Name that job title: Superintendent? Greenkeeper? Course manager?

By TERRY BUCHEN

WILLIAMSBURG, Va. — It seems inevitable in the not-too-distant future that the superintendent's job title will permanently change and the subsequent re-naming of our national and local professional organizations will change as well. That is, if the past Golf Course Superintendents Association of America (GCSAA) history and natural evolution of time are any indication.

The National Association of Greenkeepers of America (NAGA) was founded in 1926. It changed its name to the Greenkeeping Superintendents Association (GSA) in 1938. In 1948, the association name was changed to the National Greenkeeping Superintendents Association (NGSA). And in 1951 the current Golf Course Superintendents Association of America (GCSAA) name was penned.

Our professional trade magazine has also changed names over the years, reflecting mostly on our desired job title and status in the golf community. It started as the National Greenkeeper in 1927, changing to The Greenkeepers' Bulletin in July 1933, The Greenkeepers' Reporter in August 1933, The Golf Course Reporter in 1951, Golf Course Superintendent in 1966 and the current Golf Course Management in 1979.

The GCSAA and the local chapters have done a good job promoting the Golf Course Superintendents job title over the years by trying to get away from the "Greenkeeper" title usage as much as the public will participate. The media, in many cases, tries to use the superintendent title even though the inevitable Greenkeeper title still is used and most likely will never go away in the public's eye.

The golf course superintendent title is still being used extensively, both at public-access and private clubs. But, beginning in the 1980s, the titles by which superintendents desire to be addressed have steadily upgraded. Most notably among them are golf course manager and director of golf course maintenance. The golf course manager title reflects nicely with the current name of our trade magazine, while the director of golf course maintenance title reflects the current administrative leaning to the position. Our competitive nature as golf professionals is reflected by the director of golf title. We feel it is only fitting that we are treated as at least equals with a "director" title.

Job titles are used on a case-by-case basis at each golf course in the United States and Canada, depending on the internal chain of command and desired organizational chart. So, will whatever title is chosen eventually be used in the associations' names? Our associations' new acronym should be as short, distinctive and catchy as possible. A good example is the PGA. Will it be changed to the Golf Course Managers Association of America (GCMAA); the Directors of Golf Course Maintenance Association of America (DGCMAA); National Golf Course Managers Association of America (NGCMAA); National Golf Course Managers of America (NGCM); National Golf Course Managers (NGCM); Association of Golf Course Managers (AGCM); American Golf Course Managers (AGCM); National Association of Golf Course Managers (NAGCM); or American Directors of Golf Course Maintenance (ADGCM)?

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ON THE MOVE

Davis moves to WestWorld track

SCOTTSDALE, Ariz. — Jeff Davis has been named superintendent for The Sanctuary Golf Course at WestWorld, SunCor’s new 18-hole, daily-fee club here.

Davis has more than 11 years experience in the golf industry, overseeing course construction, maintenance, and management at courses such as SunRidge Canyon Golf Club in Fountain Hills; The Loxahatchee Club in Jupiter, Fla.; and the Tournament Players Club at Avenel in Potomac, Md. He also has experience working at Briggs Golf Course Construction in Jupiter.

Davis is a member of the Golf Course Superintendents Association of America and the Cactus and Pine Golf Course Superintendents Association. He is a graduate of The University of Maryland with a bachelor of science degree in turf and urban agronomy.

MODESTO, Calif. — Daniel McIntyre has been appointed by Environmental Golf to the new position of course superintendent at Dryden Park Municipal Golf Course here.

Prior to joining Environmental Golf, McIntyre was a territory manager with Jacobsen/E-Z-Go/Textron. In addition, he worked as a Proturf technical representative with The Scotts Co.

He is a graduate of the University of Wyoming, receiving a bachelor of science degree in entomology and crop services.

STRATFORD, Conn. — Arnold Palmer Golf Management has rounded out its management team at Oronoque Country Club here with the appointment of Ward H. Weischet as the course’s superintendent.

Ward graduated from Central Connecticut State University with a bachelor’s degree in business management. He has been employed for the past 14 years at Harbour Ridge Golf Club.

SCOTTSDALE, Ariz. — Western Golf Properties, Inc. has selected William Herring as course superintendent for Lost Key Golf Club in Perdido Key, Fla., Roe Sherbert as superintendent at Heritage Eagle Bend Golf and Country Club (G&CC) in Aurora, Colo., Stephen Cohoon as superintendent at Heritage Hunt G&CC in Gainsville, Va., and Thomas Wolff at TPC Snoqualmie (Wash.) Ridge.

Herring has worked at Cambria Ridge Golf Course in Greenville, Ala., and as assistant superintendent at Lost Key Golf Club in Perdido Key, Fla., Roe Sherbert as superintendent at Heritage Eagle Bend Golf and Country Club (G&CC) in Aurora, Colo., Stephen Cohoon as superintendent at Heritage Hunt G&CC in Gainsville, Va., and Thomas Wolff at TPC Snoqualmie (Wash.) Ridge.

Wolff has been superintendent at Sahalee Country Club in Redmond, Wash.

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