

To: The Editor of the **Bull Sheet**

The Survey Committee has recommended to the Board of Directors that the **Bull Sheet** be mailed to the Green Chairman or Owners. The reason this recommendation was made is that it would enlighten and expose more "prospective employers" to the facts that:

1. There is a local organization of Superintendents,
2. This Organization meets regularly in a professional manner,
3. It shares its information openly and will assist with problems of any kind,
4. It pursues professional standards to protect itself and prospective employers,
5. And that its newly formed Employment Referral Committee will assist and encourage the hiring of local Superintendents and Assistant-Superintendents.

The action taken by the Board was to have extra copies available at the meeting, so that a Superintendent could hand carry a copy to his Chairman or Owner. Gentlemen, we will never be a Professional Organization at this Rate! It is our responsibility to the Clubs to:

1. Give them as much information about our Organization, as possible,
2. Make them aware of what and who we are,
3. Provide any assistance or service that we can,
4. And to let them know that we are truly Professionals.

The argument against sending them to Chairman or Owners's home was, primarily, the cost of the mailing and that "Some will just throw them away, anyway". To this the Committee says, "So What". If a dues increase is necessary to subsidize the extra cost - raise the dues!

The only way we can make any headway as Professionals is through Communication. This would start us on that road!

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1. How many times is a Superintendent fired unjustly?
2. How many Superintendents don't even attend Green Committee meetings?
3. How many Superintendents have no say in the direction the Course or Club should be taking?
4. How many Superintendents have absolutely no communication between themselves and Chairman or Owners?

I, also, feel that Ray Gerber wouldn't have to beg month after month for articles to put in the **Bull Sheet**. A Superintendent knowing that his article might be read by his employer and, possibly, "Prospective Employer" has a little more encouragement to write!

This is not only a tool we are wasting, but it is one of our only tools . . .

Would advertisement in the Bull Sheet decrease? I hardly think so! I think the Company's that buy space might actually increase advertisements knowing that the circulation is taking in the money end of the purchasing team of Superintendent and Chairman (or Owner). It might increase to the point where a dues increase would not be necessary at all!?!

When we speak of cost's, I know of no other Organization that can play Golf six times a year for \$12.50. And at the same time spend nothing on the Public Relations and communication to the most important group of all - Their Bosses! Gentlemen, we have blown it too long!! The fact that a Superintendent's job was run in the Help Wanted Section of the Chicago Tribune is an **insult!!** Especially, when this Club has handled a Western Open!

To the argument that it will be thrown away - again the Committee says, "So What". Even if only 10% read the **Bull Sheet**, it is that many more "prospective employers" that are aware of our Association, and might utilize our Interview Committee to Hire You! If they don't know there is such a service - How can they utilize it?

The **Bull Sheet** at present only reaches people in our Field, who are aware of our professionalism. I'm proposing that we approach the people who aren't aware of our professionalism, and who pay us for just that!

My only additional thought is that this should have been instituted a long time ago.

Jerry Mach
Survey Committee

P.S. To prove that the pen is mightier than the sword you just wasted five minutes reading this article Or did you?

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