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By the time you read this, you will probably have returned from the GCSAA Conference and Show in Orlando. It is always an inspiring and educational week. It would be wonderful to carry the enthusiasm that we feel during that week with us throughout the entire year.

It's great to hear the accomplishments of our members and the advances in the profession over the last year. Sometimes, however, I feel as though we are preaching to the choir. I see so many golf course superintendents who are excited about the profession and our role in the industry, but within weeks of returning from the conference, they're back in the same mindset of wondering why they don't get the credit which is due them at their facilities. They complain about the club manager or golf professional who receive all of the praise for the condition of the golf course but take none of the blame when things go wrong.

At the risk of offending some of you, I would say that often-times the fault for this rests on your shoulders. If others are receiving credit for your accom-

plishments, they are merely opportunists taking advantage of a situation that you probably haven't worked hard enough to change. Granted, many of us are not comfortable being outgoing or sociable with club members or patrons. I suspect it is one of the reasons that we gravitated to the grounds operations. We can stay involved in the industry but not be front and center with the public. If, however, you desire the same level of status as your golf professional or club manager, you should prepare yourself to be more visible. The old saying, "out of sight, out of mind," is certainly true in this situation.

Being available, at least a portion of each day, in high-visibility areas like the first tee, pro shop, or clubhouse allows people the opportunity to interact with you. It conveys the message that you value their opinion, good or bad, and are interested in hearing what they have to say. It can, at times, be unpleasant. When things are not going well, it can be difficult to stand there and take criticism. However, look at it as a way of turning problems into opportunities. If you can convince one vocal critic of the importance of the job that you do and that you recognize your operation's deficiencies and are working to improve them, you can turn a former critic into one of your staunchest supporters.

If your golf professional or club manager are attending Board of Directors meetings at your club, you should be there as well. I began doing this four years ago; and, although I don't enjoy giving up another evening once a month, it has done wonders for me in demonstrating to them that the Grounds Department is an integral part of the club's overall success.

I often hear people wondering what the MAGCS or GCSAA are going to do to help protect their job security. Organizations like the MAGCS or GCSAA are primarily in place to promote the profession and offer educational opportunities for their members. Job security and compensation are a function of an individual's skills in conveying his worth to his employer. If the individual is not being proactive on his own behalf, then that person is doing a disservice to himself and the profession in general. Associations can enhance individual effort, but they will never replace it.

From time to time, we're all guilty of looking at another superintendent and wondering about how he got so lucky to be in his current position. I'm reminded of a remark by one of our past presidents, Bruce Williams, "The harder I work, the luckier I get." We all need to work a little bit harder at making our own luck.

A handwritten signature in cursive script that reads "Bob Maibusch".

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President, MAGCS