

GCSAA survey reveals supers' influence on decision-making, budget

LAWRENCE, Kan. — A recently completed Golf Course Superintendents Association of America (GCSAA) survey indicated members at all types of golf facilities are heavily involved in administrative and financial decisions that they execute themselves or with management. In measuring decision-making

responsibilities, respondents were asked to rank their influence in numerous areas on a scale of 1 (having no impact at all) to 5 (being the decision-maker).

Superintendents had the greatest influence in the areas of chemical application (94.4 percent listed No. 5), mowing and maintenance schedules (93.7 percent listed No.

5) and chemical product purchase decisions (96.0 percent listed No. 4 or No. 5).

The survey also revealed superintendents are influential in expenditures for capital equipment (93.3 percent listed No. 3 through No. 5) and equipment (97.4 percent listed No. 3 through No. 5). In terms of golf

car purchases, 46.9 percent are influential in categories No. 3 through 5.

Respondents also provided information as to the latest changes in the industry that have affected job performance. Results were divided by operating budget, with the lower end being less than \$250,000 annually

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and the upper end at more than \$700,000 annually. Regardless of budget level, one of the most frequent responses concerned providing conditions to meet the higher expectations of golfers while keeping within budgetary limits.

Associated with that, facilities at all levels expressed a concern of finding and maintaining qualified labor to serve on golf course maintenance crews. A strong economy and non-traditional work schedule directly affect the available labor pool.

Superintendents were virtually unanimous across the board in the positive impact alternative spikes have had in their work. Keeping abreast of the latest environmental issues was also a common response of all members.

The issue of accommodating disabled golfers centered on turf repair and capital improvements. Respondents indicated that 75.4 percent had no turf repair expenses, while 7.5 percent indicated expenses were less than 10 percent of operating and maintenance budgets (17.1 percent were unsure).

As for capital improvements, 65.7 percent indicated there was no cost, while 14.3 percent indicated the cost was less than 10 percent of the capital budget (19 percent were unsure).

Savvy Super

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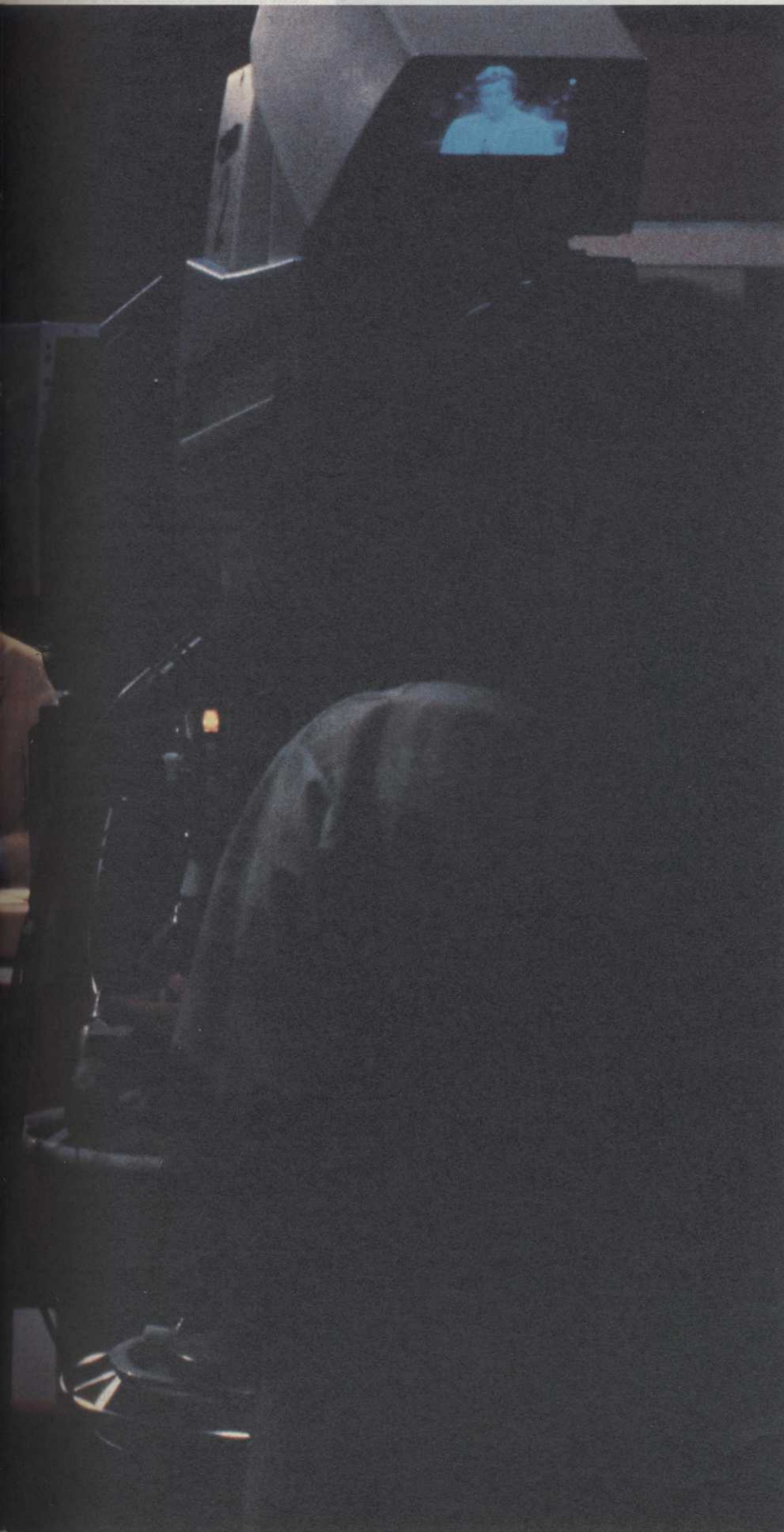
I cannot say enough about the *Leader Board* official publication from the GCSAA, which is published bi-monthly, providing information exclusively for golf course decision-makers.

The *Leader Board* always was a good publication and it has gotten even better since it became available by subscription.

It is now available, in recent years, as part of our GCSAA member package. Kim Heck is doing an excellent job of editing this great newsletter, which is very informative, for all of us to have at our disposal, in our files, to provide to course officials, with answers anytime one of the many provocative subject matters ever comes-up.

My only regret is that this newsletter does not come out monthly, only every other month, as it is that worthwhile.

becoming a victim of air pollution.



Ahh, television news in the 90s.

Tabloid journalism has sneaked its way onto the airwaves. And the pursuit of facts seems to have been replaced by the pursuit of ratings.

So the specialty pesticide industry needs a media watchdog that not only watches. But that also takes action.

Fortunately, we have one.

RISE. Responsible Industry for a Sound Environment.

RISE is a coalition of manufacturers, formulators and distributors from all areas of the specialty pesticide business.

In addition to promoting environmental stewardship, RISE makes sure the media doesn't report misinformation as fact.

We also hold editorial meetings with media decision-makers. And respond to negative articles or broadcasts that are incorrect. We've been very successful so far. Not surprising considering what our most powerful weapon is.

The truth.

Of course, there's still a lot more work to do. But rest assured, RISE is up to the task.

Because we know if we eliminate air pollution, the pesticide industry can breathe a lot easier.



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