

1995
Show Me!

Gary
Grigg, head
superintendent at
Naples (Fla.)

National Golf Club, will assume the presidency of the Golf Course Superintendents Association of America during this month's International Conference and Show in San Francisco. Following are his responses to questions posed during a recent interview.

Golf Course News: What is your No. 1 priority for the coming year?

Gary Grigg: Mainly I want to get the message out that superintendents are good stewards of the land, that we care about the environment as much as anybody. We haven't done a very good job of that.

GCN: Why is *Par for the Course* changing from the PRIME network to ESPN? What will that mean for GCSAA?

GG: The board of directors has identified three mandates from members — to improve superintendents' environmental image, to enhance their professional image and to better chapter relations. Moving the show to ESPN is an ideal way to address the first two.

PRIME reaches 30 million households. ESPN reaches 62 million. Beginning in February, the show will be seen in ESPN's Saturday morning golf block with *Inside the PGA Tour* and *Inside the Senior PGA Tour*. In that time slot, the show should be seen by 2.5 to 3 million people. It will also be seen prior to ESPN's Thursday and Friday coverage of Tour events. That kind of exposure will be invaluable.

GCN: Why was a golf course appraiser's section added to this year's educational sessions at the annual conference?

GG: We're trying to make our conference and show a professional event for the entire golf industry. Over the years, we've invited the U.S. Golf Association, American Society of Golf Course Architects, Golf Course Builders Association of America and National Golf Course Owners Association to lead sessions. We're trying to involve as much of the industry as possible.

We conducted a membership survey recently and were surprised to discover how many superintendents would like to own their own course. Knowing something about how to appraise a course would certainly help them.

GCN: Why was the new position of career development manager added?

GG: The board recognizes we haven't done enough in the career development area. Nothing is more important professionally to superintendents than their careers. That's why we're having educational sessions on how to use a computer, write a re-

As president, Grigg will make image his top priority

sume and look for a job. We needed a manager to handle that position and Kim Heck is exceptionally well qualified to do it.

GCN: The number of superintendents with the Certified Golf Course Superintendent (CGCS) designation recently surpassed 1,400. That's probably a good thing. But with so many holding the title, is there any chance it lessens the meaning in the public's eyes?

GG: Even at 1,400, that means less than one-tenth of the courses nationwide have a certified superintendent. We do need to continue upgrading the standards to obtain a CGCS. That's an on-

going process. The tests change yearly and standards get more stringent. The number of certified superintendents has been growing by about 100 per year. That's a good number.

GCN: Should more superintendents have signed up for the N.Y. Audubon Society Cooperative Sanctuary Program? What would hold a superintendent back from doing so?

GG: I'm not sure of the exact number, but we're somewhere around 1,400 to 1,500 courses right now. That's not bad. There may be some misunderstanding among superintendents that if they sign up, they are giving New

York Audubon a say in their daily operations. That's not true. The program can only help the game and the superintendents' image.

GCN: Why is the association increasing its emphasis on public golf?

GG: Over the last three years, we've begun to realize that we're not representing the entire golf industry. Our membership represents 85 percent of the private courses, but only 40 to 50 percent of the public ones. Obviously, we're not doing as good a job filling the needs of the public golf market as we could. If we do a better job of filling those needs, we'll attract more of them.

GCN: How do you see the job market for those entering the superintendent field?

GG: The market is flooded right now. There was a job opening a while back here in Naples. They got 60 applicants and never even advertised the position. The last time I counted there were 93 schools offering turf management degrees...

I'm glad I'm in the twilight of my career. There are some young guys out there who are just dynamite. But there just aren't enough jobs. I'm concerned about those who can't find work. Those that do find jobs are the cream of the crop.



Dimension[®] means fewer crab Well, almost

If you're seeking "professional help" for crabgrass problems on your course, Dimension[®] turf herbicide is just what the doctor ordered.

Now available from Rohm and Haas at a competitive price, Dimension still provides the same great season-long control of crabgrass and other tough weeds. And a new label now lets you apply Dimension in split applications.

This latest option is just one of the many ways Dimension gives you unmatched flexibility. Dimension is also effective in a single application — either preemergence or postemergence. Its application window is two to four weeks longer than most preemergence products, giving you extra time during your busiest season. Another way you can save time with Dimension is by using it in granular fertilizer, allowing you to do two jobs at once.