The times just keep on changing in golf, reports Putney

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Roger L. Lowell, super at Webhannet Golf Course in Kennebunk, Maine, and Maine Golf Course Superintendents Association president, declares that public relations has become an absolute requirement.
The evolution of the golf course industry has placed the superintendent, he says, into an ever-increasing complex position, requiring added knowledge.

"There are many great educational programs available to expand understanding and prepare the superintendent for his or her very professional position," he said.

"Twenty or 30 years ago, the superintendent was responsible solely to the club for which he or she worked. Today, that responsibility extends beyond their club to include state and federal agencies as well as to the neighboring public and, for that matter, to the public in general. "Today, superintendents have a tremendous responsibility. They have had to become environmentalists in every sense of the word. With educational emphasis by so many universities, the Golf Course Superintendents Association of America, the U.S. Golf Association and local chapters, the superintendent can become expert on environmental issues.

"Greenkeeping of the past was an art," he continues. "Now the superintendent has become a professional technician, business manager, civic official and a liaison between the golf course and the general public."

Brian M. Silva, golf course architect who works with Geoffrey S. Cornish of Amherst, Mass., believes "... superintendents today have to be a professional technician, business manager, civic official and a liaison between the golf course and the general public. " tively to interpret and explain the latest advisories and rulings on such complex issues as pesticides, pollution and water.

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