Shades Of Green

OPINION

If We’re A-ces, We Should Earn It

BY JOEL JACKSON

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and other issues facing a manager in today’s workplace. If course management wants to play dumb and stick its head in the sand, then it can still have a “superintendent.” That person just won’t be called a Class A professional.

I’m tired of the boo birds raising the Twinkie defense by saying “my club can’t afford my dues, won’t pay for continuing education, won’t pay for travel. . . . blah, blah, blah.” Today’s world is full of people who don’t take responsibility for their actions. There are a 100 ways to finance your training and education if it’s important enough to become a Class A superintendent. If you can’t, don’t or won’t do what’s necessary, then be the best Class B superintendent you can be.

There’s no good reason the high achievers in the profession have to be kept down by the lowest common denominators. There’s too much at stake to keep protecting the status of those superintendents who are not participating in their chapters, not attending meetings or not engaging in continuing education. If the PDI is approved, current Class As will be grandfathered in — but they will have to expend a little more time and effort to maintain that classification.

This initiative isn’t GCSAA staff members creating a monster — it’s superintendents trying to give credibility, marketability and widespread respectability to a brand name that people will recognize as a trained professional.

When you walk into a physician’s office and see that doctor of medicine degree on the wall, you assume that person has attained a minimum standard of training and experience. Why should a golf club expect anything less from a Class A superintendent?

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