## THE PUBLISHER FROM

s it the summer workload, or is there really disenchantment in the ranks? Recently I have had a number of ment in the ranks? Hecentry I have had a number of calls from golf course superintendents and sports turf managers. They said their summer hours were playing havoc managers. I ney said their summer nours were playing navoc with their family lives. They felt unappreciated and lacking with their family lives. They decorded They lemented in the respect their their short decorded. with their family lives. They reit unappreciated and lacking in the respect they thought they deserved. They lamented at they were underpaid and overworked.

After listening to the gripes for a while, I can see their other listening to the gripes for a while, I can see their other listening to own your own business and other listening to own your own business and other five one thing to own your own business and other listening to own your own business and overworked. in the respect they thought they deserved. It that they were underpaid and overworked. Point of view. It is one thing to own your own business and bours hours hours POINT OF VIEW. IT IS ONE TRING TO OWN your OWN business and put in long hours. Hopefully it will be very profitable and live will rear the rewards. It's quite crether to work for a your will rear the rewards. put in long nours. Hopefully it will be very profitable and you will reap the rewards. It's quite another to work for a corporation or municipality on a fixed calculation. corporation or municipality on a fixed salary.

Corporation or municipality or municipality on a fixed salary.

Corporation or municipality or

I'm concerned. Are we beginning to see an exodus of professionals from the industry?
Will the talented people leave for greener pastures? Such moves don't happen overnight;
they evolve slowly into action. But if, in fact, disenchantment has set in, can those moves Will the talented people leave for greener pastures? Such moves don't happen overnight; they evolve slowly into action. But if, in fact, disenchantment has set in, can those moves be far behind?

e far behind?

Took at a multi-million-dollar golf course or sports complex as I would view the physiTook at a multi-million-dollar golf course or sports complex as I would view the physiTook at a multi-million-dollar golf course or sports complex as I would view the physiTook at a multi-million-dollar golf course or sports complex as I would view the physiTook at a multi-million-dollar golf course or sports complex as I would view the physiTook at a multi-million-dollar golf course or sports complex as I would view the physiTook at a multi-million-dollar golf course or sports complex as I would view the physiTook at a multi-million-dollar golf course or sports complex as I would view the physiTook at a multi-million-dollar golf course or sports complex as I would view the physiTook at a multi-million-dollar golf course or sports complex as I would view the physiTook at a multi-million-dollar golf course or sports complex as I would view the physiTook at a multi-million-dollar golf course or sports complex as I would view the physiTook at a multi-million-dollar golf course or sports complex as I would view the physical phy I look at a multi-million-dollar golf course or sports complex as I would view the physical plant at any large institution. It would be absurd to think that anyone would end call plant at any large institution. It would be absurd to think that anyone would end call plant at any large institution. It would be absurd to think that anyone would end the physical plant at any large institution. It would be absurd to think that anyone would end to the physical plant at any large institution. It would be absurd to think that anyone would erect a call plant at any large institution. It would be absurd to think that anyone would erect a call plant at any large institution. It would be absurd to think that anyone would erect a call plant at any large institution. It would be absurd to think that anyone would erect a call plant at any large institution. It would be absurd to think that anyone would erect a call plant at any large institution. cal plant at any large institution. It would be absurd to think that anyone would erect a 20-story building and not consider hiring a professional plant engineer to run the place.

These qualified people would receive a salary commensurate with the size of the property. 20-story building and not consider hiring a professional plant engineer to run the place.

These qualified people would receive a salary commensurate with the size of the property these qualified people would receive a salary commensurate their position deserves.

These qualified people would also receive the respect their position deserves they have to manage. These qualified people would receive a salary commensurate with the size of the properly the people would also receive the respect their position deserves. They would also receive the respect their position deserves they have to manage. They would also receive the respect their position deserves they have to manage. They would also receive the respect their position deserves. They have to managers administrators of colf clubs and defended administrators. Presidents of colf clubs. ley have to manage. They would also receive the respect their position deserves.

City managers, school administrators, presidents of golf clubs, and greens committee

City managers, school administrators at the professional turf manager.

The professional turf manager is the professional turf manager. be far behind?

en need to take a hard look at the professional turf manager.

He has been entrusted with complete responsibility for millions of dollars' worth of landHe has been entrusted with complete responsibility for millions of dollars' worth of landHe has been entrusted with complete responsibility for millions of dollars' worth of landHe has been entrusted with complete responsibility for millions of dollars' worth of landHe has been entrusted with complete responsibility for millions of dollars' worth of landHe has been entrusted with complete responsibility for millions of dollars' worth of landHe has been entrusted with complete responsibility for millions of dollars' worth of landHe has been entrusted with complete responsibility for millions of dollars' worth of landHe has been entrusted with complete responsibility for millions of dollars' worth of landHe has been entrusted with complete responsibility for millions of dollars' worth of landHe has been entrusted with complete responsibility for millions of the landHe has been entrusted with complete responsibility for millions of the landHe has been entrusted with complete responsibility for millions of the landHe has been entrusted with a superior of the landHe has been entrusted with complete responsibility for millions of the landHe has been entrusted with the landHe has been He has been entrusted with complete responsibility for millions of dollars' worth of land-scaped property. Accordingly, his superiors need to respect the vital position a superiors need to respect the vital position a superior need to respect the vital position a superior need to respect the vital position a superior need to respect the vital position as superior need to respect the vital position a superior need to respect the vital position as superior need to respect the vital position need to respect the vital posi Only managers, school administrators, presidents of golf clubs, at the professional turf manager.

The has been entrusted with complete responsibility for millions.

He has been entrusted with complete responsibility for millions. scaped property. Accordingly, his superiors need to respect the vital position a superintendent holds—and come up with a compensation package on a level with those enjoyed by other physical-plant managers.

y other physical-plant managers.
Equally as important, they can't expect him to put in 16-hour days, seven days a week,
or burnout will become a major problem. burnout will become a major problem.

As more sports complexes and golf courses come on line, the demand for managerial courses come on line, the demand for managerial courses the complexes and golf courses the complexes and golf courses the course the by other physical-plant managers. or burnout will become a major problem.

As more sports complexes and golf courses come on line, the demand for managerial be very difficult to replace. If we lose these talented people they will be very difficult to replace skills will increase. If we lose these talented people they make that we are beginning skills will increase. If we lose these is a shortage of top professionals that we are beginning perhaps it's because there is a shortage of top professionals. kills will increase. If we lose these talented people they will be very difficult to replace.

Perhaps it's because there is a shortage of top professionals that we domain of the perhaps it's because there is a shortage of the exclusive domain of the perhaps it's because there is a shortage of the exclusive domain of the perhaps it's because there is a shortage of the exclusive domain of the perhaps it's because there is a shortage of the exclusive domain of the perhaps it's because there is a shortage of the exclusive domain of the exclusive domain of the perhaps it's because there is a shortage of the exclusive domain of the perhaps it's because there is a shortage of the exclusive domain of Perhaps it's because there is a shortage of top professionals that we are beginning to see more contractors being used in areas that were once the exclusive domain of the to see more contractors being used in areas that were once the exclusive are sprouting to see more contractors being used in areas that were once the exclusive are sprouting to see more contractors being used in areas that were once the exclusive domain of the sports turf manager. New companies are sprouting that we are beginning to see the exclusive domain of the sports that we are beginning that to see more contractors being used in areas that were once the exclusive domain of the golf course superintendent and the sports turf manager. New companies are sprouting up, offering turf-management services on a contract basis

o, offering turf-management services on a contract basis.

Organizations like American Golf Corporation and Servicemaster offer programs on and Servicemaster offer programs on an accomplete renovation and Servicemaster of a complete renovation and services like American Golf courses use contractors for a complete renovation of the service of the services are not course services are not course of the services of Organizations like American Golf Corporation and Servicemaster offer programs on an account of the contract of up, offering turf-management services on a contract basis. contract. Some sports arenas and golf courses use contractors for a complete renovation and rebuild. Others contract out the entire maintenance. In either case, we are set tion and rebuild. Others contract out I am sure that some of those managers who left the ing another niche being carved out. I am sure that some of those managers who left the ing another niche being carved out.

tion and rebuild. Others contract out the entire maintenance. In either case, we are seeing another niche being carved out. I am sure that some of those managers who left the ling another niche being carved out. I am sure that some of those managers who left the ling another niche being carved out. I am sure that some of those managers who left the line and line another niche being carved out. I am sure that some of those managers who left the line and line ubs are now involved in these new enterprises.

This could be a way to go for professionals who experience burnout at one complex.
The idea of being an independent husinessman may appeal to them. This could be a way to go for professionals who experience burnout at one complex. There are pitfalls, and to be a way to go for professionals who experience burnout at one complex. There are pitfalls, and to be sure: They will have to learn the business end of the business. They will have to learn the business end of the business.

The idea of being an independent businessman may appeal to them. There are pitfalls, to be sure: They will have to learn the business end of the business. They wasted to be sure: They will have to learn the effectively and efficiently. because every wasted learn how to use their labor corps most effectively and efficiently. rily another niche being carved out. Lant sure mars clubs are now involved in these new enterprises. to be sure: They will have to learn the business end of the business. They will have to learn how to use their labor corps most effectively and efficiently, because every wasted learn how to use their labor corps most effectively and efficiently, because every wasted man-hour will cost them money

nan-hour will cost them money.

I do feel that many of you turf professionals have most of the skills to begin with. CerAll of feel that many of you turf professionals have most of the skills to begin with. CerAll of feel that many of you turf professionals have most of the skills of the field skills of the feel that many of your nessent notition. I do teel that many of you turf professionals have most of the skills to begin with. All of tainly you have the field skills; otherwise you wouldn't be in your present position. All of tainly you have the field skills; otherwise you wouldn't be in your present position. All of tainly you have the field skills; otherwise you wouldn't be in your present position. All of the skills to begin with. All of the skills to begin with the skills to be in your present position. All of the skills the skills to be in your present position. All of the skills the skills the skills to be in your present position. All of the skills the tainly you have the field skills; otherwise you wouldn't be in your present position. All of you have the field skills; otherwise you wouldn't be in your present position. All of the necessary business you develop budgets and work within those budgets, so many of the necessary business you develop budgets and work within those budgets, so many of the necessary business you wouldn't be in your present position.

kills are already in place.
I believe our industry is changing, albeit slowly. I feel that the schooling and expertise
To believe our industry is changing will put you in a position of strenath in the months and
The lieve developed in the field will put you in a position of strenath in the field will put you in a position of strenath in the field will put you have developed in the field will put you have developed in the field will put you in a position of strenath in the field will put you in a position of strenath in the field will put you in a position of strenath in the months and man-hour will cost them money. I believe our industry is changing, albeit slowly. I feel that the schooling and expertise you have developed in the field will put you in a position of strength in the months and years to come.

ears to come.

Now—how do we get the corporate executives and the bureaucrats to appreciate your

lerv special talents? skills are already in place.

years to come. very special talents?

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