



## PRESIDENT'S MESSAGE By Rodney Muller



### *Improvise, Adapt and Overcome*

Like many of you who read the golf publications that appear in our mailboxes, I am also seeing more articles on the *state of our business*. The common theme that runs throughout each of them is *improvise, adapt and overcome*. Well, my friends, that happens to be the unofficial mantra of the Marine

Corps—a mantra that is based on the fact that the Corps once received Army hand-me-downs and the troops were poorly equipped. Despite the limitations, the Marine Corps has been effective primarily due to the creativity of its people and its success-based attitude.

**IMPROVISE:** As superintendents we tackle budget cuts, prolong years of equipment service and face environmental pressures so 'improvise, adapt and overcome' has become a component of our business model. This model is nothing new, but has only been amplified over the past decade or so. It is our success-based attitude and creativity that keeps us moving forward in these fluctuating times. For instance, Mr. Paul Chojnacky demonstrated vision and creativity and put Pasatiempo out front as winner of the Herb Graffis Business Person of the Year by *Golfdom* magazine. I encourage you to read the story, "The Guy's Got Guts (and Goats!)" as it is a great illustration of the importance of improvising in our industry.

**ADAPT:** Congratulations to Tim Powers, CGCS at Crystal Springs GC, for bringing home the top spot in the 2011 Environmental

Leaders in Golf Awards. I am always amazed at the recipients of the ELGAs because I believe they showcase how creative superintendents are. ELGA winners are *out front people* steering the business of golf in a positive direction; a direction that allows youth and non-golfers to become involved with the sport by learning the value golf can provide nature. Tim adapted his entire maintenance operation to Audubon certification standards and is sustaining those efforts according to his prestigious award.

**OVERCOME:** The effort to overcome and Save Sharp Park from the anti-golf groups will be a short-lived victory if we rest on our achievement. We owe so much to Richard Harris, Bo Links and the California Golf Alliance for taking on such a task. If for some reason the community of Pacifica and city of San Francisco did not prevail, we too would feel the repercussions on our business. I would contend that the anti-golf group has their work cut out for them. Sharp Park has everything going for it; design, community, affordable public golf, environmental stewardship and most importantly, people who are willing to fight for golf.

Let me wrap this up by saying superintendents don't always have the best of circumstances, the ideal piece of equipment or enough funding to do the job at hand. Despite our limitations, we have a creative ability to drive our business, create a place of enjoyment and provide recreation for many. Improvise, adapt and overcome—it's a mantra that we can all learn from...or live by.



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