

# Cardinal Rules

A list to live by — from A to Z

**A — Attitude** determines altitude.

**B — Big Picture.** Always see it and take it in at all times. This allows you to better perform the many tasks you face daily.



**C — Communicate,** communicate, communicate. You can never overcommunicate to your employees, golfers or employers.

**D — Duck ...** when someone yells, "Fore!"

**E — Employees.** Always hire the best, pay them fairly and treat them well.

**F — Family.** You married your wife, not your course.

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**Editor's note:** With a little help from his friends (about 30 of his peers), Lee Griffin, assistant superintendent at the Country Club of Johnston County in Smithfield, N.C., created this A to Z list that superintendents should strive to adhere to in their work and daily lives.

An advertisement for Curalan EG fertilizer. At the top, a circular patch of grass is labeled "Spot." Below it, two bags of Curalan EG fertilizer are shown, with the word "Not." written in large letters below them. At the bottom, the text reads "Curalan® EG chases away Dollar Spot." The entire advertisement is enclosed in a green border.

Spot.

Not.

Curalan® EG chases away Dollar Spot.

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## Caretakers of the Game



- Steven W. Renzetti  
CGCS  
Quaker Ridge G.C.  
Consulting Agronomist,  
LPGA Tour

In the history of golf course maintenance, several significant developments have altered either the way we perform our jobs or have raised the bar on course conditioning. I believe that no event has had

a more direct impact on putting green quality than the mass conversion from metal spikes to plastic cleats.

*"...no event has had a more direct impact on putting green quality... than the mass conversion from metal spikes to plastic cleats."*

Golf course superintendents were the most passionate among those groups that initially embraced the use of plastic cleats over metal spikes. On the surface, we saw the benefits of better looking greens and healthier plants. Once golfers could see the incredible changes that alternative cleats brought to the game, they joined superintendents in supporting this major makeover.

Over the past decade, golfers have benefited from vast improvements in ball and club technology. The game is different because of them. But golfers, and we as superintendents, are acutely aware of the incredible gains brought to the game from the advent of plastic cleats.

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**Softspikes** BRAND

(800) 638-0075 www.softspikes.com

CIRCLE NO. 140

## Cardinal Rules

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**G — God.** After all, we're taking care of His creation.

**H — Honesty.** It's always the best policy in any situation.

**I — It.** It's only grass, and it will usually grow back.

**J — Job.** Do your best at your job, but remember — it's just a job.

**K — Know.** Don't be afraid to say, "I don't know." It's not your job to know everything but to know someone who does know an answer.

**L — Listening.** God gave us two ears and one mouth. That should be a hint.

**M — Mountain.** Is this the mountain you're willing to die on? Too often, we make too much of the little things and fight for something that's trivial.



MIKE KLEMM

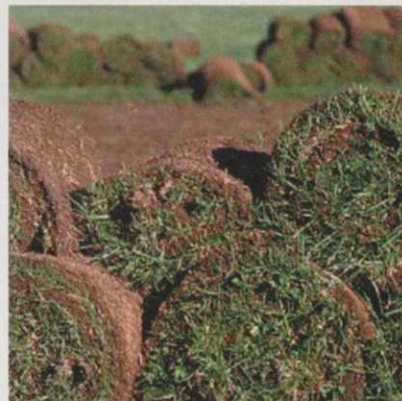
**N — Never.** Never think that you can't improve.

**O — Organization.** This is vital in presentation. How you keep your shop and your personal belongings in order says a great deal about the kind of person you are. Plus, you'll be able to find what you need when you need it.

**P — Politics.** Try hard not to get involved with politics.

**Q — Quiet.** "At times, it's far better to remain silent and be thought a fool, than to speak up and remove all doubt," Abraham Lincoln said.

**R — Records.** You can never keep enough records — pesticide, financial, employee, work, weather, etc.



CORBIS

**S — Sod.** Green side up.

**T — Treat.** Treat others the way you want to be treated.

**U — Unity.** Promote unity with the pro, general manager, green chairman and other golf course staff members.

**V — Visible.** Be visible to employees, golfers, media and employers.

**W — Walk.** Walk your greens daily and your course weekly.

**X — Xample.** Lead by example.

**Y — You.** You can make a difference. You have the same 24 hours in a day that Helen Keller, Albert Einstein, Franklin D. Roosevelt and Donald Ross had.

**Z — Zest.** Have a zest for life and your job. ■

*If you'd like to add to the list, we'd love to hear from you. You can e-mail your responses to [laylward@advanstar.com](mailto:laylward@advanstar.com) or [fandorka@advanstar.com](mailto:fandorka@advanstar.com)*