

# Good Appearance Is Good Advertising for Greenkeepers

By CARL E. SABRAY

I was for a few years a golf course equipment salesman. I had an opportunity to observe the personal appearance of greenkeepers and I did.

What I have seen some greenkeepers accomplish suggests that personal appearance may have something to do with getting ahead.

I recall once meeting a man who impressed me by his appearance as being a substantial business executive. Soon I learned he was a pro-greenkeeper. A few years later he became the pro-greenkeeper at a much larger, private golf course. Whether his personal appearance had anything to do with his getting this better position, with its many advantages, I don't know. I do know, however, this much about it.

One day before this club had engaged anyone for that position, one of their executives mentioned to me the names on their list of applicants. The name of the acquaintance I have mentioned was on the list. I knew or had heard about most of the others and while some of them had equal experience, and in my opinion may have been as capable, it was this acquaintance who was selected. I'll wager his personal appearance at least was not in his disfavor.

It is doubtful if any greenkeeper would neglect his personal appearance at the time he was applying or was being interviewed for a position. How many have been guilty of it after the job was secured?

I have not known or heard of any greenkeeper ever being released or demoted because of neglect of personal appearance. It may have happened. I have heard club officials specify a greenkeeper for their club with good personal appearance.

## Appearance Is Advertising

Notice that progressive merchants don't neglect either the outside or inside appearance of their establishments. They know that appearance is a factor in determining how often the cash register rings. National manufacturers don't stop at just producing the highest quality products; they spend thousands of dollars annually to advertise them. The most capable and experienced greenkeeper who neglects his personal appearance is advertising too, but in reverse.

Club officials and members understand that a working greenkeeper can't be doing maintenance and construction work on a golf course under many unfavorable conditions and be, as they say, all dressed up. He can't at those times wear a pair of shining shoes, a well pressed suit, and a matching shirt and tie. He doesn't have to look like a ragman either. He can shave every day, and when he thinks he might need a hair cut, not put it off, get it!

I recall a greenkeeper that I frequently called on when peddling my wares. He was employed by a substantial 18-hole private club. What always impressed me was that during the winter months I usually found him working in the barn on his mowers or other equipment getting it ready for spring use, and even under those conditions his appearance was always neat and tidy. He had been with that same club for several years then; was always furnished good equipment to work with—and in short had a good greenkeeping job. Maybe his personal appearance didn't have anything to do with it, but I called on his green chairman too, and in speaking of the high regard that he and his club had for this greenkeeper he never failed to sprinkle in a few words about the neatness of this greenkeeper's personal appearance.

Observe the personal appearance of the men who are your club officials; the salesmen who call. It is true they may be salesmen and business men and have something to sell. They have learned the worth of not neglecting their personal appearance, haven't they? And since when has a greenkeeper nothing to sell?

The greenkeeper has a full time job of selling his boss and selling his workers. Selling the boss—his green-chairman and club—the ideas that get him sufficient help—more and better equipment—and maybe a better job. Selling his workers is just another way of producing better results.

Spend a little time working at improving personal appearance. It may turn out that the comments you haven't heard about neglect will come as the improvements show up.

You can likely judge what your daily score is on personal appearance by what your letters of recommendation say about it when you got your job and what they will tell you when you leave it.