

expensive \$350,000 clubhouse.

This move signed the death warrant. The new clubhouse did not entice one new member to join the club, and the assessment to the membership caused most of them to leave the sinking ship.

With good organization the club could have sold another 300 members without a new clubhouse, because they already had a fine golf course and all the potential in the world. A point to remember is that the good golf course had little if no competition, but a clubhouse competes with every cafe in town, with TV, supper clubs, baseball and football. With old line clubs the social features involved are practical, but with the average country club, most of the social activities are centered around golf.

The successful club also needed some sort of clubhouse. The clubhouse, however, had to fit into the pocketbooks of the membership. The building committee in charge of the project came up with several sets of clubhouse plans.

“Why did they leave? . . . they had been members of their club for six years and had never felt that they were members.”

Their primary concern was to build something adequate, but not out of the reach financially of at least 95 per cent of the membership. Wisely, they built about two-thirds of the clubhouse, including the basic requirements: locker rooms, grill room and dining room. This partial clubhouse served to satisfy the needs of the membership for the present time and was financially practical for almost every member. The financing of the first phase was done through a local bank which amortized a loan of 15 years. The cost to each member was \$5 a month tacked onto his monthly dues. (Incidentally, the clubhouse was completely finished by another board of directors about 10 years later at no additional expense. That is, the \$5 tab was still enough to take care of the costs.) The key to the winning club's success in getting a new clubhouse was based on two factors. First, coming up with several alternative plans; second, building a clubhouse that over 90 per cent of the members could afford.

At the unsuccessful club about 25 members decided to put up about \$200,000 of their own money to keep the burial from taking place. It so happened that most of these benevolent souls were also ex-board members. Now instead of just the usual nine board members there were 25. The supervisory people they employed had no experience in professional management areas required to make any golf facility function. Within several months these men were trying to get back at least 75 per cent of their investment.

Had the majority of the original board members acquired the services of competent people and organizations and put their advice and consultation to use, the club would be thriving. Six months prior to the death of the club, four members joined my club. My club had an old worn-out golf course and a functional, but not fancy clubhouse. Why did they leave? They said that they had been members of their club for six years and had never felt that they were members. One of the group said that the board

hadn't been honest with him; they should have told him it was going to cost him \$500 more to build a new clubhouse. A couple and their three golfing sons said that they went to a board member and said that they couldn't afford to pay the \$500 assessment. The board member said, "If you can't afford a country club, you don't belong." That last remark is a thought too many directors have and it has caused more financial problems and unhappy members than anyone could possibly comprehend.

After one full season, these 25 investors tossed in the towel and put the club up for sale. While waiting to sell the club, the facility was opened to the public, which kept the club breathing just enough to keep the heart beating. Just before they started to throw the dirt on the club, a local businessman purchased the layout. He paid slightly less than \$200,000, which was about \$500,000 under the appraised value.

What can be learned from this study? Primarily, being a board member is more than honorary. It is a job that protects the investment of several hundred members. Before any board of directors makes a decision involving large and costly capital improvements, it should first base its judgment on how much the majority of the members can afford out of their own budgets. If the board is not considerate of the amount of money about 90 per cent of the members can spend, then a lot of trouble can begin. In too many cases a board will consider what only 10 per cent of the members can afford; that isn't practical or fair.

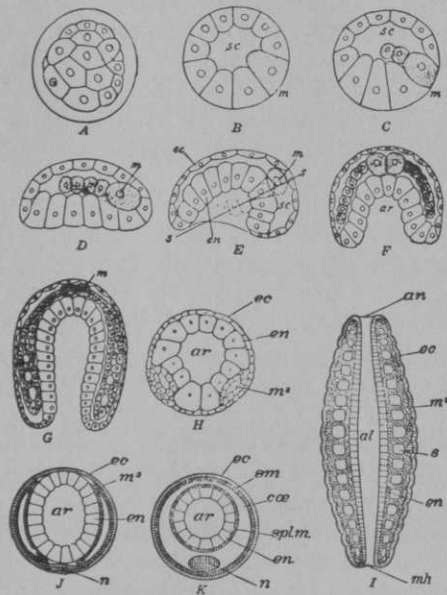
Board members should learn to communicate with as many members as possible. I remember one incident that involved a serious matter. Each board member voiced his opinion. One said, "Well I talked to a lot of people and they said such and such." I asked him to clarify what a "lot of people" was. Was it 30? 40? 100? He confessed that a lot was three members—of his regular foursome. The majority rule should always be in effect at the country club. To stay out of a lot of unnecessary trouble,

“Most of the woes and much of the higher costs in club operations are caused by a lack of direction from the top.”

it is wise to find out just what the majority of members feel and think about small and important matters. Some clubs have weekly and monthly periodicals to keep the membership informed. This is good, but to communicate successfully the officers must take a step further and meet the members face to face.

Most of the woes and much of the higher costs in club operations are caused by a lack of direction from the top. The average board member of a country club knows very little about golf and club business. But one way of heading off trouble before it occurs, is to work closely with the professional management personnel before making decisions on vital club matters. This doesn't mean that the board should tell the crew how to mow a green or the professional how to run his pro shop. It does mean that the board respects the fine line that lies between direction and management. □

TURNING A PROBLEM INTO AN ASSET



RATHER THAN VIEW THE EXISTENCE OF EARTH-WORMS ON HIS COURSE AS A PROBLEM, THE AUTHOR DECIDED TO INVESTIGATE THEIR POSSIBLE ADVANTAGES—AND FOUND MANY

By Bill Smart

Superintendent
The Powelton Club, Newburgh, N.Y.

A casual remark by one of my members prompted me to investigate the relationship between earthworms and fairway turf. In the late summer of 1967 one of the crew members complained to me of "mud" building up on the rollers of the 30-inch mower units. A check of the fairways showed that the problem was occurring on the number nine fairway and that the mud was actually worm casts. I knew from past experience that 10 per cent granular chlordane at the rate of 100 pounds an acre (10 pounds actual) would control the earthworms. For budgetary reasons, I then planned to control the worms by doing half the fairways at once and the remaining half the following spring. I happened to mention this plan to a member who expressed surprise, because worms "make top soil."

I remembered reading at one time some estimates of the amount of soil brought up by worms, but I needed solid facts to work with. I found them in "Handbook on Soils" (Brooklyn Botanic Garden, 1000 Washington Ave., Brooklyn, N.Y.). The material in the handbook dealt mainly with gardens, but was easily converted to golf course application.

Worms do indeed benefit the soil through their digestive-digging action: by the material which is restructured as it passes through their bodies, by their network of channels (slime-coated to resist washing by rain or irrigation) that is in effect aeration, and by conserving nitrogen in their bodies as protein during the winter. This protein is released again as nitrogen in the spring when the old worms die and the new generation takes over. The N release is

often deep in the soil where it is needed for good turf root structure. One study estimated the N at 40 pounds an acre, equal to one application of fairway fertilizer! This is organic fertilizer of the highest quality and at no cost.

Figuring at the low rate of three worms a square foot, an acre would contain over 130,000 worms. If each brought up one ounce of finely granulated organic-laden soil (and I think it is much more) a week, this means four tons an acre or 160 tons on the fairways of the average 18-hole course. Multiply that number by the weeks that the worms are active: roughly eight weeks in the spring and eight in the fall. It staggers the imagination!

Needless to say, I re-evaluated the problem and decided not to destroy
(Continued on page 35)



The Dow Chemical Company, Agricultural Department, Midland, Michigan 48640.

Keep your petals on. ZECTRAN insecticide is back.

ZECTRAN[®] is back! It's back because you asked for it. You needed its broad-spectrum control of most major foliage-feeding insect pests (even hard-to-kill kinds). And its proven extra safety on over 600 different flowers, ground covers, trees, shrubs, house plants and turf. It's biodegradable, nonstaining, easy-to-apply. Liquid or powder. In our formulation or to mix with yours. ZECTRAN is back.



For more information circle number 175 on card

Now is the time to think about **FALL AERIFYING** (and about the people who invented the Aerifier.®)

Perhaps we shouldn't be so modest. We didn't invent **Fall** aerifying. But, with the Aerifier® we did create the first practical method of aerifying turf grass. Period. That's why the name Aerifier® carries our registration mark.

And that's why our aerifying spoons—the heart of the aerifying process—carry our patent number.

Our patented spoon design, although it makes only a small hole in the turf cover, gently removes cores of soil from surface to root zone . . . so packed soil has room to expand. Air, water and fertilizer can get down where they're needed. Compaction is reduced . . . so balls bite more, bounce less.

And most important, grass roots get a new lease on life.

For large turf areas, we recommend the tractor-drawn GN-3 Grasslan . . . a full 6' swath of 140-spoon penetration, with "straight-line" design to hit the high, hard spots harder and prevent over-penetration of softer low areas.

(For **really** large turf areas, ask us how to set up three Grasslans in series to provide **an 18' swath**. And the whole rig will pass through a 7' gate!)

If you prefer a tractor-mounted Aerifier®, order either the Hahn–West Point TM-80 or TM-140 model. Both cultivate a full 6' swath . . . one with 80, one with 140 spoons. Both have the same "straight-line" construction and large 18" free-wheeling spoon discs as the Grasslan model.

For smaller turf areas, select the maneuverable, self-propelled Hahn–West Point JR-3. Positive depth control . . . 20" cultivating swath . . . Flexipress springs . . . easy-spin starting . . . Choke-A-Matic throttle.

Get your turf ready for winter this year by using a Hahn–West Point aerification program. The time to start getting ready is **right now** . . . and the thing to remember is this:

**THE ONLY AERIFIER® AVAILABLE
IS MADE BY THE PEOPLE WHO
CREATED PRACTICAL AERIFICATION.**

HAHN 
WEST POINT
DIVISION OF HAHN, INC.

1625 N. Garvin • Evansville, Indiana 47717

these aids to better fairways. The casts were troublesome only in a few areas. We made an effort to mow the grass when it was dry and put scrapers on the rollers of the 30-inch units.

If these creatures are so beneficial what can be done to encourage them? It is recommended that mulches be applied to gardens during the winter to protect the worm population from deep freezing. This practice is hardly necessary, desirable or practical on fairways. The turf acts as a protection. Of course fairway watering promotes the moist conditions for maximum worm activity, and I have found that organic fertilizers (natural) seem to encourage them. Chemical fertilizers seem not to harm worms, but do not provide humus, which the organics do. In my experience neither 2, 4-D nor the MCPP products at normal rates have any effect on worms.

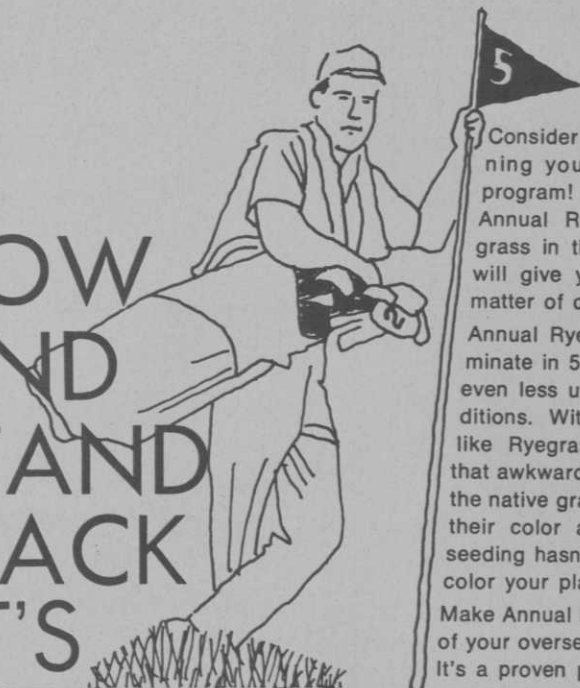
Sometimes it is recommended that worms be purchased and liberated as breeders, but this is seldom necessary. If the soil is suitable (sandy or gravelly soils will support worms less well), they will be present in suitable numbers. In short there is not much a golf course can do that they do not do now as normal maintenance, except withhold insecticides unless they are urgently needed.

A golf course seldom is a product of nature, but in the case of the lowly worm, it seems golf courses have everything to gain and nothing to lose by letting nature have her way. □

Editor's note: GOLFDOM realizes the controversial nature of the above article. One problem with earthworms raised by Dr. Fred Grau is that earthworm casts can be slicked down by traffic to the point where the grass is smothered under the mashed and compacted casts. The casts also make walking a chore and, obviously, do not help a golf shot. "There is quite a difference between the desirable agronomic effects of earthworms in turf and the undesirable effects of the casts on the playing quality of the turf," says Dr. Grau.

GOLFDOM welcomes any comments that our readers might have on this topic.

SOW AND STAND BACK IT'S RYEGRASS



Consider this when planning your overseeding program! You'll find that Annual Ryegrass is the grass in the mixture that will give you green in a matter of days.

Annual Ryegrass will germinate in 5 to 14 days . . . even less under ideal conditions. With a fast starter like Ryegrass you'll avoid that awkward situation when the native grasses are losing their color and your overseeding hasn't produced the color your players want.

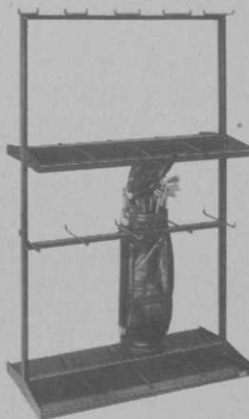
Make Annual Ryegrass a part of your overseeding program. It's a proven performer.

For free brochures on
"What You Should Know About
Oregon Ryegrass"
write to:

OREGON RYEGRASS GROWERS SEED COMMISSION

Dept. 3 One, Rivergrove Building • 2111 Front Street N.E., Salem, Oregon 97303

For more information circle number 210 on card



INCREASE EARNINGS, SERVICE & SPACE Remodel your present storage space, update with NEW *Stafford* VERTICAL BAG RACKS

- Wear and tear of golf bags is completely eliminated
- Damp bags dry faster — no mildew
- Faster, easier storage
- Provides a neat appearance
- Easy to install and add more as needed

Your members will like the extra convenience and care. Your pro shop profits from 40% more space these racks make available. Double unit shown holds 16 bags, size 2' x 4' x 6'-6" high, gives 12" x 12" space for bags. Single unit holds 8, size 1' x 4' x 6'-6" high. Sturdy steel. Bags set solid on tapered shelves. Send us your floor measurements, we will plan a layout and quote you — no obligation. U.S. and Canadian patents. Send for folder.

The A.G. STAFFORD Co.
2000 Allen Ave., S. E.
Box 8877, Canton, O. 44711
Phone 216/453-8431

For more information circle number 167 on card

Safari SPECIALISTS IN COLD WATER

... where you want it!
... when you want it!

GAS-FIRED Drinking Fountains
and Water Coolers
Safari Electric Drinking Fountains
Unconditionally Guaranteed
never to burn out due to drop in
line voltage.

SAFARI (DEPT. G)
591 N.E. 5th Street, Pompano Beach
Florida 33060
Phone (305) 942-8076

For more information circle number 214 on card

AQUAPROBE



SUB-SOIL MOISTURE TESTER

AQUAPROBE takes the guesswork out of soil moisture testing. Scientifically measures moisture at depths from 2 to 26 inches. No digging; no fixed point of measurement. Amazingly light-weight, portable and easy to use. Aquaprobe is low in cost, too. Write:

HOWARD S. CRANE, INC. Oneida, N.Y. 13421

For more information circle number 248 on card



THE SUPERINTENDENT: PAST PRESENT AND FUTURE

RICHARD BLAKE, GCSAA PRESIDENT, DISCUSSES WITH GOLFDOM CHEMICAL BANS, CERTIFICATION, THE SUPERINTENDENT'S IMAGE AND THE FUTURE ROLE THE SUPERINTENDENT MUST PLAY TO DECIDE HIS DESTINY

By Jerry A. Olson

Associate Editor

“Golf clubs, club officials, superintendents and everyone associated with the game of golf have played ostrich long enough.”

Editor's note: Right or wrong, Richard Blake, president of the Golf Course Superintendent's Assn. of America, could well be the best remembered president in the history of the organization. Decades of hard work have finally brought a dream of yesteryear—a pension plan and certification—on the threshold of reality. No one man can be singled out for the culmination of these two steps to improve the superintendent's image and future, but the progressive Blake, an officer in the GCSAA for six years, played an important part. Blake, who has been a superintendent since 1952, has been at Mt. Pleasant CC in Boylston, Mass., for the past 11 years. In an exclusive interview for GOLFDOM,

Blake discusses the past, present and future of the superintendent.

GOLFDOM: *What do you hope to accomplish in your one year tenure as president of the GCSAA?*

Blake: I'd like to see the certification program implemented and started, and I'd also like to see the pension program in operation. I think these are two things the membership needs. I think most of all, though, I'd like to see the superintendents, who aren't national members, realize there is an advantage to being a member of the national association. It is to their own benefit as well as their clubs'.

GOLFDOM: *When will certification and the pension plan be presented to the membership?*

Blake: The certification plan was mailed to superintendents in the national organization this month. The new pension program is now pending before the Internal Revenue Service, so we don't know when it will be ready. We hope the IRS will approve it for 1972. I think the pension plan is one very good example of the benefits which can be derived by being a member of the national association. Under our pension program, a superintendent will be able to accept a position with another golf club and not lose any credits in the pension program. It is actually a pool whereby as he changes jobs, he still continues to build up his pension for the future. He won't be penalized for changing jobs. In many



"... [superintendents] have been short-changed for their sincerity and dedication. They have been taken advantage of."

areas of business today a man has built up so many years of pension towards retirement, that he cannot afford to leave the company and take a job elsewhere. Under that kind of a pension plan an individual stagnates and just wants to put in his time until retirement. He won't make constructive criticism or ask for changes because he has too much to lose. I think our program offers financial security for the superintendent at no cost to his conscience.

GOLFDOM: *There has been a lot of talk these days about improving the image of the superintendent. How can the individual superintendent enhance his professional position?*

Blake: You use the word talk and that is one area which we have over-emphasized. We do a lot of talking and not much doing. This is true at the national, sectional and individual levels. Communication is a better word and I think it has a different meaning than talk. I think it is time we all became involved in our associations and in the community. It's very easy to criticize. There has been a lot of criticism towards Federal and state governments, the country clubs and a lot of superintendents. If you don't want to be criticized, many people think you should do nothing. That is the easy way out and the one that leaves you the most vulnerable to criticism. But, the opportunity is here to stick your neck out. Golf clubs, club officials, superintendents and

everyone associated with the game of golf have played ostrich long enough. There are some serious problems that must be faced by everyone connected with golf. The only way to solve these problems is by bringing them out in the open: Coordination, communication and cooperation. There has been an effort by the Allied Assn., the GCSAA, Club Manager's Assn. of America, Professional Golfers' Assn., the United States Golf Assn., the National Club Assn. and the National Golf Foundation to improve the total image of the golf industry. There is enough brainpower and executive ability in the GCSAA alone to do something, if only everyone would become involved. It's not what you say you are going to do, but what you do, that is important.

GOLFDOM: *Does the GCSAA plan to fight any of the Federal or state pesticide regulations?*

Blake: Fight isn't the right word. We are going to communicate with the people evaluating all of the different rulings and regulations and coordinate our efforts to seek knowledge from people that know and are in a position to influence this legislation—the Federal, state and local agencies as well as universities and the USDA experimental stations. We are not going to get involved in the emotional issues. We are going to deal strictly with facts and proven results.

GOLFDOM: *Has the superinten-*

dent been chemically disarmed?

Blake: In certain states, yes. However, there are alternative chemicals, plant protectants, available for the superintendent to use. The chemical industry is coming up with alternatives and there is a lot of research being conducted with safer, more effective chemicals. But, it takes time, knowledge and money.

There has been an overreaction by many states in passing emotional legislation. Many of the people making all of the noise know the least about the problems. But again, this is where the superintendent must bear part of the blame for waiting too long to become involved in the issues. After all, the superintendent has been an ecologist or environmentalist long before the terms became popular.

GOLFDOM: *Does the GCSAA plan to establish a lobby at the national level to get favorable legislation?*

Blake: It has been discussed, but right now the finances aren't available. The one thing that appears to be overlooked by golf clubs in general, is that they have the biggest lobby available in their membership. If club officials, including the superintendent, could gather support from the membership and work with legislators, sensible legislation could become realized and it would offset the vocal emotionalists. Too often, club officials and members, who are real business leaders in their community, do an about-turn as far as the country club is concerned. They are trying to escape the pressures of the office at the club. Consequently, they don't practice good sound business procedures at the club. They seem to throw all of their business knowledge out of the window. Golf is a business of pleasure.

GOLFDOM: *How can the superintendent, then, become involved?*

Blake: Through education. We at the national level have an obligation to keep our members abreast of the changing times. We run a very strong educational program every year. However, this year we are going to add regional workshops on business management in different parts of the country. These workshops will cover all phases of the superintendent's operation, but will center around business management. This is going to start before the end of the year with the first workshop scheduled for the Chicago area. Eventually, the

(Continued on page 38)



Short handle, light weight. Golfer can rake trap while holding club in other hand.

**HIGH DENSITY
PLASTIC WEATHER-PROOFED**



The RAKE-Ezee Rake flags attention, reminds golfers to rake trap. Stands erect on blunt metal point.

Sturdy, attractive, won't rust, yet low in cost. Rake-Ezee stands erect on point, reminds golfer to rake trap. Fully guaranteed with tough plastic head. See your distributor, or write: >

MFD. BY
NORTH CENTRAL
Plastics INCORPORATED
ELLENDALE, MINN.

For more information circle number 211 on card

Superintendent

continued from page 37

program will encompass all sections of the country.

GOLFDOM: *I'd like to digress for a moment back to the pesticide issue. What specifically is the national association doing on pesticide research?*

Blake: We hope to coordinate our efforts and get better research in specific areas. We are urging universities, schools and research centers to keep us informed of results of their studies so we can pass this information along to our members. We are also trying to raise additional money from our membership for research. We are urging our members to contribute money to the GCSAA for research rather than sending Christmas cards. This may sound like a minor program, but if each superintendent would contribute \$5, we could fund pertinent research which would offer some solutions to the pesticide problem.

GOLFDOM: *How has mechanization affected the role of the superintendent?*

Blake: There is more mechanization and there has to be because of the demands. There are more people golfing more days a week and demanding better playing conditions. The only way a superintendent can keep up with this demand is by using more complex, sophisticated, multi-purpose machinery. Most of the clubs operate with fewer people because the pay scale doesn't attract good help. In fact, we are in a position where we can't even compete with welfare. Wages will have to be raised for the superintendent and his staff. I think it is time for club officials to realize there is more to a superintendents' duties than just cutting grass. They are starting to realize this, but it's been a long time in coming. It is interesting, also, that although machinery is supplanting people in getting the work done, it requires a more intelligent, highly skilled and technically capable individual to operate the machinery.

GOLFDOM: *Will the 70s see an increase in the financial status of the superintendent?*

Blake: It had better. As I said before, the superintendent is in charge of quite a financial investment when you consider the land, equipment

and purpose of the country club. I think people are now realizing that it isn't the restaurant, pro shop or the clubhouse that makes a successful country club atmosphere. It's the golf course. If the course is in good shape then the rest of the operation has a good chance of being successful. The whole operation of the club depends upon the golf course. The salary of superintendents depends on productivity and what he has accomplished. The salaries of superintendents have come a long way in the past few years, but so have salaries of all professional and skilled persons. A plumber or electrician, for example, is making a lot more money in comparison to hours worked than the superintendent. Most superintendents are working a lot more hours, have more responsibility and are making less money. They should be compensated for this responsibility. In too many cases they aren't. In some other professions, persons are working 35 or 40 hours a week. Most superintendents, however, work 50 or 60 hours a week and enjoy it. This has created a problem. Because they enjoy what they are doing and take great pride in their work, they have been shortchanged for their sincerity and dedication. They have been taken advantage of.

GOLFDOM: *Is the GCSAA attracting younger people into the organization?*

Blake: Younger, capable, better educated and more aggressive. They want recognition now for what they are doing and have helped elevate the status of the superintendent.

GOLFDOM: *Do you foresee the demise of the "rising up through the ranks" superintendent?*

Blake: Definitely. The expanding role of the superintendent has made a college education a necessity. He must work with his head as well as his hands. He must not only be familiar with turf, safe and effective chemicals and equipment, but also budgeting and public relations. I know I have quite a few boys who come to me with college backgrounds and ask for help in gaining the practical experience of working with turf. After the diploma, the "true" education begins. I know in Boston at Northeastern University, prospective engineers and businessmen go to school for six months and work for six

(Continued on page 40)

 **SOD**
FOR
GREENS AND TEES

**PENNCROSS BENT
AND
TORONTO C-15 BENT
SOD or STOLONS
ALSO
FYLKING & WINDSOR**

Quality Growers for 22 years



4301 WEST FLOSSMOOR ROAD
TINLEY PARK, ILLINOIS 60477
312-798-2210

For more information circle number 171 on card



Be a four-star superintendent!

You can if you bring out the best in your golfers. And Agrico can do this for you by building thicker, more colorful, resilient turf grass from tee to fairway to green.

Golf is a darn challenging game regardless of whether the golfer is a duffer or a low-handicapper. He needs all the skill and confidence he can muster. Agrico and you give him a head start on confidence for that good shot.

Thick, rich fairways let golfers get

a good bite into wood and iron shots. Colorful, lush tees condition them for a good start on each hole. Smooth, springy and true greens are essential for better putting.

It all adds up to better total confidence which brings out the best in golfers . . . keeps them enthusiastic about your course . . . makes you a four-star superintendent. Write us about Agrico's Custom-Tailored Golf Course Program. You might be our next four-star superintendent.

For more information circle number 225 on card

Agrico[®]

Agrico Chemical Division

CONOCO

Continental Oil Company

Sales Office: Carteret, N. J. 07008
Phone: (201) 541-5171



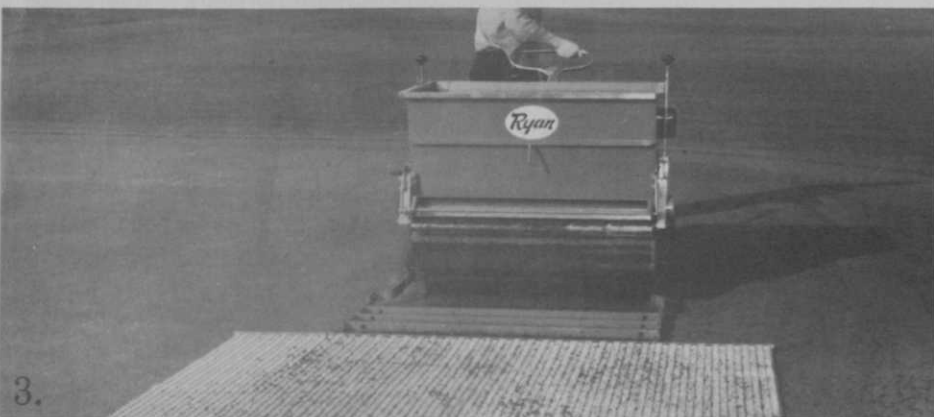
1.

Only the Ryan "Green Team"



2.

provides the perfect system



3.

for keeping perfect greens.

The perfect combination of equipment for maintaining superb greens is the Ryan "Green Team". This turf trio of rugged, proven machines provides a system for keeping perfect greens.

First, you use the Ryan Greensaire (1) which aerates and dethatches in one easy operation. The Greensaire removes more cores (3" long) than any other aerator made. Its fast, clean coring action removes over 2 cu. yds. of soil and thatch per

5,000 square feet.

Next, use the Ryan Matabay (2), or Ren-O-Thin, to break up the cores in just a few minutes. Its vertical blades can be set to skim the turf surface or lowered to remove additional thatch.

Completing the system is the Ryan Spread-Rite (3) which can top dress, and drag a freshly aerated green. For perfect greens, use the perfect system... The Ryan "Green Team".

Write for FREE Ryan Turf Equipment Catalog.



RYAN EQUIPMENT COMPANY

2055 White Bear Avenue

St. Paul, Minnesota 55109

SUBSIDIARY OF OUTBOARD MARINE CORP.

For more information circle number 255 on card

months. A lot of people have been led to believe that if you get that piece of paper or degree, you are set for life. A degree doesn't mean a thing unless you can do something with it. But don't get me wrong. A college degree is a fundamental requirement nowadays for the superintendent.

GOLFDOM: Do you foresee several clubs in an area pooling their equipment to save money in the future?

Blake: I think it comes down to the point that the average golfer is a pretty impatient person. He comes to a course and spends so much to join and he wants instant service. There are a lot of areas where clubs could operate more efficiently if they could utilize certain pieces of equipment, if the golfer could just wait for a few minutes. But, it comes down to who would use the equipment first and when it would be available for use. And in turf management, a lot of things hinge on being able to do certain things at certain times or you lose the value of doing them. But, I think it is one area which should be more fully investigated.

GOLFDOM: How important is it for the superintendent to conduct a community relations program?

Blake: I think it is critical that they do. Many superintendents are involved in their community in areas of conservation, recreation and planning. These are all pluses. I think that in the past the superintendent has hidden in the background. As someone once said "actors in the dark." The superintendent has a definite responsibility to the community, should recognize it and should fulfill it.

GOLFDOM: What can the individual superintendent do for his local and national organizations?

Blake: Get involved. Most of the local chapters have monthly meetings with very good educational programs. They play golf, invite people from the press, club officials and members of the industry to compare ideas. Local universities have field days, manufacturers bring in equipment for showing. There is a great deal of time and effort being spent on education at the national and local levels, if the superintendent is interested in improving his knowledge.

But, I guess it boils down to if he wants to stick his neck out and be a real doer. □