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## Editorial

# **Communication Important To Golf Course**

### Communication Important To Golf Course

The following is from a speech by William C. Cambell to the Golf Course Superintendents Association of America

Communication is important in any endeavor, but is crucial for golfers to develop a close relationship with their golf course superintendents.

Under the ideal situation, there would be a key person, and only one person who would represent all golfers at a course and communicate with the superintendent. That key person should be respected by his fellow members and should be knowledgeable enough to understand what a superintendent may explain.

The key person out to be honest in his dealings with the superintendent, meet frequently with the superintendent and be practical in his suggestions.

At a private club, the key person normally will be the Chairman of the Green Committee, but too often the Chairmanship changes hands every year. If the club has a Green Chairman who is really effective, really trusted and works well with the superintendent, the club ought to keep him in that position for as long as it can.

The same arrangement should also exist at public and daily-fee courses. It might even be more important at such courses.

A daily fee player is just as interested in the condition of the course as a country club player. But the daily fee player plays anywhere he wants. The owner of the course needs to work closely with the superintendent if he wants to attract business.

That should mean something other than just keeping the course cut back so it is conducive to moving a large number of golfers through each day. It should mean keeping the golf course in as good a condition as it can be, so players will enjoy it and come back.

It is important for a superintendent to encourage such a relationship. If the condition of a course goes bad, everyone suffers. That is when a club must have confidence in its superintendent. They will, if they know him and understand his situation.

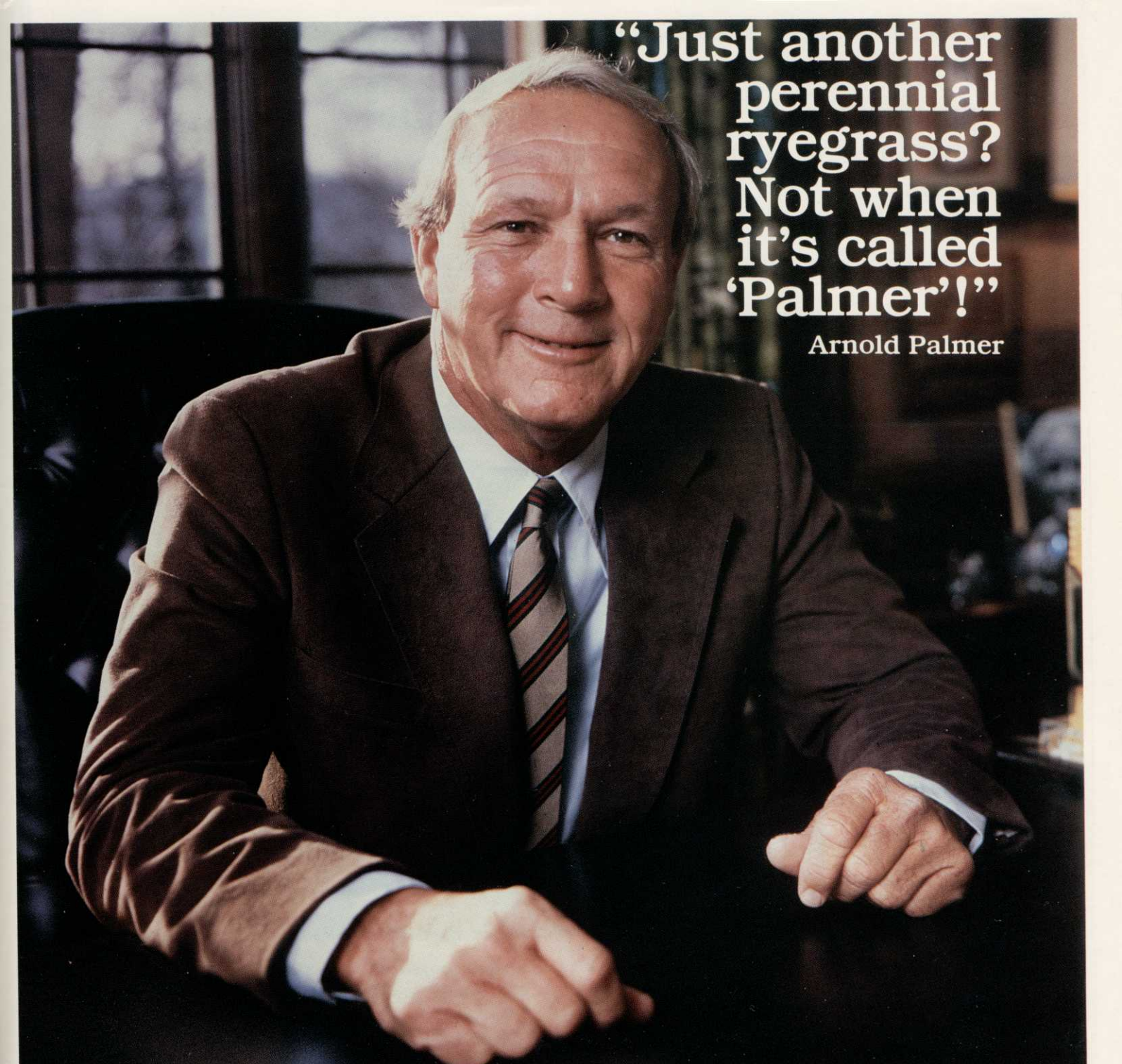
On the other hand, if the course is in good shape, the superintendent wants to feel that his efforts are appreciated.

I'm not saying that a superintendent should be free of criticism. But any criticism has to be constructive and should come from a single source. It should come from that key person, the one who also provides the superintendent with a lot of support when he deserves it.

It also is important to open channels of communication to people outside his club. Consultants — such as those employed by the USGA Green Section — are good sources of support.

A superintendent should not have to go it alone. Green Section consultants are trained as experts and have a wealth of observations and experience to draw upon. They can supply objective opinions to any problems the superintendent might have.

The ideal situation would be one where all golfers are educated enough to appreciate the role of the golf course superintendent. ■



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