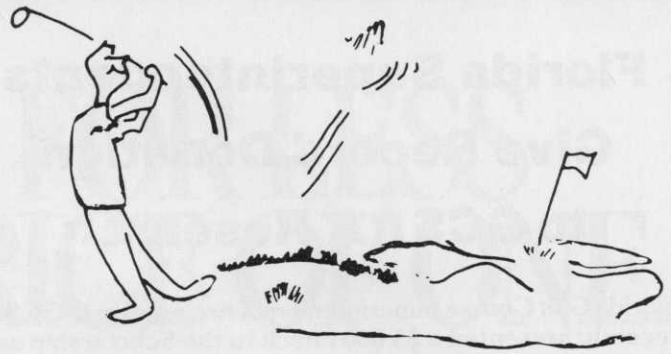


DIVOTS



By **EDDIE SNIPES**
Selva Marina Country Club

Super Talk

You are at a party with some people from your neighborhood. Suddenly, you find that the conversation turns to employment, a round robin of professional introductions take place. Medical, accounting, legal; all of these professions are present, all eyes are presently on you. "I am a Golf Course Superintendent", you reply. "Oh", they reply, "You must mow greens", end of communication. Congratulations, you have just communicated yourself into the dark ages!

Professions and professionals just don't happen, they evolve through declaring and professing of a common belief in the way something is to be, or is to be researched. All the great professions have the ability to communicate their knowledge to an unknowledgeable public. This is how they survive and grow.

Golf Course Superintendents, no matter what job circumstance, have the opportunity daily to profess their profession. Communication, direct one to one communication with the people that play their course, can be more powerful than anything you might imagine.

Nine out of ten golfing members really want to hear your explanations of why you airify, or why your have water running during play. This is the time for the superintendent to communicate, educate, and make an overall good impression for yourself and your profession.

Communicating effectively with members does not have to always be direct. Writing a column in the monthly club bulletin or newsletter about timely maintenance events can prepare and literally put to rest any misconceptions about your cultural turf program. Posting of signs indicating course conditions after rain or notifying about certain maintenance activities to take place that day are also effective ways to let members know you care about them and the enjoyment of their golf game.

Playing an occasional round of golf with members gives one the opportunity to communicate your ideas and receive feedback. Your golf score may not be the best that day, but the knowledge you communicate and receive may be priceless. ■



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