

just a tad more practical and generally reticent about putting their feet in their mouths. Maybe it's just as well that we don't get more air time than a cameo appearance at the major events. Professionalism may be different things to different people. I might not be able to define it, but I sure know what it when I see it, or when I don't.

Boo left me wanting so much more from a person with such a talent for the game, but one having so little interest in the finer points of the history and opportunities of the profession. Boo certainly isn't one of those bland golf clones. He's more of a golf clown just joking around. Golf just doesn't need him to be the punch line.



## It's Not My Job!

**GREEN SIDE UP**  
**BY JOEL JACKSON**

### *(Is Anybody Listening?)*

*Acknowledgement: A tip of the hat to Richard Staughton, president of the Georgia Golf Course Superintendents Association*

*whose recent President's message in the GGCSA's Through the Green Magazine revived this old chestnut and provided the opening lines and inspiration for this column.*

There was an important job to be done and Everybody was asked to do it. However, Everybody was sure Somebody would do it. Anybody could have done it, but Nobody did it.

Somebody got angry about that, because it was Everybody's job. Everybody thought Anybody could do it, but Nobody realized that Everybody wouldn't do it.

It ended up that Everybody blamed Somebody when Nobody did what Anybody could have done.

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It seems to me that the above scenario could easily be applied to our world in the area of volunteer participation on our local chapter boards of directors and committees. Also the act of providing data and input on local, state and national surveys dealing with economic and environmental issues that affect how we conduct our golf course maintenance practices. Anybody can fill out the survey, but usually Nobody does. Sometimes 30 percent is a good return. How much more effective would the data be if we had a 70 percent return?

Here is a little quiz to measure who you are in the little story above. Did you participate in the recent FGCSA Golf Course Maintenance Survey? Did you participate in the GCSAA member surveys on fertilizer use, water use and environmental

resources? Did you send any comments to EPA regarding methyl bromide, MSMA or Namacur when their cancellation notices were posted? Have you ever attended or volunteered to serve on a Green Advisory Board of your regional water management district? Have you attended a city or county commission meeting held on fertilizer regulation issues? Have you paid or made sure your 2008 dues were renewed on time?

I'm sorry. You may not like it but, in today's world, it is your job. I know they didn't teach advocacy in turf school. Call it one of life's lessons. I call it survival, given today's rush to judgment and regulation of our industry. If we don't speak up as a unified group, who will?

Everybody should, Anybody can but Nobody does except for a precious few.

You manage 100-plus acres in one of the state's many watershed basins, and a goodly portion of them have been declared impaired. Florida's DEP will be assigning Total Maximum Daily Load limits for everybody living and operating in those basins. The more you participate, the better informed you will be about your role and the responsibilities that are tied to your practices. Plus you owe it to your club to make sure they (you) don't get into any hot water over these issues.

So Everybody has a stake in best management practices to minimize any negative impacts and Everybody affects the public perception of golf

course operations. Nobody should take shortcuts with environmental stewardship. Anybody can do better and Everybody should.

You are fortunate that in our associations — from national to local — there are people who are willing to deliver positive messages, provide testimony at hearings, engage and educate regulators and lawmakers. It is your job to support them. It is your job to respond to surveys and to provide information that can be used to defend your practices. It is your job to inform your club officials about the issues facing our industry so we build public support.

Today Anybody can become the target of a negative news story. Nobody is exempt. It only takes one phone call from a disgruntled employee or an unfortunate accident. Somebody could be fired and a reputation ruined. Everybody will suffer the consequences.

So to Everybody out there, is Anybody listening?

### **ATTENTION!**

New Association Manager  
**Jennifer Innes** started Oct. 1.

New FGCSA office contact information:

Watts line: **800-732-6053**

Phone: **772-334-7515**

(Fax number TBA)

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*Marie and Jennifer will be working together until complete transition has occurred.*