

A golf superintendent

Let's get together

Much has been said in past years about co-operation, communication, and professional association between golf superintendents, managers, and professionals. The time has come to cease talking and start doing.

We superintendents, of course, hear our side all the time. But lately I've been talking with and hearing the manager and pro side. Just from personal observation, I have come to believe that a large part of the lack of interest is on the supers' side of the triangle.

Now don't tell us the old cliché: without a good golf course, those two guys wouldn't have a job. In a very few instances that could be right. But, most of us are employed by a club-oriented organization and regardless of what the super thinks, it takes all three members of the team to keep people coming back. The more people we have at the dances, din-

ners, and special clubhouse functions, the more revenue is generated. This keeps the member active in all phases of his club. The more golf lessons, club sales, and soft lines sold in the golf shop with cart rentals and green fees, the happier the pro is — and a happy pro keeps people coming out to the course.

All of these people in the clubhouse dining rooms and bars, on the lesson tee, in the pro shop, and on the course are doing the most vital and essential thing that we as superintendents must recognize: they are spending money. It's true, our expenses are most usually looked upon as a liability due to the fact that our particular responsibility is a liability, not an asset. This is where we play our big role. The superintendent must convince them we are also an asset, in all ways.

Where do your budget funds originate? Does your salary and that of your personnel

come from course profits only? In most instances, golf maintenance operation's dollars and cents come from general funds. This includes your pay, too. If all areas within the club structure require that their budgets be based on their incomes only, plus their share of dues and initiation fees, we would all be in rather bad shape. That's where and why it is vital that the three team captains get together and become the "Three Musketeers" — one for all and all for one. Unless we do, the clubs will take the necessary steps to bring in a team that *will* work together.

This editorial is reprinted, with permission, from the Florida West Coast Golf Course Superintendents Association newsletter, Dan Hall, Jr., and Mark Hampton co-editors. Hall and Hampton are the head and assistant superintendents at Countryside Country Club, Clearwater, Fla.



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