GOLF COURSE SUPERINTENDENTS, FOUNDATION COMBINE ON MAINTENANCE SURVEY

Lawrence, Kan. - A comprehensive, nationwide survey of golf course maintenance activity will be conducted this season as a joint project of the National Golf Foundation and the Golf Course Superintendents Association of America.

Superintendents of every golf course in the nation will be asked to share information on turfgrass maintenance practices, operating and capital budgets, equipment use and needs, and other matters related to the care and feeding of America's 12,197 golf facilities.

More than $1.5 billion is spent annually to maintain some 1.5 million acres of turfgrass for 17 million golfers.

The survey will result in a major publication, "1984 Golf Course Maintenance Cost Profile." It will be available through GCSAA to its membership and through NGF to the golf industry.

The project is the outgrowth of discussions between David B. Heuber, president of NGF, and James G. Prusa, Associate Executive Director of GCSAA. It is a pilot program in a long range cooperative arrangement between the two organizations.

"We are excited about this research effort," said Hueber, "because of what it will mean to the entire turfgrass maintenance industry. For the first time, we will accurately measure the scope of this important business element in golf and be able to transmit that to manufacturers of turf equipment and materials. Even more, we are anxious to work with the superintendents, whose professionalism we regard as a major cornerstone in golf."

GCSAA President James W. Timmerman, CGCS, echoed his enthusiasm.

"This joint effort between the GCSAA and NGF is an historic undertaking certain to have synergistic results," he said. "This is yet another example of how GCSAA is demonstrating its determination to cooperate fully with other allied golf associations for the betterment of the game and business of golf."

Questionnaires will be developed by the GCSAA and distributed by NGF in June. Data will be analyzed at the University of Kansas and results disseminated by both organizations in late summer or early fall.

CHECKING TURNOVER

People change jobs for any number of reasons. Often it's for a better opportunity or a fatter paycheck. But even with the lure of more money, people who are reasonable content with thier work and their bosses seldom seek other jobs.

Some bosses have higher turnover among their workers than others, sometimes embarrassingly so. And often it's the better people who leave. This can be a costly and frustrating problem.

Sometimes, of course, people are offered opportunities or salaries that are so extraordinary you can't possibly match them. All you can do in such cases is let them go and wish them good luck. However, before you absolve yourself of all your blame when employees leave, ask yourself a few questions and answer them as honestly as you can:

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