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President's Message

by **Bruce R. Williams, CGCS**
President, MAGCS

I am pleased to report that the future is extremely bright for our profession. It appears as though the basic principles of supply and demand apply. There are more opportunities in turfgrass management than ever before. Golf course construction continues at a quick pace in the Chicago area. The suburban core is blanketed with numerous golf courses and the construction zones are evident in the extremities of the collar counties. New golf courses will need qualified individuals to manage them. They will need qualified staffs. A number of new job opportunities will be provided.

The June 1990 issue of Money Magazine analyzed work in the 90's. One article discussed 15 fast-track careers. The article stated "the hottest jobs in the next decade will fatten your bank balance and enrich your life." While golf course superintendent did not make the top fifteen list it was mentioned as one of the ten careers on the verge. It will become increasingly difficult to find qualified individuals that have the education, training, skills, and experience to manage golf courses in the 90's.

An article in Golf Course News (June 1990) was titled Jobs Galore For Grads. The author, Peter Blais, interviewed Professors from four of the major turf programs associated with golf course management. The programs now have 2 to 3 job openings for every graduate they are producing. Have you ever wondered why good assistants were hard to find? Once again it is a case of supply and demand. There is a shortage of people in the industry to fill specific positions with the proper qualifications.

During the next few years, Golf Course Superintendents will be taking on added responsibilities. We are already faced with a massive list of environmental and regulatory issues. The amount of time we devote to administration will increase rapidly. Those who learn to delegate some of the responsibility will survive and excel. The rest are destined to incompetency and/or job burn out. The future is bright for our profession and remember there is always room at the top for those who excel.

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