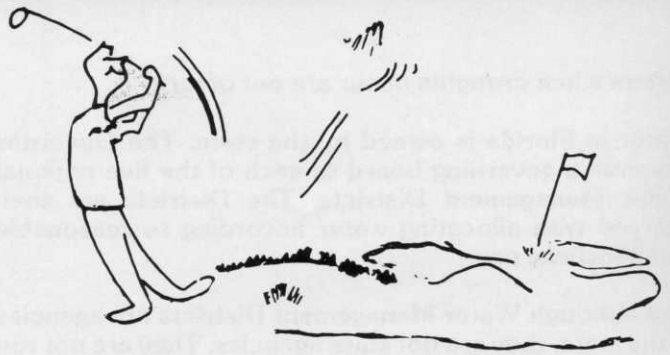


DIVOTS



By: John Calhoun
Ponte Vedra Inn and Club

Our Organizations and What They Do

Our State and National organizations not only provide us with an invaluable link with our peers in the turfgrass industry and an opportunity to communicate with them, they also have made great strides towards upgrading our image and status in the golfing world. They have been instrumental in raising monies for research and product evaluations and have provided us with educational programs and opportunities to improve our knowledge in this ever changing business.

Public relations is a big topic within our association. How do we present ourselves to our superiors, subordinates and the golfing public? What is our relationship with the Pro within our organizational structure? One way of presenting ourselves to the golfing world, in addition to our trade magazines and the product we produce, is exposure in the golf professional arena. Publications such as *Golf Digest*, *Golf World*, etc., would expose us to a greater number of people directly associated with our business, and, an opportunity to better express ourselves as professionals. Commercial advertisements on national and local television, radio and newspapers would help bring to light the realities of coping with the ever increasing demands on us as turfgrass and property managers.

Research and product evaluation by our Universities,

agricultural agencies and commercial establishments is the life blood for environmentally sound practices, improvements and cost efficiency. The need for these establishments to communicate the results of their efforts in a clear cut, across the board manner is essential to us all. Education via seminars, trade shows and publications play a large role in bringing us this information. It is up to us to use this information and report the results to the responsible parties. Without this open line of communication, monies, time and efforts can be wasted.

Education in our field is growing in leaps and bounds because owners are aware that their revenues are in direct proportion with the condition of their properties, and that the costs for a quality product can indeed be reflected by an informed and qualified professional.

The progress that our State and National organizations have made, and the rejuvenated public relations program will result in a better understanding of what the Golf Course Superintendent is all about and what his value is to the golfing world. With the support and involvement of all of us associated with the turfgrass industry, the potential for advancement and reward is unlimited. We need to recruit and continue to grow if we wish to have a stronger influence on our futures. ■



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