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Suggestions to improve golf course superintendent's image at the local level

Editor's Note: At a recent South Florida chapter meeting, Bob was asked to play devil's advocate to Tom Mascaro's presentation about what GCSAA does for the superintendent. Bob came up with six suggestions about what superintendents can do for their image at the local level.

BY BOB KLITZ, CGCS

1. Offer area high schools and vocational schools your services to provide information regarding job opportunities in the golf course management industry. This information can be provided through job fairs, career days, or other school sponsored activities.

2. Area community groups are frequently looking for guest speakers for luncheons, meetings and various functions. Check newspapers or local Chamber of Commerce for listings of groups that do meet on a regular basis. Offer your time to speak about the golf industry, home lawn and landscape care, or other environmental issues.

3. Handle your interactions with golfers, members, clubhouse staff, management, and employees with a professional attitude and manner.

4. Establish an interactive relationship with someone in the media. Sportswriters, television reporters, local newspaper editors or columnists, environmental writers for area papers all would be worthwhile contacts to provide with interesting and helpful information..

5. Continue to operate your maintenance facility in a clean, organized, safe, and environmentally beneficial manner.

6. Continue to provide your employees with the latest safety equipment and training available. Be sure they realize how to operate and use all of their equipment in a professional manner. Remember that their actions are a direct reflection of their training.

These suggestions come from a superintendent who is very busy nurturing the new turf at Deer Creek. But he is also working on long range projects for the complete modernization of the golf course which includes grading and repaving of the maintenance compound. There are also plans for new storage bins, equipment wash down area, pesticide fill station, and a separate pesticide storage area. Bob Klitz and Deer Creek - a man and a golf course both facing the challenges and adapting to the changes of their new beginnings.

Working with Dean, Mr. Valassis, and a good crew has made the change easier, but I also have to thank my fellow superintendents for their help.

"Since we have been open, I have hosted three groups of different superintendents to come and play Deer Creek. Without exception, I have come away from those outings with tips and suggestions that have helped make a difference in the course.

"Some are very dramatic like the tip from Bill McKee, who noticed scalping of the tops of the new mounds.

"Bill told me that Dick Gray had solved the same problem on his course by replacing the grooved rollers on his slope - and rough - mowers with solid rollers. I tried it, and that equipment change raised the height of cut just enough to eliminate the scalping.

"Other ideas may have had a smaller