

Technically We Are Golf is a grand conglomeration of the leading golf associations embarking on a national golf awareness program. They annually visit Washington, D.C. to showcase the golf industry's economic, environmental and social impact on the U.S.A.

In reality, who is golf? You are. You and every Tom, Dick or Harry, Mary, Sally or Sue who ever mowed a green, raked a bunker or set a cup. Everyone from the Scottish sheep herders of yesterday to the Chinese greenskeepers of tomorrow are part of golf.

There may be tarnished silver cups and faded photographs in trophy cases in clubhouses and museums that denote historic milestones in this grand old game, but there are also flashing electronic scoreboards and dazzling new high-tech balls and clubs that keep pushing the record books to new levels and that includes our maintenance equipment too.

For every top touring pro and golfing celebrity there is a high school kid slinging a string trimmer, an inner-city kid taking a first whack at a golf ball while participating in a First Tee venue or a retiree either playing in his regular group at the Muni-course or hawking golf balls while making his rounds as a part time ranger.

Who is golf? All the folks who get up at o'dark thirty to drive to work on a golf course. All the people who manufacture, distribute and sell golf equipment and merchandise in golf shops. All those who sell and service golf maintenance equipment and turf care products around the world.

And don't forget the land owners, the golf course architects, the bulldozer operators and construction crews who haul the dirt, dig the ditches and plant the grass.

From the classroom professor to the Green Section Agronomist there is a stream of people who teach, research and otherwise guide the rest of us through the science of managing golf courses.

From Scotland, England and Ireland to America and then back to Europe, golf circles

We're Making Golf History Right Now

BY JOEL JACKSON



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the globe. Just look in Australia, Asia, Africa and the Middle East and the islands in the Pacific Ocean and you will find golf.

We are all part of something big and historic. I dare say you seldom ever stop to think about golf beyond your daily responsibilities and immediate goals and needs. I guess that is the necessity of addressing Mother Nature's changeability and your daily tee sheets.

But if you never savor the connection you have with all of these people and places dedicated to maintaining golf courses or simply playing the game, then you are missing out on a chance to be part of something bigger than all of us. You are also missing out on the chance to meet and learn from these people whoever and wherever they are and whatever they do.

Golf is an interesting way to ride the road of life. People great and small play the game or take care of golf courses, and if you take the time and make the effort to travel that road beyond your 100 acres, you might meet someone or learn something that will enrich your life from this day forward.

The seeds of camaraderie may be sown in agronomic classrooms, but friendships are nurtured and blossom when you take the initiative to become more of a part of your segment of the worldwide golf community. That world may be as small as your local association no matter what part of golf you work in.

We will always have challenges to face, but our fellowships and friendships earned and grown from our participation in our profession will give us the knowledge, experience, and humor to help us carry the day.

Certified superintendent Joel Jackson is Executive Director of the Florida GCSA.