F or years we’ve urged superintendents to take a larger role in their communities, to join local conservation commissions, to speak to garden clubs, to share their knowledge of turf and the environment with potential future neighbors. What better way to convince people that course managers aren’t the spray-wielding, leach-happy, pesticidal maniacs they’re often portrayed to be? In this vein, we offer our applause to RISE (Responsible Industry for a Sound Environment), the Golf Course Superintendents Association of America (GCSAA) and the Professional Lawn Care Associates of America (PLCAA). These three organizations have taken it upon themselves to form a speakers bureau, supplying turf-industry toastmasters, if you will, to groups in the Midwest and, eventually, nationwide (see story page 53).

Modelled after a similar and successful program administered by the American Crop Protection Association, the Ambassador Program is a vital step forward in the battle for public opinion.

However, even a program as admirable as the Ambassador program will not succeed on its own. While national or regional exposure is never a detriment, we are convinced that golf’s positive environmental story must be disseminated on a local level to truly take hold. In other words, a superintendent can make as important an impression on his or her Rotary Club as at 6-10 heavy weight can at the Pennsylvania Legislative Summit.

Think and act national. Think and act local.

The perils of a second Clinton Administration?

W hile a Republican Congress and Democratic president cross swords over the next four years, and maybe share lock-up cells, perhaps golf industry will survive. But will it be more difficult? Although Congress has fulfilled 80-odd percent of the Republicans’ Contract with America, there is no sight of major tax reform — no on-the-board cuts, no corporate gains tax reductions, no elimination of the estate tax, no flat-tax proposal, let alone campaign finance reform.

Election-year promises? Seems so, so far. And though conservatives may lick their chops at the thought of our president in the slammer, I can think of no more disruptive occurrence for our society. That would put the nation — and the economy — in limbo... or worse. The golf industry continues to move along, probably about 400 more courses in 1996, and it does not need a national emergency of this magnitude. Contemplate it just for a minute, please.

Plus, the Bible urges us to "pray for your leaders..." so that you can live in peace. With the New Year being ushered in, this appears to be a good time to begin.

Letters

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Mark Leslie, managing editor

The McLoughlin Group

Turf speakers bureau next step in battle for public opinion...