

**G**olf, as most of us middle-to-high handicap hackers know, is often defined as “flog” spelled backwards. Flog is what we do to that poor, little white ball for 18 holes or 4.5 hours, whichever comes first.

But what else does G-O-L-F stand for? Try these out for size:

**Golfers Observe Lots of Fauna:** I’m not telling you anything new about seeing wildlife on a golf course. It’s one of the nicer perks of being a superintendent. We all have memories and stories about the critters we have seen or interacted with on our properties. Some, but not enough, have joined the Audubon Cooperative Sanctuary program and have documented and shared the positive wildlife stories golf has to tell. We need more courses to join the effort through Audubon International and the Golf Course Superintendents Association of America’s Environmental Institute for Golf.

**Get Off your Lazy Fannies:** This name of the game topic does not refer to your daily work ethic. I know the kinds of days superintendents can have. While we certainly have gained some respect over the past five to 10 years, most folks still don’t understand the daily balancing and juggling acts that we go through to produce those acceptable and affordable playing conditions.

What I’m referring to is the often appalling superintendent turnout at local chapter meetings and seminars where vendors often outnumber superintendents two to one. I’m also talking about leaving advocacy of important issues to only a couple of people in the chapters. I’m talking about those who have been willing to lead the effort to either work with local governments and/or oppose local ordinances that ignore science and embrace emotionalism and political expediency.

I’m also talking about the hesitancy in the membership ranks for volunteers to step forward and serve and give back to the organizations and industry that helps you earn a living in a very special line of work. Don’t wait to be asked! Those poor guys and gals who are serving on the board for the umpteenth time because

## In the Name of This Great Game

BY JOEL JACKSON



IT’S UP TO YOU TO  
ENHANCE THE GAME’S  
IMAGE BY FOLLOWING  
BEST-MANAGEMENT  
PRACTICES AS YOU  
MANAGE THE GOLF  
COURSE

no one else is willing would love to invite you to serve if they only knew you had an interest in the first place. You are interested in your profession, aren’t you?

This brings us to G-O-L-F as, a **Goal Of a Lasting Future**. In the wake of the slumping economy, PGA Tour Commissioner Tim Finchem realized everyone on the tour had to make an extra effort and asked the players to work a bit harder to please fans and sponsors. During the Arnold Palmer Invitational recently, the topic was revisited as golfers Rocco Mediate, Kenny Perry and Jason Gore remarked how sad it was they had to be reminded about the critical role the players had in the success of the PGA Tour. They cited their host Arnold Palmer as the perfect example of what a golf ambassador should be. Perry says he remembers what Palmer told him, “Always take care of the fans. Take care of the people. Take care of the sponsors. Take care of the game.”

Those words from “The King” ring true for superintendents as well. Take care of the fans — your golfers and members. Take care of the people — your crew, fellow department heads and the club staff. Take care of the sponsors — the club ownership and management team and your suppliers who sponsor your chapter events.

Take care of the game. Isn’t that job No. 1? It’s up to you to enhance the game’s image by following best-management practices as you manage the golf course. Showcase the beauty and communicate the positive impacts golf courses can have as an asset to the local community.

For the future of golf, always do the right thing — and in the name of the game.

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