature, so I hold out for modest growth in the game as folks retool and re-evaluate their approaches to the business of the game and individual golf course operations.

There is an adage that "Success comes when preparation meets opportunity!"

Preparation and opportunity are things we have some control over. Preparation for sure is something you can control by your daily choices,

planning and goal setting. Opportunities are less directly controlled by a person, but can be enhanced by one's behavior and approach to their careers and situations.

Five points by Wendy Enelow, author of *Expert Resumes for Military-to-Civilian Transitions* and *Executive Resume Toolkit*.

- Moving your career forward is your responsibility
 - Dedicate yourself to lifelong learning
 - Stay visible
 - Maintain an active responsive network
 - Dedicate yourself to your career, and understand that it will require your active participation – forever
- That last line is the clincher.

All chapters are seeing a break between the generations especially in terms of participation at meetings and

but also in volunteerism in general. It is getting harder and harder to get folks to step up and serve on the local boards. Now, more than ever, our associations need to be strong in the face of growing regulations and changes in the golf industry.

Older and younger superintendents need to bridge any widening gaps to understand the history and value of camaraderie of one generation and the needs and perceptions of the other. Younger and newer is not always better and older and traditional is not always wiser. A combination of both is what's practical and necessary to be the most effective for each individual and the profession.



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