

Running the Show

Continued from page 67

know who you are or think you're hiding something that you can get into trouble."

"Help them win"

Ken Blanchard, chief spiritual officer of the Ken Blanchard Cos., a management and leadership training and consulting

firm, gave an uplifting speech to superintendents Friday during the show's general session. Blanchard, described as "insightful" and "compassionate" in his biography, basically told superintendents that the secret to success is to adhere to the good ol' Golden Rule.

BRUCE MATTHEWS, GCSAA



"You want to create memories," spiritual speaker Ken Blanchard told attendees during the general session.

Superintendents need to treat the people they come in contact with — from players and members to their crew members — with respect and dignity.

Blanchard said superintendents shouldn't just stop with satisfying customers.

"You want to blow them away," he said. "You want to create memories."

Regarding their workers, Blanchard said superintendents should help them "win" at their jobs.

WATERFRONT OR BEACHFRONT WITH THE ALLEN HOVER MOWER IT DOESN'T MATTER.

THE ALLEN HOVER MOWER WILL
SAVE TIME AND PROVIDE A BETTER
CUT VERSUS ANY STRING TRIMMER.

POWERED BY FOUR-STROKE
HONDA ENGINES, THE ALLEN
HOVER MOWER IS AN EQUIPMENT
INVESTMENT THAT WILL SAVE
YOUR COURSE MONEY AND PROVIDE
A BETTER PLAYING SURFACE.

ALLEN HAS LONG BEEN
RECOGNIZED AS THE BUILDER
OF THE FINEST HOVER MOWER
IN THE TURF INDUSTRY.

SO CHOOSE ALLEN
AND CHOOSE THE BEST.



allen

SEAGO INTERNATIONAL, INC.

WHETHER YOU GROW IT OR MOW IT,
ALLEN IS THE PROFESSIONAL'S CHOICE.

CALL 1-800-780-9889

FOR YOUR NEAREST DEALER.

P.O. BOX 1131, HOBE SOUND, FL 33475

PH: 772-546-9889 • FAX: 772-546-4242

WWW.ALLENSEAGO.COM

E-MAIL: HOVER@ALLENSEAGO.COM



Affiliate
Member

Roll(er) With It

Milt Engelke, turfgrass professor at Texas A&M Turf Research Program, knows a few things about unreasonable golfer demands. In his spare time, he moonlights as a consultant and has worked on many golf courses with demanding clientele.

Engelke, who spoke on Bentgrass Management and Root Zone Maintenance, said he is not a fan of rolling greens because of the damage it can do to the root zone. He told the superintendents at the seminar about how one creative superintendent dealt with his membership's demands that he roll greens that were already too fast.

"Every few days, he would put a roller into the back of a utility vehicle and make a couple of passes around the course where the golfers could see him," Engelke said. "Then he'd take the roller back to the shop and put it away — without ever using it once."

Engelke smiled at the group.

"He never got questions about rolling again," Engelke said. "The membership never knew the difference."

Engelke used the anecdote to illustrate a larger point — superintendents are often asked to perform tasks by golfers that don't make agronomic sense. He said superintendents need to be creative in finding ways to deal with those demands so they don't destroy turf.

— Frank H Andorka Jr.,
Managing Editor