

**THE BULL SHEET, official publication of the
MIDWEST ASSOCIATION OF GOLF COURSE
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David R. Behrman, CGCS

President's Message

At this point I am sure we have all had our fill of noisy grinders, air tools, and paint fumes permeating the air. The first opportunities to start preparing the course for play are at hand. I assume many of us have those same urges to dive in and meet the coming of spring head on.

Spring, however, is also a time of organization. We now have the opportunity to set into motion the plans we have made over the winter. So, now we must remember that patience plays an important part in the scheme of things. Before rushing out, make sure to take the proper amount of time to motivate your newly structured crew. Remember they have not spent the winter attending seminars, preparing budgets, and making plans. They are conceivably totally in the dark as to your intended goals. Hence, it becomes a vital concern to take the time to relate new ideas and reinforce old standards that may have been shelved for the winter. After all, as spring brings the golf course out of dormancy the players are again making their first contact with you and your crew. It can be important to remember that the first impression lasts the longest. A well organized highly motivated crew now will set the stage for the golfers overall impression of the season.

We as professionals should realize that a well maintained golf course is not enough by today's standards. Members and owners have grown to expect quality turf in the Chicago area. Since this has been delivered, new demands are becoming dominant. These demands are for skilled management technics. We are now judged not only on our turf, but also, on how we achieve our results. Whether this judgement be through scrutiny of budgeting or analysis of the individuals we employ, awareness is the key to success. In order to effectively maintain our growing reputation as professionals we must concentrate on presenting our entire operation as a well planned, well organized endeavor. By getting the early jump this spring we can save numerous hours that might be wasted reorganizing later. In addition one can reap the benefits of early recognition, enabling you to pass this on to continue the motivational process with your employees.

Our achieving recognition as professionals in the golfing community today was hard fought and well earned by our predecessors. Let us keep moving up the ladder.

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