

## FEEDBACK

We'd like to hear from you.

E-mail us at [jwalsh@gie.net](mailto:jwalsh@gie.net) with your thoughts and opinions.

## Working together

There's no more important relationship that contributes to the success of a facility than the one between a pro and superintendent. I've learned an incredible amount of information during the past five years from our superintendent about what he does, why and the challenges he faces. He spent a few years on my side of the business and has an appreciation of what my challenges are. I'm a better professional because of this understanding, and he's a better superintendent through his experience on the other side of the counter. I'd have a difficult time believing there's a pro and superintendent who work together better than we do. Our owners recognize that and give us more freedom to do our jobs.

Pat Jones' column that quotes Ben Franklin ("Different, yet the same," November issue, page 66) – "we must hang together, gentlemen, or surely we will hang separately," – applies to the different factions of the green industry, and on a grassroots level, to professionals and superintendents. The way things are now, if pros and superintendents can't work together for the betterment of the

course and their jobs, owners will use that as another reason to let one or the other go and find a cheaper alternative.

**Todd Kueppers**  
PGA Professional  
General manager  
Chisago Lakes Golf Course  
Lindstrom, Minn.

## Multiple designations

"Changing roles" (November issue, page 30) is a great article. I have a question, though: How about those certified from the GCSAA and CMAA? I may be the only one. A goal of mine was to become certified with all three organizations (GCSAA, CMAA, PGA of America). Only one to go.

**David Gourlay** CGCS, CCM  
Chief operating officer  
Colbert Hills Golf Course  
Manhattan, Kan.

*Editor's note: We checked with the GCSAA about how many certified golf course superintendents are also certified club managers – and Gourlay is the only active CGCS/CCM the association*

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## MORE GOLF?

**T**he most critical aspect of the golf industry is the declining number of rounds, which is affecting many areas. Capital purchases for golf maintenance are being postponed; new carts aren't being purchased; PGA members are being fired and their contracts are being reduced; superintendents are losing their jobs and being pressured to cut costs; golf equipment isn't being sold; and golf course owners and operators are struggling with less income.

For the past several years, I've watched the industry struggle with how to reverse this trend and have seen many programs developed to bring new people into the game with limited and marginal success. A lot of time and energy has been spent without asking the people who've provided our past success – current golfers – to participate in the process.

Instead of trying to convince someone to start playing the game, wouldn't it be easier to convince existing golfers to play more? Studies show most of the new golfers who stay with the game have been introduced to it by someone who plays already. So, by encouraging people to play more golf, we could achieve double the value of such a program.

I encourage industry leaders to start a "More golf?" campaign similar to the successful "Got milk?" campaign. Imagine the economic impact if we could encourage the existing 20 million golfers to play one more round of golf.

**Jeff Hoag**  
Co-owner  
Scott Lake Country Club  
Comstock Park, Mich.

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knows about. Peter Salinetti of Schenectady, N.Y., is a retired CGCS/CCM. However, the GCSAA only tracks members' other designations if they volunteer that information, so there may be more. If you or someone you know is both a CGCS/CCM, we'd like to know. Contact Marisa Palmieri at mpalmieri@gie.net.

### Bunker liner cost

It's important to note the quoted cost of installing hard or soil-binder types of liners (\$2.50 to \$3.00) was inaccurately high in Jeff Bauer's column ("Bunker liner low-down," November issue, page 14). Speaking for Klingstone, the material cost about \$1.25 per

square foot. We don't doubt some builders have quoted a labor factor as high as an additional \$1.25 to \$1.75 per square foot, often because of unfamiliarity with the product and/or its application.

Our product is sprayed into the bunker cavity through a rubber hose and isn't more difficult or involved than "watering" the bunker cavity. There are no fabrics to cut, seams to match or staples to install.

While materials for fabric liners are less expensive to purchase, they're more labor intensive and time consuming to install and repair. The installed costs of the

different systems should be significantly closer than the article suggests.

**Bob McCormick**  
General manager  
Klingstone  
Charlotte, N.C.

