

**THE BULL SHEET, official publication of the
MIDWEST ASSOCIATION OF GOLF COURSE
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President's Message

I just received a letter from Mr. Bill Roberts, C.G.C.S., superintendent at Sentry World in Wisconsin along with being a candidate for directors of the G.C.S.A.A. In his letter, he was bringing to light a recent network television advertisement many of us viewed during the P.G.A. Championship held recently at Cherry Hills Country Club in Denver, Colorado.

This advertisement, approved by the P.G.A., showed a golf professional holding a soil probe which implied that someone other than the golf course superintendent was responsible for the excellent playing conditions enjoyed not only by the tour players, but by the American golfer day in and day out. The impression given by this piece of advertising seemed to be that the Golf Professional was the one making the decisions, taking the responsibilities and contributing to the game through golf course management.

I believe that this bit of advertisement was not only a slap in the face in the superintendent of Cherry Hills Country Club, but to the whole greenkeeping profession. Also, I believe that the P.G.A. lacked class and professionalism not to properly recognize the superintendent for what he knows and does. Why mislead the general public trying to upgrade the profession of a golf professional?

It is time that our national association look into the possibility of buying some advertisement time on a national telecast of a golf tournament to inform the golfing public of the importance of the golf course superintendent. If that is not feasible, possibly the P.G.A. and the G.C.S.A.A. could combine on an advertisement to emphasize the working relationship between the golf professional and the superintendent.

In summary, I think Bill Roberts made a very astute observation with the golf pro holding the soil probe. Also, I think the golf course superintendent should be recognized publicly for the job he does in giving not only the touring pros excellent conditions to play on, but all golfers day in and day out.

Joe P. Williamson, C.G.C.S.