

PROFESSIONALISM - This topic is probably the most controversial subject among Superintendents striving for recognition among their members, friends and even fellow staff members. Some cannot, however, understand why they do not receive this recognition. They feel that with the staff at G.C.S.A.A. headquarters (Executive Director, Education Director, etc.) that our misunderstood and unsung position has gained no significant recognition.

Certification is probably a step in this direction, but is it enough? Just because of a title are we automatically Professional? Probably not! A professional is the man rather than the position. The merit of a Golf Course Superintendent is not in the position, the potential accomplishments or yesterday's proficiency. His merit depends only on today's production at each individual golf course. In a nutshell, professionalism depends solely on the individual.

As a professional, how would you rate yourself? Are you available to the membership to answer any questions they may have, or do you keep away suggesting "out of sight, out of mind"? How can anyone expect professional recognition with this attitude?

How about dress and appearance? Are you neat, clothes in style or acceptable by today's standards? Are your shoes clean? Does your vocabulary and descriptive words depict you as a professional? Is your hair combed and neat, nails clean, is your overall appearance that of an executive?

Does your office look like an office of an executive? Your maintenance buildings, are you proud of their condition, organization and cleanliness?

Most importantly, do you yourself consider yourself a professional? Unless you can answer all these questions affirmatively you should not and cannot expect recognition as a professional.

If you are weak in one or more of the categories, do something about it now. As Robert Townsend (Chairman of the Board, General Motors Corp.) said: "If you don't do it excellently, don't do it at all. Because if it is not excellent, it won't be profitable or fun, and if you are not in the business for profit or fun, what the hell are you doing here?" This could be the definition of a professional.

So don't expect the G.C.S.A.A. staff to make professionals out of us. First of all, that is not their job and secondly, it is impossible. No man can make another man a professional. These men are our organizers. If we wish to obtain a goal they sketch and direct us in the methods to achieve these goals. In this way they have done an outstanding job. They truly are professionals!

Where then do we stand? The only way to obtain professionalism is for each and every one of us to strive for personal professionalism. This will then set a standard for others in our occupation and

competition will create the long overdue recognition that a man in our position deserves. Each individual must do his part to professionalize himself before we can call ourselves a unit of professional men.

Each man must do his part for "Together we stand, divided we fall".
Reprinted from: Verdure Vol 3, No. 1, Jan. 1972.

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The CALIFORNIA FEDERATION OF GOLF COURSE SUPERINTENDENT ASSOCIATIONS meeting and tournament will be held at Alta Vista Country Club, Placentia on May 20 & 21, 1973.

May 20th educational session speakers are Ted Robinson, J. R. Signer, Dr. Robert Endo and William Bengueyfield.

Annual Meeting 4:30 p.m.

Social hour 7:00 p.m.

Banquet 8:00 p.m.

Registration and Banquet \$15.00

Golf - May 21, 1973 5.00

Dinner-dance only ladies 8.00

Registration and tournament entry blanks will be mailed at a later date.

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