

Director's Column



Presenting a Positive Image for Golf Course Superintendents

by Bruce Williams, Bob O'Link G.C.

We are all proud of our chosen profession. Each and every golf course superintendent puts forth their best effort to meet the demands of today's golfers. There are times however, when we feel we don't get enough respect. The MAGCS Finance and Publicity Committee will work on programs this year to present a positive and professional image of its members to the golfing public.

We will strive to develop a high profile for our members and the complexity of golf course management. We will continue the efforts of previous committees and develop new ideas and public relations programs. We have come a long way over the last several decades in improving our image. Now is the time to keep moving in the right direction and let the golf world know the importance of the golf course superintendent.

Oscar Miles will be hosting the Western Open in 1988 and has been instrumental in presenting a positive image for the golf course superintendent. He is very enthusiastic about hosting the MAGCS Hospitality Tent at this year's tournament. Jim Evans developed some literature that explains the role of the golf course superintendent and we will again make these available to the public.

The Illinois PGA is making an effort to improve the relationship between the professionals and superintendents. In 1987 the MAGCS was represented by Roger Stewart, Al Fierst, and Bruce Williams at an Illinois PGA Seminar. Through mutual respect we will continue to work with allied associations and present a positive image of the golf course superintendent. We hope that the Illinois PGA will continue to seek our input in an effort to educate their members about the complex nature of golf course management.

The Chicago District Golf Association kicks off each spring with their meeting at Butterfield Country Club. I hope all of our members continue to attend this event. This is our chance to address current problems in the area and keep green chairmen and club officials informed. The CDGA has been quite helpful in recognizing the efforts of golf course superintendents over the years.

We encourage our members to speak up and be heard. There are endless opportunities for public speaking, writing, teaching, and consultation. We must keep a high profile in our industry. Begin by writing an article for the **Bull Sheet**. It takes work but it is a very rewarding experience. Several of our members wrote articles for the Illinois Golfer last year. Several members wrote articles for Golf Course Management. Teach a class at a local community college. Give a talk to your local garden club. We have the knowledge but we must let others know.

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