

PROFESSIONALISM IS APPLIED KNOWLEDGE

A profession is an occupation requiring extensive training, education and experience. One engaged in such an activity as a means of livelihood is a professional. But there are degrees of professionalism just as there are ranks of professions.

Some occupations - teaching, medicine, law - are assigned a high rank on the professional scale. Some professions and professionals earn greater respect because of their assumed competence or expertise as well as years of organized strength and public relations programs. Their professional character, spirit or methods are diametrically opposed to the amateurs.

Every professional does not have to have a Ph.D. or have spent most of his life as a lawyer or doctor to earn the respect and esteem that comes with knowing his job. It was not too long ago that very few universities offered professional training for golf course superintendents. Today, there are numerous institutions offering some sort of training for those interested in pursuing a career as a golf course superintendent.

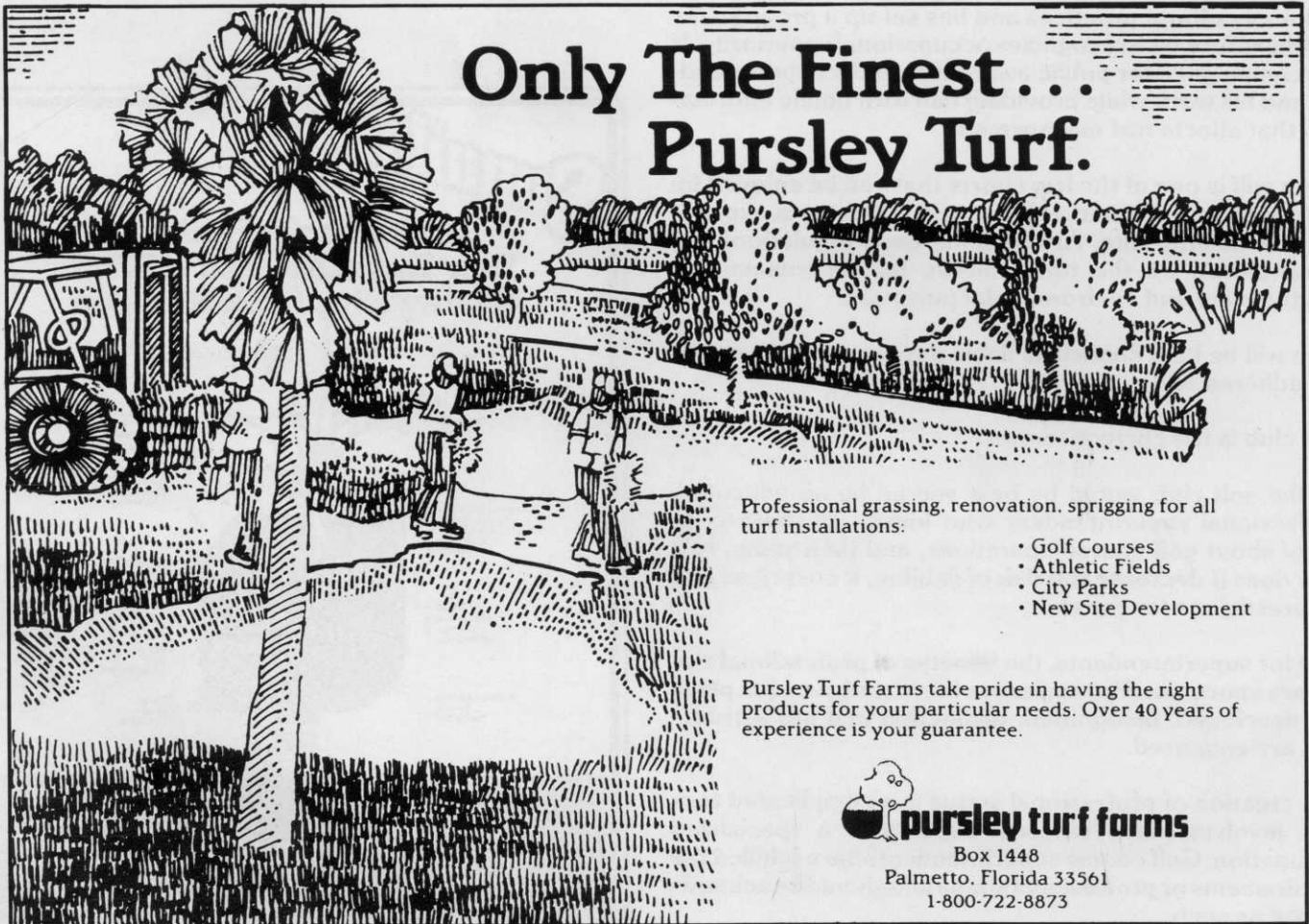
A professional is not someone with a hundred hours of classroom instruction. While knowledge learned anywhere is valuable -- it is not the goal and it does not make a professional. The goal is application of that knowledge.

A professional takes as much as he can squeeze from his job and in the same shake he returns -- through his experience, ethics and teachings -- a dividend to that profession. The test of a professional is his attitude -- his desire to tackle his job with enthusiasm and a willingness to open his mind to all the stimuli that influence him in his work.

A superintendent with a good attitude -- a professional viewpoint of his job -- will not do just what has to be done. He will approach problems with thought. He will seek others' thoughts. He will use his reasoning, training and learning to elicit solutions that will not only rid him of his immediate problem, but that will have a long-range effect.

A professional is one who is aware of what the job is all about and of how to go about it with the best results and least expenditure of energy. Golf course superintendency is a profession -- it requires extensive knowledge of a wide range of subjects. A professional superintendent is one who does his job -- on or off the course -- and acquires knowledge and then applies that knowledge to his work.

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