

GCSAA Provides Host of Services

Increasing your technical knowledge and level of professionalism are two key ingredients for a successful career as a Golf Course Superintendent. GCSAA can help. As a member, a wide range of educational opportunities and services are available to assist you in your professional development. Many of these programs are highlighted in the **1995-1996 Professional Development Catalog** which was distributed to all members this fall. Here's a quick rundown of some of those programs:

Career Development — A wide variety of materials are available including a job referral service and employment resource kit. The resource kit includes five booklets which take you step by step through the entire employment process.

Technical Information Services — TIS provides a wide assortment of prepackaged materials that provide information on some of the common issues facing superintendents. Also available, are a large assortment of video materials that can be rented or purchased for use in training, safety programs or, for self improvement instruction.

Public Relations and Media Services/Public Affairs

These two departments can provide assistance in the development of a public relations campaign, guidance in media relations, and tools for communication with the golfing public.

Seminars — Education seminars are available nationally, regionally and through correspondence courses. Participation can expand your knowledge of the industry and sharpen your business management skills. The Technician Training Program also has been developed to provide a fundamental level of instruction for Assistant Superintendents, Golf Course Mechanics and Spray Technicians.

Certification — The Certification program offers superintendents an opportunity to attain recognition for achieving high standards of professional excellence.

Those of you who are members, or those who are contemplating membership, are urged to take advantage of these and many other services which are available. For more information consult your Professional Development Catalog, or contact the GCSAA headquarters at (800) 472-7878.

Some Things Never Change

By: Mike Huck, Agronomist, USGA Green Section

After reading Dr. Alister Mackenzie's book, *The Spirit of St. Andrews*, I was amazed at how many statements and observations he made that are absolutely timeless. He addresses architecture, construction, greenkeeping and playing the game with foresight and complete candor. He really tells it like it is, or was, since the book was written in 1934. I suddenly realized that not much has changed over the sixty years since the book was originally written when I constantly found myself thinking "I have heard this somewhere before."

Mackenzie's comments concerning committees and management hold true to this day. It was his opinion that a permanent green committee should be maintained. He felt that having a permanent committee was the only way continuity could be preserved. Mackenzie stated that when a committee is appointed they will initially make mistakes. He then goes on to say that just as they begin to learn from these mistakes, they resign from office. A new committee is formed that will make even greater mistakes, and so it goes

on. I think, Mackenzie is absolutely right, the most progressive and successful courses we visit have long term committees and management teams. Unfortunately, this case is more often the exception than the rule.

Mackenzie states that committees consisting of doctors, lawyers, engineers and architects recognize the value of mental training and experience in their own professions, but often place little importance on it when it concerns the design and maintenance of their golf course. He noted that committees often have a difficult time paying for "mental labor" such as the services of an architect or consultant, but would not hesitate to spend excessive sums of money for laborers. He infers that if he were hired to oversee a course's construction from the start, his expertise would result in savings that would offset his fee several times. I again agree with Dr. Mackenzie and the same scenario holds true when a good superintendent is hired, versus a lesser qualified individual.

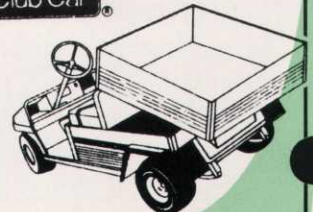
Concerning golf course design and construction Mackenzie stresses one word, this was "finality". He states

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