

COMPANY	WEBSITE	PAGE
Aqua-Aid	www.aquaaid.com	8-9*
Champion Turf	www.championturfarms.com	8-9*
Clivus Multrum	www.clivusmultrum.com	26
Cushman	www.cushman.com	2
DuPont Professional Products	www.proproducts.dupont.com	5
Executive Golf Search	www.egsinc.com	32
Irrigation Consulting	www.irrigationconsulting.com	54
Jacobsen	www.jacobsengolf.com	19
John Deere Golf	www.deere.com	60
JRM	www.jrmonline.com	55
Knox Fertilizer	www.knoxfert.com	43
New England Grows Inc		27

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PBI/Gordon	www.pbigordon.com	21, 45*, 54
Rain Bird	www.rainbird.com	15
Redexim	www.redexim.com	45*
Sipcam/Advan	www.sipcamadvan.com	59
STEC	www.stecequipment.com	29
Syngenta Professional Products	www.syngentaprofessionalproducts.com	24-25
Toro	www.toro.com	39
Turf Diagnostics & Design	www.turfdiag.com	32
Weeks Farm Machinery Auction	www.weeksfarmmachinery.com	49

*Denotes regional advertising.

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LOVE THY MEMBERS. Treat every member the same. It's probably okay to become friendly with your employers, even have off-course relationships with people you've worked for over many years.

However, always keep your eyes and ears open for signs that the end is near:

- An eerie silence befalls the golf course and the friendly associations stop.
- You're no longer asked to attend board meetings, or your assistant is asked to join you.
- You sit alone in the grill-room.
- You begin hearing about minor issues regarding the course even from your most ardent supporters.
- Even your "friends" begin looking for second opinions.

SPECIAL PROJECTS. Arguably the greatest attribute of a superintendent is a never-say-die attitude. You should be trying to accom-

plish as much as possible with unrelenting enthusiasm.

However, be wary when the club, owner, or management group begins asking you to take on projects that don't fall within your area of expertise, jobs like resurfacing the parking lot, re-decking the patio around the pool, re-fencing around the tennis courts, repairing the clubhouse roof, even undertaking significant tree removal. These tasks will take you away from the golf course, and if course conditions decline, so will your job security.

Tom Landry, the legendary former Dallas Cowboys coach, said to me that being a successful football coach is just like being a successful golf course superintendent. In both cases, "you are only as good as your last day."

Want to get fired? Ignore what your membership is thinking about you. Instead, be smart and you'll be the one deciding when that last day comes. **GCI**

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