



## Changes and value

I read the February issue of *Golf Course Industry*, and, having been known not to pay attention to things that sometimes don't matter at the time, was impressed with the magazine's style changes. The paper and format look nice.

I actually read the magazine cover to cover and was impressed again by the content. This is not to say I haven't read the magazine before, but with so many trade journals, it's hard to separate them. Yours stands out, and I'll look for it each month.

I enjoyed the article about certification, "A designation worthy of pursuit" (page 90). I even took a few minutes to call Darren Davis and needle him about his comments, all in good fun. I was glad to see you covered the subject, one the GCSAA doesn't put its money where its mouth is.

I'm all for Class A status, which, in my opinion, helps drive continuing education. But when many of us become certified and the shock of "holy cow, I passed" wears off, then what? I know we're told to self-promote, and that works to a point, but there's a fine line between self promotion and boasting. I'm not sure what the answer is, but seeing the progress made to raise Class A status, I will be long retired before the GCSAA gets around to showing the value of being certified.

**Matthew R. Taylor, CGCS**  
Director of golf course operations  
Royal Poinciana Golf Club  
Naples, Fla.

## A good idea

As a person who writes a significant amount and enjoys hearing feedback, I wanted to let Terry Buchen know I always enjoy his column and often use his tips. Most recently, I used the yellow metal squares to protect my irrigation heads from damage from my Verti-Drain (Travels with Terry, November, page 46). It's our golf season, which means lots of traffic. The Verti-Drain is in the field constantly, and our normal irrigation flag method of marking heads would be distracting to golfers. The yellow squares have been terrific.

**Darren J. Davis**  
Director of golf course operations  
Olde Florida Golf Club  
Naples, Fla.

## A step ahead

Last year, I attended Jim McLoughlin's superintendent seminar in Atlanta at the Golf Industry Show with the expectation of learning how I can further my career. After his seminar, I created my own resume/career Web site per his advice. A short time after completing my site ([www.michaelswilliams.net](http://www.michaelswilliams.net)), I was promoted to director of agronomy for a small management company in Southern California. During the interview process, one of the partners noted the information available through my site and how valuable it was to my experience and the job I was applying for. I just want to thank Jim for his insight about what it takes to be a step above the rest in this busy career of golf course management.

**Mike Williams**  
Director of agronomy  
Pacific Golf Enterprises  
San Clemente, Calif.

## Misrepresentation

I'm sure you're familiar with the saying "a picture is worth a thousand words." Your January cover speaks volumes about our struggles in the industry. We've fought for years for respect and the recognition that we're the go-to guys at golf facilities. It's bad enough we must share our education conference and trade show with those who are too busy reinventing themselves, from general managers to chief operating officers. The superintendent isn't the guy lurking in the background or who plays second fiddle to those who don't respect our value to a facility.

The article in relation to the photo barely touches the role the superintendent had in the practice facility renovation. I know Steve Cook at Oakland Hills. He's well spoken and very capable of explaining how the renovation was completed and how it will effect his operation. He wasn't even mentioned in the article. Shame on *Golf Course Industry*.

**Michael Mumper**  
Golf course superintendent  
Arrowhead Golf Club  
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