

*Golfers discover that half the pleasure of being on the golf course is leaving it better than they find it.*

# Blue sky for all

## Green Side Up



*Joel D. Jackson*

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Editor

At this time of year it is often customary in these columns to review the previous year's high and low points and talk of what might have been.

While I still believe in "auld lang syne," the 90s are proving to be the decade of change. And so, I give you the "Jean Dixon" approach to the new year with a handful of "J. D.'s Blue Sky Predictions for 1992."

◆ The news media, after a centuries of spreading negative and sensational news using the slogan "the public has a right to know," finds the original quotation by Gutenberg which actually says "the public has a right to know the facts."

◆ Environmental activists finally realize that not everyone who manufactures something or tills the soil is out to destroy the earth. They work with industry to help manage resources, and businesses stay open and people keep their jobs.

◆ Legislators and bureaucrats discover true meaning of "...of the people, for the people, by the people..." and use common sense instead of political expediency in formulating or enforcing regulations.

◆ Golf course owners, developers and architects begin to feel the financial pinch from stiffer permitting regulations,

higher water costs and new and higher taxes. They decide an annual membership in the Florida Golf Council is really an inexpensive way to help provide a voice that will lobby for the golf industry.

◆ The PGA Tour, PGA of America, PGA Senior Tour, and LPGA finally admit that the golf industry is under siege and they pledge to use their highly visible positions and large bank accounts to spread the word that golf courses are a beneficial commodity in the community. In a real act of faith, they donate large sums of money to turf research to help find better ways to manage our resources, and still keep golf green.

◆ Golf course owners and club members who always persist in wanting ideal conditions at their clubs realize that they must have a superintendent who is well trained and highly motivated. They require their superintendents to join the Florida Golf Course Superintendents Association, the Florida Turfgrass Association, and the Golf Course Superintendents Association of America. In addition, they pay all of their expenses to attend the major trade shows and educational conferences. They also require him to attend local superintendent meetings so he can stay abreast of

changing management practices and regulations. Finally, they make sure the superintendent hires a responsible assistant so he can lead a normal life and have days off like the members and owners.

◆ Golf course superintendents, realizing that in order to stay employed they must be well trained and highly motivated, do all of the above. They even volunteer to serve on committees in their local associations to help their profession grow and prosper.

◆ Golf course employees realize that there's a lot of people looking for work right now. Jobs are competitive. They come to work on time. They work in harmony with co-workers. They take pride in their work. Some even express a desire to become superintendents and go to school to accomplish that goal.

◆ Golfers discover that half the pleasure of being on the golf course is leaving it better than they find it. They fix their divots and ball marks, rake out their tracks in the bunkers, and don't drive their golf carts in wet or worn areas.

If any part of these "blue sky" predictions come true, we might just have a good 1992. I send each and every one of you my best wishes for a happy and prosperous new year!

*In these challenging, changing times when we seem to be battered nationally by negative news and wayward environmentalists, and locally by insensitive greens committees or budget committees, it's nice to know there's someone out there who appreciates us. That someone is Mr. Richard Morey, publisher of Southern Golf magazine. In the November/December 1991 issue, Mr. Morey takes the current trends in the golf industry to task in an editorial titled, "Who Killed Cock Robin?" I would like to share with you the last section of the article:*

### So, Who Did It?

"So who killed Cock Robin? Not I said Deane Beman. Not I said the PGA. Not I said Perry Dye. Not I said the LPGA. Not I said the EPA. Not I said the IRS. Not I said the local tax assessor. Not I said the big fat developer. Not I said Mitsubishi. Not I said Pete Dye. Not I said Karsten Solheim. Not any of us said the ASCCA. Surely not I said the club 'pro.' Then who did kill Cock Robin?! Well, we aren't really sure he's dead; perhaps just wounded. One thing we can be sure of, the good old 'life saver' superintendent is still out there keeping the 'greens' green and playable. He is still out there from dawn to dusk keeping the game going in spite of all the 'other' problems. He's still there managing all the problems bestowed upon him when he took the job. One thing is for sure, our friend the 'super' didn't kill Cock Robin nor anything else above or below the turf beneficial to the good old game of golf. Thanks to him it can still be enjoyed without lawsuits, wagers or competitions. Thank God for that man who keeps the green!"