

E D I T O R I A L

What Do You Want From Your Association? by Joe Grenko

In the past few years I have heard a lot of comments as to what our Association should do for its members. This has included everything from placement and employment to setting salaries for different clubs and rating clubs as to what salaries should be.

Our association was founded on the principal of a social association to gather and distribute information on the art of growing fine turf grasses. At our monthly meeting we play courses in the area for enjoyment and compare ideas on management practices and products. We are not in the business to criticize or categorize our fellow members courses. We all know it is impossible to compare courses be they private or public. All courses are different due to budget, soil or even the people that play them. Every course has its own character and must be cared for to coincide with this fact.

I know that I would not want to apply for a job that someone has already set the standard as to what that club should be. The club has its standards set by their budget, their members or owners. I would like to think that I should have a chance to take the opportunity to better myself and the club by upgrading their standards through my abilities. I think it is all of our jobs to promote ourselves. When it gets right down to it, we are selling a service. How we sell it and maintain it will dictate what our future will be. What it comes down to is that you are your own salesman and have to live with what you sell.

How do you contend with the person coming into our field for less than our idea of what is a fair price. Again, it is up to you to sell your experience and qualifications and be able to prove that this will make the difference. And I think it is only fair to say that this is not going to change in the next few years if ever. The colleges and universities are turning out many very well qualified every year-far more graduates than there are jobs. Take a look around at the people who have held jobs at the same club for 10, 15 or 20 years. It is not that they are lucky, they are working at it, keeping up with the times, doing new things to better what they already have. A good many times, it is not the major things that count. They usually have a way of working themselves out through necessity. It's the many little things. Public relations has to be one of the main reasons for length of time at a club. The superintendent is no longer just someone who cuts the grass, his technical ability and skills are increasing by leaps and bounds. Everyone of us skilled in managerial and administrative technology. Due to the constantly rising prices, we have to do comparative buying. We should learn to associate with members and play golf to realize what the members want and what we have to do to create these conditions. In this day and age, you cannot sit back and relax, you have to think ahead.

The golf course superintendent's position is not changing as fast as some other areas. I think many courses are paying as much as they can afford, which means that in some cases to earn more you have to change jobs. Unfortunately, there are not an abundance of well paying jobs around. It would be that you could take on more responsibility in another area. This may bother some of you, but it is one way of increasing your pay without moving from one club to another. I am sure there are many of you with the capabilities to do this.

Our association as it compares with others in the

nation ranks among the largest. Therefore, we should be one of the leaders. I think it is time we stopped talking about the job and pay we should have and get the utmost out of the one we have. To use an old expression, the grass always looks greener on the other side of the street, but it is our job to reverse this situation.



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