The precise nature of professionalism is sometimes difficult to get a handle

Professionalism is as professionalism does on. So, I set out to find someone who saw things honestly and clearly. Someone who could put his finger on the very essence of professionalism, because he distilled daily life into its simplest truths. I found such a man at his brand new golf

club that he built from the profits of his seafood company. He called the club, The Forrest. And this is what he had to say:

Green Side Up



Joel D. Jackson, CGCS Editor

"My Momma told me professionalism is like a box of chocolate-covered cherries. You should know what you're going to get just about every time."

But you know what? Everybody makes mistakes. Sometimes they make a mistake at the candy factory and the candy doesn't always come out the same. Some have more filling. Or, sometimes the cherry is missing! But mostly if you buy chocolate-covered cherries, that's what you get.

One time a man calling himself a professional tried to sell me a box of

candy he said was chocolate-covered cherries, but they wasn't. They was chocolate-covered raisins. He tried to cheat me! Momma said there are people like that. She told me that I should never call those kind of people professionals.

Momma says you can tell a professional by the way he acts. He tells the truth. He admits mistakes and he fixes them. He's nice to the people he works for and to the people who work for him. And if they're professional, too, they'll be nice back. He doesn't break rules and never tries to steal another man's job.

I could never trust a person who stole another man's job. I would wonder what else he would steal from me if he worked for me? And you know what? People shouldn't ask a man to take another man's job without telling everybody about it first. That way everybody can help each other make changes.

I could really respect and trust people like that. Maybe they don't care about me trusting them, but you know what? I bet they end up hiring people like the man who tried to sell me those chocolate-covered raisins.

I guess that's why Momma always said, "Professionalism is as professionalism does."

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