

Off The Fr



DEEP THOUGHTS

WITH Rick Slattery

Superintendent shares views on golf and the economy



Editor's note: Rick Slattery, longtime superintendent of Locust Hill Country Club in Fairport, N.Y., is an astute person who not only keeps up with the latest in golf course maintenance agronomics, but is well-versed in what's going on in his world, from politics to the economy to world events. *Golfdom* asked Slattery, who is on the magazine's editorial advisory board, to share some of his thoughts with readers. Slattery's column will run randomly in *Golfdom*.

Barack Obama was elected president of the United States by signaling a message of change. Will the green industry be willing to change?

I, for one, reject the notion that Democrats will regulate and tax golf courses out of business. In fact, most pundits agree that some regulation is good as long as it doesn't smother — just look at the reasons behind the stock market crash last fall. Although over-regulation and taxation are real threats, if anything puts us out of business, it will be our economy.

Historically, the golf industry has prospered during strong economies and struggled during weak economies. Golf survived the Great Depression, and it will survive this too. But with emerging economies around the world, there is a growing global demand for fertilizer and water for food-producing agriculture. The pressure for us to reduce water and agronomic input will come not only from environmental fronts and political regulation, but economically as well in escalating costs and decreasing availability of water and raw materials. Are we fighting to preserve the size of our piece of the pie, when the pie as a whole is shrinking? ■

Golfdom would like to hear your deep thoughts on Slattery's view. Just send an e-mail to info@golfdom.com.

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