

JOHN P.HAYDEN, CGCS
SAN JOSE COUNTRY CLUB
JACKSONVILLE, FLORIDA

JOHN P. HAYDEN CANDIDATE FOR GCSAA BOARD

John P. Hayden, CGCS, the superintendent at San Jose Country Club, is Florida's nominee to the executive board of The Golf Course Superintendent's Association of America and he's ready to apply his experience and expertise to that position.

"I feel strongly that the GCSAA has come a long way, but it has yet to realize its full potential," says Hayden, a 53-year-old father of four. "I see tremendous opportunities for advancement in the area of membership — we'll have solid clout if we can get more clubs represented.



George Sparks, Greens Chairman, San Jose Country Club.

"We must do a better job with our public relations, promoting not only the superintendent and his importance to the game, but promotion of the game itself."

Hayden's career appears to make him uniquely qualified to help guide the national organization. He has worked in the family business, managed a golf course and worked at some of the nation's most prestigious clubs.

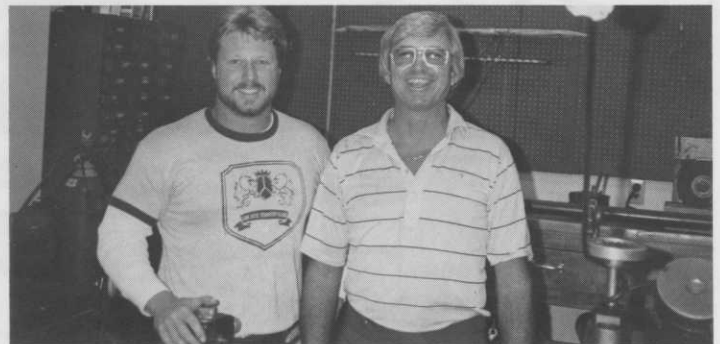
A Navy veteran, he entered his family's hardware business in Cassopolis, Michigan, and ran the farm machinery division for eight years. During this time he also ran for — and was elected to — the local school board and the voters found his work worthy enough to send him back nine years.

Then golf lured him; he had the chance to lease a Cassopolis club and things worked well. So well, in fact, that the owners wouldn't renew the lease in 1968 after Hayden had run the club for 10 years. Business was good, so why split the profits with someone else?

"My family and I decided to see what Florida was all about," says Hayden. "We had vacationed there and liked it. An opportunity arose and we took the jump."

Where he jumped was to Coral Springs, a subdivision west of Fort Lauderdale then under construction. He took over the superintendent's job in mid-1970, five months before a PGA Tour event was scheduled, and compliments flowed after the tournament.

The club changed hands in 1971 and Hayden moved on, this time to Jackie Gleason's Inverrary Club just down the road. There he supervised three courses and got the main track ready for the club's inaugural PGA event.



Eddie Snipes, Assistant Superintendent, San Jose Country Club.

By this time, he was recognized as a person who knew how to get a course ready for a major tournament. In 1972, he made another move: he became superintendent at the Augusta National Golf Club, home of the Masters. That was the same year George Fazio was hired by the club to make some changes on the course, and the two worked together to make things click.

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And now private industry winked in his direction. Southern Turf Nurseries in Tifton, Georgia, came calling and off he went as a construction superintendent in their golf course construction division. Among his credits with Southern is the Holly Tree Golf Club in Greenville, South Carolina, where he worked with architect George Cobb.

But he missed Florida, and once again opportunity came calling. And this time it was in Jacksonville.

Jacksonville Beach is a suburb of Jacksonville and had a city-owned course which wasn't reaching its potential. The city fathers were looking for a new management team and Hayden's name came up. Out went the proverbial offer which couldn't be refused, and he took over as superintendent.

Success? A moribund operation suddenly became a hot number, and play was soon over 50,000 rounds a year.

"Betty and I loved it," he said, "and we decided that we weren't going to leave Jacksonville. We loved the beach and the people. The job was good and we really didn't see making another move."

Wrong.

But it wasn't much of a move as far as miles are concerned, just across town to the plush San Jose Country Club. He



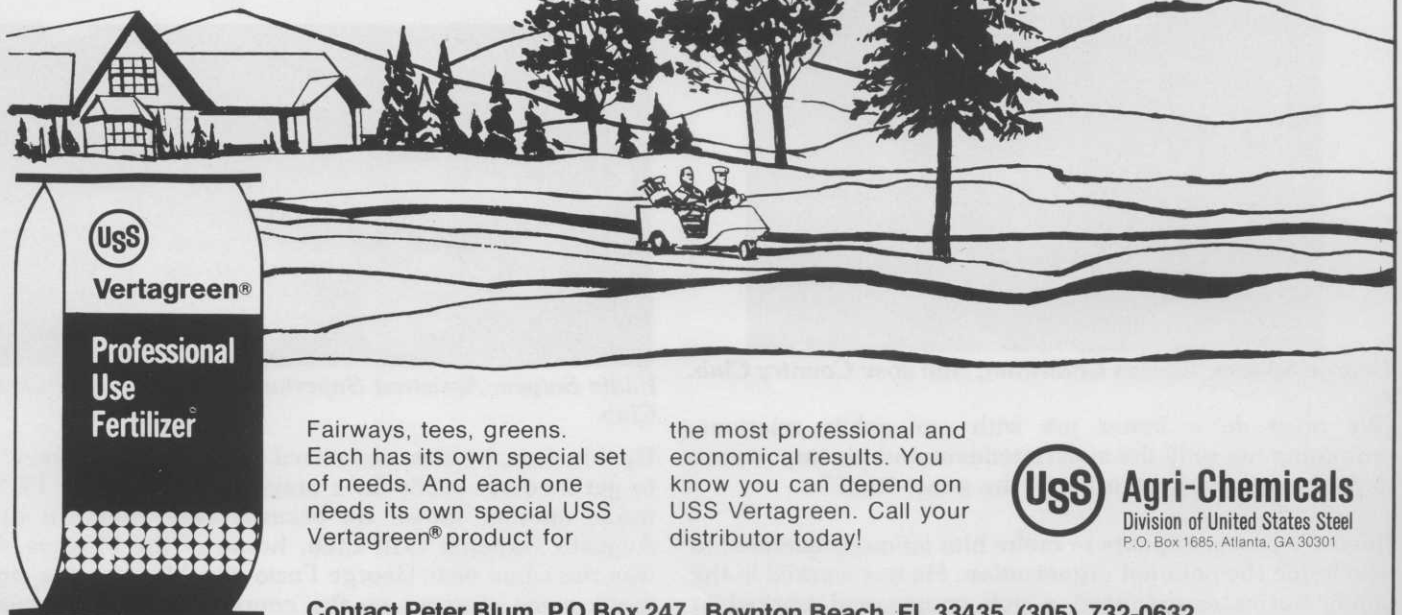
Nick Clark, Pro, San Jose Country Club.

took over as superintendent in 1977 and added the responsibilities of assistant chairman of course preparation for the Tournament Players Championship, then at Sawgrass and now at The Players Club.

His association with GCSAA goes back to 1972 and he's been actively involved since then. He's worked hard to strengthen his local chapter — The North Florida — and has served a term in every elective position, including two

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years as president. He's presently the chapter's External Vice President and sits on the board of the state organization.

He's a Certified Golf Course Superintendent and says he wants to work in strengthening this program as well.

"The program needs to be constantly upgraded," says Hayden. "We need to give the club industry the assurance that they are getting a true professional when they hire a CGCS."

And he's on the board of directors of the Florida Turfgrass Association, serving as chairman of membership, education and golf tournament committees, and being a member of the finance and conference/show committees.

"Betty says sometimes she thinks I'm married to my profession instead of her," says Hayden with a smile, "but I tell her that I'm just making sure my profession is a great one."

She understands — in fact, she's the North Florida chapter's gofer, handling such mundane chores as putting out monthly mailings and making sure the dues are coming in.

And that isn't all the family involvement — son Jeff is superintendent at Turkey Creek Golf and Racquet Club in Gainesville and soon will step up to the chapter presidency.



Jeff Hayden (son), Supt. Turkey Creek Golf and Racquet Club, Gainesville, Florida.

Daughter Janice and her husband Gregg now operate the very same club, Diamond Lake, where John first became interested in golf. His two grandsons, Kary and Colin, and his granddaughter, Holly, help run the operation.

What will he bring to the GCSAA board?

"Experience, that's my strong point," he says. "I guess I've done a little of everything in my profession. Most of all, I really enjoy it. It's fun, and it's satisfying."



Grounds crew at San Jose Country Club.

"Our profession is a complex one. And it gets more complex all the time. We have a serious water problem, for instance. Shouldn't superintendents get educated about the problem? We need to build funds for research, to impress our members that we have to keep up with the times."

Hayden sees the coming years as a big challenge.

"We'll have the usual pressure to maintain profitability, but we better take a long look and make sure we survive," he says. "I am optimistic that the answers to our problem are there, but our industry must take much more aggressive actions to find them."

"GCSAA offers the golf industry a powerful tool to work with to find these answers. I'm committed to work towards making GCSAA fulfill its potential." ■



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