Did you finally stumble upon those greener pastures? (Drop us a line.) Have you secured that plum job at the ritzy club with deep pockets? (Let us know.) Or have you stowed away on a steamer bound for Fiji, in search of tropical tranquility and deliciously less snow mold? (Tell us about it.)

**Golf Course News** wants to know where you've been all this time. When you move, it can take weeks — even months — for the world to catch up. I know how it is. I've uprooted myself quite a few times over the years — so many, in fact, my mother is convinced I'm part of the Federal Witness Protection Program. Superintendents, like journalists, are known to be a restless sort. Assistants want to run the show and head superintendents are always looking for a better situation, a more forgiving climate.

The average superintendent generally spends three to five years at a particular course. This means approximately two percent of the nation's courses — or about 250 — break in new superintendents every month. Furthermore, upwards of 250 new courses crop up each year — 251 in 1991.

Therefore, each month about 500 of you need to inform us as to your whereabouts. In theory, one job change can set off a chain reaction affecting large groups of maintenance professionals. On a smaller scale, if someone takes a new job, that someone must be replaced. In any case, when you've landed that new position, don't keep it a secret. People want to know... Like that guy you met at the trade show... Or that industry rep with whom you've developed a real rapport... And that guy who may want the job you left behind?

The point is, it's a lot of work to tell every single acquaintance where you've gone to seek your fortune. So, let **Golf Course News** do it for you. Every month, we plan to run the definitive list of "who's gone where." We'll come up with a snappy title, like "Who's Gone Where," or something like that.

When you've moved on, send your new name, title, new club address and phone number to:

**Golf Course News, 38 Lafayette St., Yarmouth, ME 04096.**

Take the lead from Bob Itamato and Buster Bustamente, superintendents at Mauna Kea Beach and continue on next page.

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**Education, the only protection against misinformation**

Vice President Dan Quayle was tee ing up at a golfing event recently and a foursome member, NFL football coach Hank Stram, asked, "What's your handicap?"

"Jay Leno," the VP replied with a smile. The media — the dispensers of information from late-night talk shows to The Wall Street Journal — is powerful. And it can be more than a joke, or a harassment. It can be outrageous. It is often unjust. It can be terribly one-sided. It too often gives in to perversions, because some in it are perverted themselves.

Sorry, but you just can't trust what you see, hear and read in all of the press. And I'm not just talking about the Leno Show and supermarket tabloids. David Rockefelder, recently addressing the Dillingbergers (global government group) in Germany, began with these ominous words: "We are grateful to The Washington Post, The New York Times, Time Magazine and other great publications whose directors have attended our meeting and respected their promises of discretion for almost 40 years. It would have been impossible for us to develop our plan for the world if we had been subjected to the bright lights of publicity during those years. But, the world is now more sophisticated and prepared to march toward a world government."

Sounds like major players in the media helped keep the "New World Order" under wraps for four decades! Misinformation can be found in golf industry circles as well, especially with media coverage of all the public hearings on zoning, environmental and other issues involved with building and maintaining golf courses. It is easy to grumble at newspapers and television news, and others who affect public opinion. But there is something aboutbase, realize there are two major reasons for misinformation in the media: 1) Some reporters and editors have "a mission"; 2) others know no better than to believe a lie told by an "expert" who does or ought to know better.

Time science editor Charles Alexander said, "I would freely admit that on this issue we have crossed the boundary from news to advocacy."

Cable News Network environmental editor Barbara Pule said, "I do have an ax to grind. I want to be the little subversive person on TV."

Then, we hear stories of self-proclaimed "experts" who tell all sorts of half-truths and non-truths to planning boards and city councils. Neither the board members nor reporters know the statements are false, and they are reported.

The reporters in those cases are pawns. They need to be educated. Edith Efron said: "I was particularly interested in understanding the role of the press in disseminating groups of major myths in which environmental cancer is now embedded. The manipulation of the press by scientists, above all by some government scientists, had been so severe that the issue that should concern us is the manipulation, not the press."

Even in advertisements — or should it be "especially" in ads — false impressions and even outright lies run amuck. Kim Tyler, superintendent at Salem Country Club in Peabody, Mass., and editor of the newsletter of the Greater Boston Superintendents Association of New England, reported an ad he heard on WBZ radio. Promoting a new public golf course in the area, it professed immaculate playing conditions that, according to the ad, "our other public courses offer not."

I was not aware that the area public courses offer (according to the ad) poor quality playing conditions, parched fairways, and scruffy groundskeeping," Tyler said.

Superintendent Pat Finlen said in an editorial in the Cactus & Pine that "golf companies using scare tactics may draw new clients. But it also harms the image of golf courses, which can be perceived as overdosing the ecology with chemicals."

What can people in the golf industry do to solve this problem? Educate those boards, city councils — and reporters by speaking at their public meetings.

Take the lead from Bob Itamato and Buster Bustamente, superintendents at Mauna Kea Beach...