

# NEWS OF THE INDUSTRY continued

## Superintendent and Manager Roles Together in Future?

Professionalism at the golf course superintendent level has made giant strides in recent years. And at least one golf executive feels the determined effort to improve makes the superintendent the logical choice to take over general manager responsibilities at clubs where the golf course is of paramount interest.

These were Bill Carey's thoughts in a recent column carried in *Florida Golfweek*. Carey is executive director of the Florida State Golf Association. In the piece, Carey questioned Palmer Maples, president of the Golf Course Superintendents Association of America. Maples spoke at the recent meeting of the Florida West Coast Superintendents. Maples said:

"Superintendents have the degree of professionalism and experience required to take over general management. Our association's national education program anticipates expansion in that area." Maples pointed out superintendents are required to be versed

in agronomy, horticulture, entomology, plant pathology, landscape architecture, construction, accounting, meteorology, civil engineering and mechanics, as well as public and labor relations.

Continued recognition and understanding of the superintendent's qualifications and responsibilities by owners and governing bodies of golf courses would seem to put the superintendent in a good position to move into general management spots, Carey wrote. To strengthen his standing in the time-honored management triumvirate system of manager, pro and the man in charge of the playing grounds must seek a realistic liaison with club members.

Observations gained from good rapport with the membership should communicate to the superintendent the level of condition desired on the golf course. The real professionals will then work within budgetary and environmental restrictions to bring the course to the desired level of excellence, Carey said. The bulk of a club's budget is spent on the course. Current cost increases of supplies, labor, environmental protection are driving many facilities to the wall, he said. To cope best with the stringent technical and economic demands of operation of these days it would make sense to put a scientifically oriented person in charge.

## Seven-Day Meat Payment Bill Opposed by Club Association

National Club Association president James J. Clynes has submitted a statement to the Senate Committee on Agriculture and Forestry opposing a bill that would require all private clubs and others to pay for purchases of meat and meat products within seven days from date of invoice.

## Florida Pro-of-the-Year Views Licensing Issue

The Florida PGA Section pro-of-the-year feels pros in his state have been getting a bad rap from many writers in golf publications, some of it brought about by the current licensing issue in that state.

In a letter to Bill Carey, executive director of the Florida State Golf Association, that Carey

published in his column in a recent issue of *Florida Golfweek*, Dick Demarest, pro at Sara Bay Country Club in Sarasota, wrote in favor of Carey's stand against licensing.

"For the past several months, I have enjoyed reading your column, especially those referring to the licensing of PGA professionals. Based on the information which I have had, I am inclined to agree with your stand in the matter," Demarest wrote.

"What 'sticks in my craw' however, is the apparent necessity of many writers in publications which are distributed about the state to publicly criticize golf professionals in a rude, snide and sometimes downright untruthful manner. Every professional in the state is being painted with the same brush as being greedy, incompetent, self-serving and unable to qualify for his job," he said.

"It has been my good fortune to get to know many Florida PGA professionals. They are, in the huge majority, honest, genuine, capable and serious men . . . serious about doing the best job possible, wherever they are located, and serious about helping their members and patrons get more enjoyment out of this great game of ours," he said.

"They are capable in their teaching abilities and in advising golfers on the desirability and quality of the merchandise they have to offer for sale. They are honest with themselves and their golfers in what they earn because, with very few exceptions, no Florida PGA member is going to be able to live in the 'high rent district' from the proceeds of his employment as a golf professional," he said.

"I will grant you there are probably some incompetent PGA members. The fine programs introduced by Dr. Gary Wiren, PGA director of education, and his most able staff are rapidly improving the caliber of PGA members. I know many of the men who are pushing for PGA licensing. I respect their thinking because they are honorable, sincere and capable PGA members who believe licensing is a step in the right direction for our profession," he said.

"And so, I really feel the time of 'ridicule the PGA' is over," he said.

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