

# RECOGNIZING EXCELLENCE

By PAUL R. MacDONALD



Just as in the movies, golf too, has its stars, its glamorous figures. But it also has its anti-heros as well. Who are these enigmatic characters? They are the men too busy for public relations! Instead of polishing the apple in the public eye, they are tending the apple and its blossoms. The golf course superintendent is finally emerging from the bushes. Today's golf course superintendent must literally be a man for all seasons — Botanist, chemist, engineer, accountant — these are but a few of his roles. At some courses he is also owner, manager, and professional and all that that entails. By the way, don't be surprised if the superintendent turns out to be a female.

The golf course superintendent must also be a man of disappearances. In a sense he ghost writes the entire course. He may arrive at daybreak or long after midnight for watering or some unforeseen crisis. He is on call with his patient twenty-four hours a day. Tour professionals are the egoists of the game; superintendents tend to remain invisible. Their rewards are not trophies or prize monies but rather the satisfaction of controlling the major asset of a golf club - the golf course itself. He is the linchpin between the appreciation of the members and the dreams of the green committee. His joy is in the craftsmanship of his art.

Viewed from a financial perspective, we notice that the maintenance and turf equipment side of golf annually expends more than **one billion dollars** as compared to other market expenditures: golf balls - ninety million; golf clubs - two hundred ten million; golf clothes and shoes - three hundred million; or even food and beverages that reaches nine hundred-seventy million. So, not only does the superintendent manage the major asset, the golf course itself, but revenues to maintain this asset are the highest in the game.

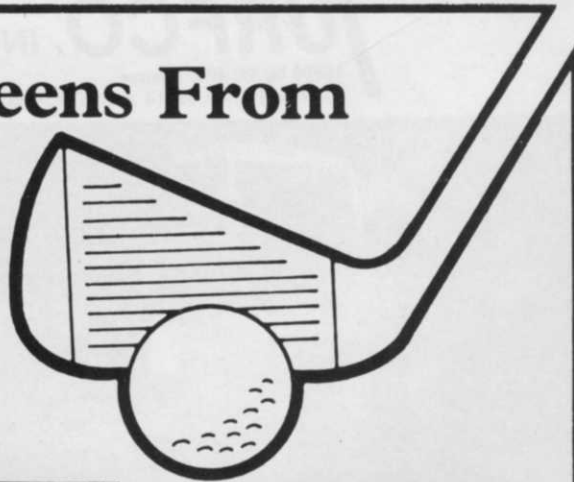
In this age of scarcity and of regulation the golf course superintendent qualifies as golf's most highly educated person. Over fifty percent are college educated, while many have advanced degrees. As in other professions, he may become certified by passing a six-hour examination after becoming a member of the Golf Course Superintendent's Association of America, but he is also required to be licensed by his state as a certified pesticide applicator. Amongst other things, he must understand turfgrasses, chemicals that control turfgrasses, machinery, fertilization and new

## Protect Overseeded Greens From Pythium Damage— SPRAY **TERSAN<sup>®</sup> SP** FUNGICIDE

Pythium can destroy your greens in a matter of days if you're not careful. But you can prevent pythium damage by spraying **TERSAN SP** properly. **TERSAN SP** is safe to use, gives effective, economical control, and is non-phytotoxic. Plus, **TERSAN SP** is very easy to use.

Prevent Dollar Spot Damage with  
**TERSAN<sup>®</sup> 1991 & TERSAN<sup>®</sup> 75**  
FUNGICIDE                      FUNGICIDE

Spray **TERSAN 1991** in combination with **TERSAN 75** to prevent possible development of tolerant strains of dollar spot.



**Turf Products**

## RECOGNIZING EXCELLENCE (Continued)

sophisticated irrigation systems as well. Despite such proficiency and scientific knowledge, and technical training notwithstanding, it may be many golfing seasons before the custodial image that has stereotyped the superintendent in golf can hold par with the concept of the professional.

How ironic then that the golf course superintendent's most awesome opponent eludes all of this scientific knowledge, i.e. the forces of nature herself. As far as landscaping, his insight must encompass knowledge of different grasses, trees, shrubs, soils, soil compositions, plant diseases such as nematodes and dollar spot and their cures; when it comes to wind patterns, humidity, rainfall and snowfalls, the golf course superintendent must be more alchemist than chemist.

How would you program maintenance chores at the world's highest championship golf course — The Ranch at Keystone, Colorado — over 9,000 feet high in the Rockies? Lou Haines, the new Director of Grounds, has this problem and hopefully the solutions. His father, Jim Haines, Superintendent for many years at Denver Country Club is noted for his invention of a tree root cutter and a leaf raker. Haines Sr., incidentally, was one of the first superintendents to be the recipient of the USGA Green Section Award.

Malcolm R. McLaren, a GCSAA Past President, developed a turf slicer at his club, Canterbury, in Cleveland in preparation for the 1946 USGA Open. This was one of the first attempts at aeration and no mean accomplishment.

Green committee chairmen, eager to leave their imprint on their golf courses, may also be called anti-heros, but many get a good education in the process. They seldom appreciate the value of the superintendent. David C. Holler, Superintendent of the prestigious Gulph Mills Golf Club in King of Prussia, Pennsylvania, has aptly expressed a superintendent's lament: "... a green chairman is proficient in his own field, but he seldom has experience in agronomy; yet he assumes responsibility to club members for the condition of the golf course. The golf superintendent knows his business - he is a professional - so let him run it, just as you allow a department manager to run his operation."

This is not to say, however, that superintendents represent an amorphous mass of nameless men. The name Joe Valentine, may someday be as popular as Arnold Palmer's for his contribution to the game in his discovery of Merion bluegrass. Without a public relations firm or press corps to accelerate his fame, the Valentine accomplishment has meaning for every golfer and will be looked upon as one of the major achievements of this era.

Incidentally, do you know or would you recognize the superintendent of your golf club? It is more than likely that you are acquainted with your club professional, having had lessons or bought equipment and you may even know your board-of-directors, and, of course, your favorite caddy. Yet, your golf course superintendent is probably known to you only through his artistry. The next time someone mentions the word professional you might consider asking which professional.

Like other professions, women are becoming interested in this challenging field. The Golf Course Superintendents Association lists four who are superintendent members - up one-hundred percent from the previous year. A relatively new trend emerging too, is the addition of ladies to maintenance crews at some golf courses. It is not uncommon to see a comely ms. in a T-shirt, riding down the fairway or weeding a flower bed.

George W. Cleaver, the new President of the Golf Course Superintendent's Association and himself superintendent at Chestnut Ridge Country Club, Lutherville, Maryland - a suburb of Baltimore - for more than eighteen years, said recently "... being a golf course superintendent is a tricky, tough business. It is not something that can be standardized as is a certified public accountant or a certified life underwriter. There are just too many variables, and many of the major factors, such as weather, budgets, golfers' desires are out of the individual superintendent's hands. Golf courses are like living things and no two courses are alike."

Besides keeping the grass green and mowed, superintendents must conform to many new stipulations and regulations that have evolved from recent environmental studies. While custodial images are hard to eradicate, the sophistication of the golf course superintendent's role is gradually bringing him not only the position, but the recognition he deserves. Perhaps that bumper sticker that reads "Have you hugged your dog lately" should have as its corollary, "Have you hugged your superintendent lately"?

### EDITOR'S NOTE:

Paul R. MacDonald is marketing manager, AG-TURF Department, Johns-Manville Sales Corp., Fresno, Calif. Mr. MacDonald is Past President of the National Golf Foundation and Past President of the Golf Ball Manufacturers Association.

## TURFCO, INC.

16300 N. W. 49th Avenue  
Hialeah, Florida 33014 / (305) 621-4677



### HYDRAULIC POWER 5/7 GANGS

5-unit 3.35 m (11 ft.)      7-unit 4.57 m (15 ft.)

- \* Hydraulic power allows one to seven units to be used separately or collectively
- \* Hydraulic power lifts all units in and out of work and drives all cutting cylinders.
- \* Heavy duty, 6-knife cutting units as standard or alternative floating head 8-knife cutting units for undulating conditions, especially recommended for golf course fairways.
- \* Forward and reverse drive to cutting cylinders. Reverse drive allows back lapping for maintaining a keen edge on the cutters.
- \* Height of cut ranges from 13mm to 90mm (½ in. to 3-9/16 in.)
- \* Positive and precise cylinder to bottom blade adjustment.
- \* Totally enclosed, precision cut gear drive to cutting cylinders.
- \* Designed for easy mounting to tractors having category 1 or 2 linkage, 1-3/8" diameter 6-spline pto shaft with suitable mounting for pump gearbox and minimum of 34 hp at pto.
- \* Floating Head units with front and rear rollers for the ultimate cut on fairways.