

FROM: Melvin B. Lucas, Jr., CGCS  
GCSAA President

RE: New Executive Director

I am pleased to announce that a thorough search for a new Executive Director has culminated with the hiring of Mr. **James E. McLoughlin**. The enclosed news release gives details of the appointment and information on Mr. McLoughlin's background. It is being distributed to the national media and golfing community.

The GCSAA Executive Committee sincerely appreciates the excellent job that Palmer Maples, Jr., CGCS, has accomplished in serving as Acting Executive Director since November, and in the work of the capable and dedicated headquarters staff in carrying on the activities of the Association during this period.

We are sure you join the Executive Committee in welcoming **James E. McLoughlin** as Executive Director of GCSAA.

**McLoughlin** is a graduate of Holy Cross College. He holds a law degree from Fordham University and a Master's in physics from Syracuse University. He was a high school physics teacher and coach for six years before taking over as Executive Director for the Metropolitan Golf Association in 1966.

The club industry has benefited from McLoughlin's active involvement. He has served on the board of governors and is currently a member of the National Club Association's long range planning committee. He is a past president of the International Association of Golf Administrators and is chairman of its national liaison planning committee. He co-founded and served on the faculty of the Manhattanville College Club Management Program, a continuing education program designed specifically for the golf club community, which has been attended by many golf course superintendents. He is an honorary member of the Metropolitan Golf Course Superintendents Association and also serves on the handicap procedure committee of the United States Golf Association. He is an active member of the Whippoorwill Club in Armonk, NY.

Additionally, through the 1970's, the new GCSAA Executive Director has been asked to lead several significant research and development projects designed to serve individual golf clubs, as well as national and regional golf associations.

President Lucas added, "GCSAA is confident that the choice of Jim McLoughlin as Executive Director is one that will bring new dimension to GCSAA and the golf world. He brings extensive golf association management and administrative experience with him. He has a keen respect for our profession and this association. McLoughlin is sensitive to what needs to be done in order for the golf course superintendent to meet his responsibility to himself, his club, and his industry. His feel for the new technology of the 1980's, communications, educational program development, membership development, and fiscal management, will benefit all of us."

In accepting the position, McLoughlin stated, "It is important to recognize that the superintendent works within a challenging club environment where the game of golf is intended to be played in a very special way. Accordingly, the superintendent will be faced with new responsibility and abundant opportunity in the years ahead. It is the GCSAA's role to prepare its members for these eventualities and to support the game of golf and the industry within which it exists."

Mr. McLoughlin and his wife, Mary Ellen have been married for 20 years. They presently live in Pleasant-

ville, NY with their three children, Laura, age 19, Jim, age 17, and Ken, age 14.

GCSAA is a professional association of golf course superintendents founded in 1926 to promote the art and science of golf course management. Its 4,700 members are located in the United States, Canada, Mexico, and 17 other countries. Headquarters for the association is located in Lawrence, KS.

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## BALLAD TO A GOLF COURSE

"A golf course is a pretty thing.  
It needs a lot of care. It's hard to  
keep it lookin' good with all that  
wear and tear.  
Mow the greens, and fairways too;  
It's an all day job.  
Water, spray and aerify;  
and then wait for the mob.  
Now golfers are peculiar guys,  
it seems they do no wrong.  
It's always cause the green's not right,  
that makes their putt too long.  
The green's too soft, the tee's too hard.  
That's always what they say.  
No matter what you do for them,  
it messes up their play."

Credit - Iowa GCS Reporter

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## WHO???

Who comforts me, when the greens turn brown,  
Who does my work when I'm not around?  
Turns off the pumps when they're forgotten,  
Sooths my brow, when I feel rotten?  
Gives me Malox, when my men don't show,  
Overlooks the green they 'forgot' to mow?  
Who calms me down, and kisses my tears,  
When I waited 6 months, for the part from Sears?  
Who says, I'll walk, I don't have to ride,  
And does a day's work with old fashioned pride?  
Is a comfort, a blessing, a joy to be near,  
Boosts up my ego, dismisses my fears?  
Lifts my balls out of the rough,  
When the scene is bad, and the going's tough?  
Nobody!

WSS - Hudson Valley Newsletter

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## KEEPING WORKERS HAPPY

If you want to keep your workers happy and productive, their basic needs must be satisfied. And what are these needs? According to the University of Chicago's Industrial Relations Center, they are: (1) Freedom on the job; (2) Job security and opportunity for advancement; (3) Fair treatment from supervisors and management; (4) Freedom to make **occasional** errors without fear of **severe** punishment; (5) Freedom from dictatorial leadership; (6) A friendly working atmosphere; (7) Adequate and timely company information. The report, from the **Employee Relations Bulletin**, continues: The biggest complaints from subordinates against their managers are that they practice poor human relations and use ineffective management techniques. To avoid such mistakes in your own job, try restudying some fundamental management concepts, perhaps two of the most important being the art of working **through** others and the skills involved in working **with** others.

Capsuled Comments