

# WOMEN HEAD PROFESSIONALS?

Male domination of the golf course has eroded, albeit reluctantly. Some men will even give a begrudging respect to some of the female touring professionals' playing capabilities as "not bad for women." But mention the possibility of a woman head professional at a club and the whisper of resistance against women becomes a malevolent malediction.

Since the Professional Golf Assn. has agreed to allow members of the Ladies Professional Golfers' Assn. to attend its teaching and business classes, the next step to some is quite obvious. Many women will no longer be content to be assistants to their male counterparts, but will want to be considered for the head professional jobs when they become available.

GOLFDOM asked a sampling of club managers and officials what their attitudes were toward women being named head professionals, and the outcome of the survey is not surprising. In fact some of the standard clichés used are enough to make a liberated gal miss a one-inch gimmee.

Most club managers, keeping the attitude of their membership in mind, were soundly against making a woman a head pro. The main objection was the built-in prejudice which women would have to overcome. Few club officials would take it upon themselves to experiment with a woman head pro and take a chance on incurring the wrath of the membership. The reasons given against women were so hackneyed and time-worn, that one wonders how females ever made it onto the fairway.

Example: "A married woman with kids would absolutely not be considered," says one club manager. Or, "Women are not tough enough, either physically or mentally, to handle a head job," to "Women are too sensitive for a head pro job."

Most club managers felt that if a woman could meet the physical and mental standards needed to become a head pro, then she would "probably" be so un-feminine that a club wouldn't want her. Most clubs also felt that the present staff of male assistants would resent working for a

woman and if the job were open, the present assistant would be the first considered anyway. Several club managers also doubted whether they could work well with women because a woman head professional would "probably" cause a lot of bickering and dissension. Over 90 per cent of the club managers surveyed, felt that a woman would make a good assistant professional, in fact a male pro is smart to have one to handle "women's merchandising."

Perhaps the most obvious conclusions to be made from the above statements are that if the men want to keep the dominion of the pro shop in their hands, they will have to draw up a new set of clichés.

Several club managers who would be willing to take a chance on a woman as a head professional offer some time-worn phrases themselves. "Women have proven themselves to be capable assistants," one club manager says, "it's time they get a chance to step up." Another argument, which makes good sense depending on which side of the green you're on is, "If more women are playing golf at clubs, it is time that women step in as head pros." Perhaps the strongest argument towards considering women as head professionals comes from one club manager. "Women are proving capable themselves in other fields. Why not as head club professionals?"

Most professionals are not caught up in the rhetoric of categorizing women. Their most valid objection, which prevails at almost every club today, is that golf clubs have not been, and still are not, ready to accept women in any part of management. Many pros feel a woman is necessary for merchandising if you have a large number of women playing the course and some even concede the idea of having a man and woman as co-pros may be the thing of the future. But, with co-pros, the club must clearly define job responsibilities and areas of authority to prevent clashes.

The uphill battle women face in their desire to be named as head professionals is perhaps exemplified by one club official who feels, "Women members would prefer a man teaching them golf as opposed to a woman professional. And I don't know of many men who could accept the idea of being taught anything by a woman, let alone golf."—*Joe Doan*



**Virginia Tech Turfgrass Field Days**, V.P.I. & SU Turfgrass Research Center, Blacksburg, Va., September 8-9.

**Turfgrass Field Day**, Crop Science Field Laboratory, Michigan State University, East Lansing, Mich., September 9.

**Alabama-Northwest Florida Annual Turfgrass Short Course**, Auburn University, Auburn, Ala., September 19-22.

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**Uniroyal**, employing one of the top aerospace scientists in the United States, has developed a top-grade regulation golf ball with a new cover design, which is claimed to average over six yards farther than any other regulation ball on the market, according to the company.

The new ball, called the **Royal + 6**, contains a tough cover made of DuPont Surlyn and features a new center for which a patent is pending. "The key to the added distance and accuracy of the + 6," says Dr. John Nicolaides, professor of aerospace at the University of Notre Dame, which conducted the study for Uniroyal, "is the hexagonal dimples irregularly placed on the cover. The hexagonal dimple configuration decreases wind resistance and gives the ball more lift causing it to sail farther."

Dr. Frank Martin, director of research and development for Uniroyal golf products, says that Notre Dame was selected because of its expertise in aerodynamics and because Uniroyal wanted an independent organization to bear out their claims.

Nicolaides, an avid golfer, once launched five satellites from one rocket for the U.S. Navy. "Golf ball designs of the late 1800s and early 1900s were researched to determine what happens to a golf ball in flight after it is hit," Nicolaides says. Using Notre Dame's subsonic wind tunnel to generate initial velocity

# A NEW LOOK IN DIMPLES

*Uniroyal, employing research in aerodynamic principles, has introduced a regulation golf ball with hexagonal dimples*

speeds of 250 feet a second (174 miles per hour), the maximum allowable under United States Golf Assn. specifications, Notre Dame recreated the speed and spin of the golf ball after it left the club face. They were thus able to determine the forces lifting and dragging on the ball during each point on a given flight.

According to Dick Kurrasch, national commodity manager of the Royal Golf Ball and Equipment Company, the new + 6 will be introduced in Atlanta, San Diego, Houston and Tampa as test markets this month to determine public acceptance of the new ball. Plans call

for national marketing of the + 6 in the spring of 1972. A complete advertising campaign featuring television and print media will also be inaugurated.

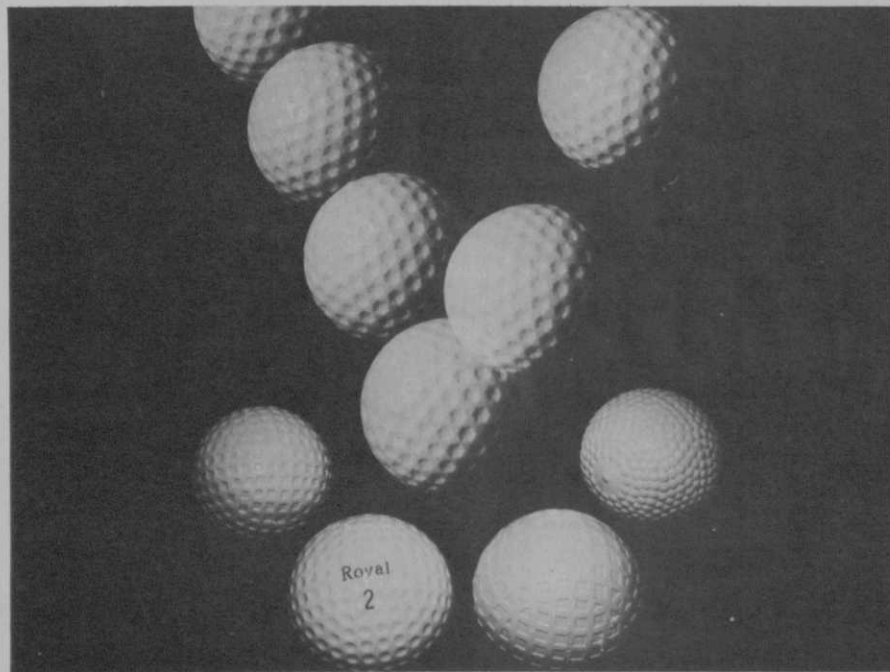


Close-up of the hexagonal dimples on a Royal + 6.

"The project was begun in 1968 in an effort to reverse Royal's failure to make headway in the top brand golf ball market," Kurrasch says. "We wanted a completely new product, but it had to be noticeably longer than the best ball on the market. We also wanted an independent organization to substantiate our findings," Kurrasch says. An estimated half a million dollars went into developing the + 6 says Kurrasch.

After a Notre Dame computer and wind tunnel aided in understanding the aerodynamic principles of a golf ball in flight, the next step was to test the new ball under actual hitting conditions. For this experiment, a bazooka-like launching device which simulates an actual golf drive was developed.

"This device is extremely precise," Nicolaides says, "and produces the same angle of flight, velocity and underspin as an average golf drive. Tests conducted using this device show the new Royal + 6 flies 6.3 yards farther than any other golf ball," Nicolaides claims. "The + 6 has 252 hexagonal, irregularly positioned dimples, as opposed to the normal 336 regularly positioned round dimples," he says. "In reviewing the history of golf balls we found that the gutta percha smooth ball flew beautifully the first part of the flight, but dove to the ground at the end. This was because of a sudden loss of lift. Golfers noticed after they dented the ball that it flew farther. This is because of increased lift," Nicolaides says. Over 50 different golf balls and cover designs were studied by Uniroyal before the selection of the hexagonal dimples. □



Designs from the past with the new Royal + 6 are (left to right): staggered block design; standard-dimpled Royal ball; mesh design, and the bramble ball.



By Ben Chlevin

Executive Director  
Golf Course Superintendents Assn. of America

# The Certified Superintendent

The Golf Course Superintendents Assn. of America has produced a long-awaited certification program. The association's executive director explains the program and its implications for the future of the superintendent in terms of job security, image and hiring practices

On June 14, 1971, the June Newsletter of the Golf Course Superintendents Assn. of America announced the implementation of the long-awaited Certification Program and invited eligible members to request official application forms. Less than one month later over 450 requests had come into GCSAA headquarters, and at a time when most superintendents are too busy to read their mail!

That is one indication of the interest that has been generated among the men responsible for the maintenance of the world's top golf playing surfaces ever since a committee was formed two years ago to investigate the feasibility and format of a workable certification program for GCSAA members.

The first problem facing this committee was to define the purpose and goals of a certification program for superintendents. The second and equally difficult task: Design a practical procedure by which the purpose and goals might be achieved.

The committee agreed that the principal aim of any certification program must be to provide a yardstick by which the capabilities and qualifications of superintendents could be measured, and that the measurements could only be set by a superintendent's peers, his fellow superintendents. The committee also agreed that any certification program must be professionally organized and administered as a long-range, institutional effort, because only then could full support from the membership be expected. Finally, it was recognized that a certification program for superintendents must have its base in an individually written examination, covering all important aspects of the golf course superintendent's position.

## Six-part examination

The examination for certification consists of six parts, which reflect the major areas of knowledge and skills required of a superintendent. They are: 1. Knowledge of the GCSAA, including history, purpose and ethics and the profession of golf course superintendency; 2. Knowledge of the game of golf, including the official rules of golf; 3. Agronomic



procedures (no reference materials will be provided to cover this section, except tables and formulas to assist in working out practical problems); 4. Pesticides—comprehensive questions on the selection, usage, safety precautions and limitations of contemporary plant protectant chemicals will be included. This will indicate to local, state or Federal pest control licensing agencies that the superintendent who passes this examination is fully proficient and capable of handling and supervising the use of such materials; 5. Business administration—techniques of record-keeping and application of such information, budget preparation and presentation; 6. Management—people relationships, recruiting, training, supervising crews, public relations (officials, members, club department heads and community).

There will be no time limit set on any one of the six parts of the examination except that a maximum of six hours will be allowed for the completion of all parts of the examination and all in the same day. Each part will be graded individually and a passing grade is required in each. Failure to pass one or more parts will require re-examination only in those failed parts. There is no limit on the number of times a candidate can request re-examination on the parts failed initially, but if the failed parts are not successfully completed within one year of the original examination date, the candidate will be required to repeat the entire examination and will be required to pay an additional fee.

## Application and eligibility

The title Certified Golf Course Superintendent will be conferred on those GCSAA members who apply for and successfully complete the official examination. Each will receive a certificate, a wallet card and the right to place the designation CGCS after his name in official correspondence. The title does not constitute another GCSAA membership classification. It amounts to a voluntary professional assessment through a service made available by the association to the membership.

Who is eligible? All Class A members of GCSAA, who have held that classification for three years and who have been employed as golf course superintendents for an equal number of years.

In addition, those GCSAA members who have held Class A status for 20 years or more and who have been employed as superintendents for that many years, will be certified without examination if they apply in writing before September 1, 1973. Members applying under this "tenure and experience" provision of the program need not fulfill the re-examination requirement after five years if they are over 55 years of age at the time they apply for certification.

Application for certification must be made on official forms available from GCSAA headquarters at 3158 Des Plaines Ave., Des Plaines, Ill. 60018. Forms must be completely filled out and must be accompanied by the processing fee. If the applicant is found to be ineligible, the fee will be returned. If the application is approved, the applicant will be notified, and all reference materials, contained in a kit, will be sent to him for pre-examination study.

Some individuals have indicated a reluctance to apply, fearing ridicule if they fail the examination. Others have expressed determination to apply regardless of the result the first time around, because they want to be counted among those striving for professionalism and want to know where they stand now. Applications and examination papers will be coded to maintain confidentiality, and for those who wish to keep their bid for certification secret if unsuccessful, private monitored examinations will be arranged.

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#### Examination procedure

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Each applicant may take as long as he likes to prepare for the examination after he has received his study materials, which cover every question asked in the six-part examination. When the applicant indicates he is ready, a date mutually agreeable to him and to an official monitor in his area will be set. The examination, identified with the code number assigned the applicant, will then be sent to the monitor in a sealed packet. The packet will be opened only in the presence of the applicant and when the examination is completed, it will be re-sealed in the presence of the applicant and mailed back to GCSAA headquarters.

At the same time the examination material is sent to the monitor, the applicant will receive a notification about it. He must present this letter to the monitor to receive his examination papers. The letter will also contain examples of questions to be used in the examination so that the applicant will have some idea of what to expect. Because this will be an open book examination, applicants can refer to any of the pre-examination study material sent to them during the actual examination.

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#### Certification goals

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The primary goal of the certification program is professional recognition of the superintendent. A certified superintendent will have achieved status through recognition by his peers. The process of examination and its content will alert club officials, golf course operators, club managers, golf professionals and golfers to the exact nature and extent of the superintendent's professional qualifications.

The examination, as prepared by GCSAA Director of Education, Dr. Paul Alexander, under the supervision and field testing of the Certification Committee and the GCSAA

Executive Committee, constitutes a definition of the superintendent which has never before been available. This definition will promote greater career stability for the superintendent, certified or otherwise, because it will provide a common ground of understanding between superintendent and employer with recognized standards of performance and responsibility.

The Certification Committee has emphasized that the program will be continuously updated to reflect new discoveries in research, new equipment development, new techniques in managing money, men and materials, as they evolve. The program, therefore, will furnish continuing incentive for self-improvement by individual golf course superintendents.

One of the important effects of a certification program is the expected increase in the number of young men who will become attracted to the profession through this promise of recognition and measurement of achievement.

Equally important to the superintendent, certified or otherwise, is that with the function and responsibilities of the golf superintendent defined, the superintendent's job can now be compared in relation to other jobs at the club on the basis of job requirement instead of "what the traffic will bear." Golf course superintendents for many years have been paid less than the chef or chief bartender at their clubs. Often this is due to lack of understanding by club officials as to what the superintendent's job requires.

Today the measure of a superintendent is based on his local reputation. When he leaves his area to apply for or to take another job, the prospective employer has no way of evaluating his potential. Certification will set par for the superintendent and the club that will be recognized and measurable wherever he goes. However, as in the case of the golfer and the handicap system, the certified superintendent must still perform.

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#### No guarantee

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Certification will present no guarantees to the superintendent or the club employing him of the standard of performance to be delivered. Certification will indicate the level above which an individually certified superintendent can be expected to perform, providing other elements of the job—relationship with club officials and members, budgetary support, effective communications with other department heads—have been effectively established. It will also form a much sounder basis for a club-superintendent relationship than has been possible for many superintendents and clubs.

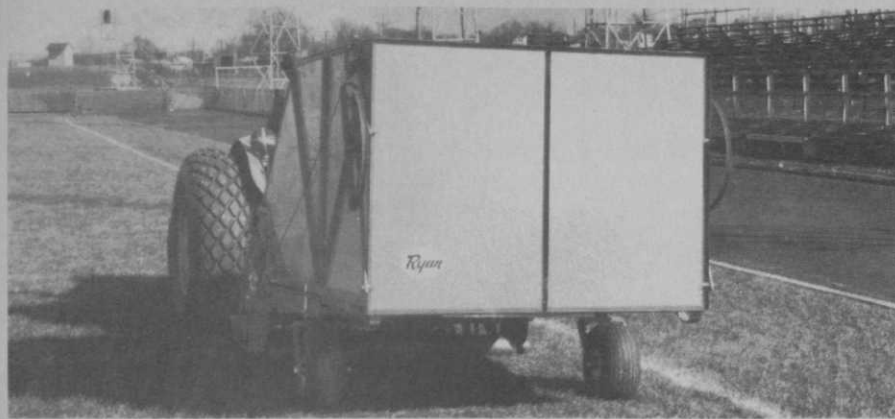
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#### Re-examination requirement

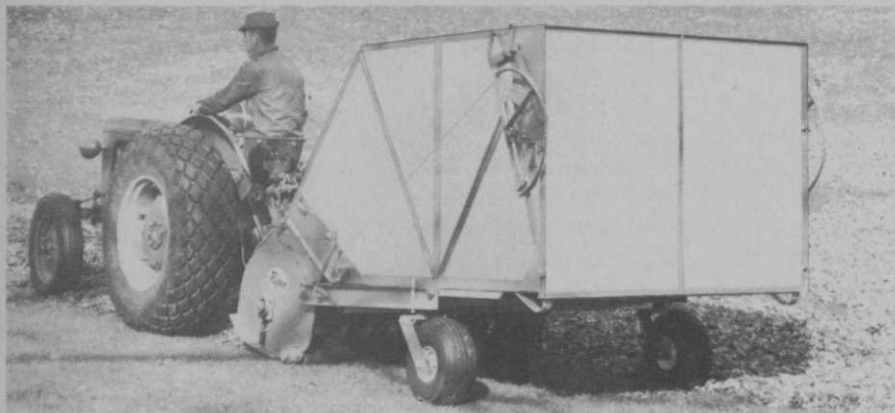
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Because GCSAA certification is designed to reflect a superintendent's professional qualifications and his ability to function as a superintendent under current acceptable technology, the certified golf course superintendent will be required to take a re-examination within five years of being certified. In addition, he must remain a GCSAA member and remain actively employed as a golf course superintendent. He must also complete one regional GCSAA workshop (initiated this year) or successfully complete a GCSAA-approved correspondence study course. (The only correspondence course in turf management currently approved by GCSAA is offered by the University of Guelph, Guelph, Ont., Canada.)

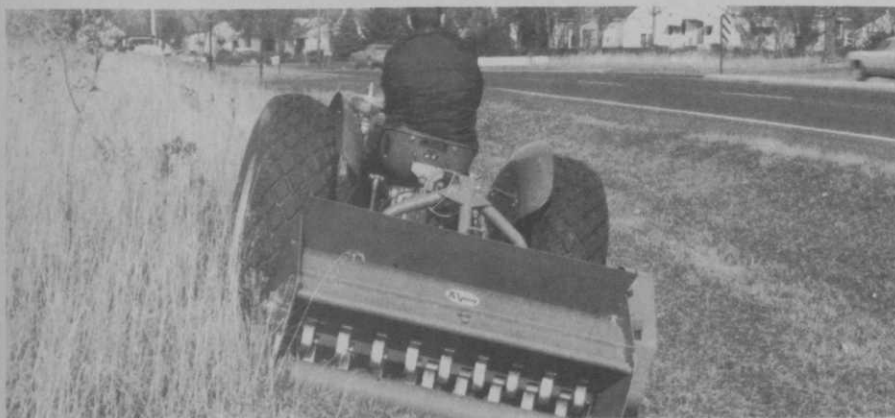
*(Continued on page 36)*



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Also, if a certified member leaves the profession for more than five years and then returns, he will be required to start over in the examination program—regardless of the number of examination requirements previously met. If he is away less than five years, such time will be added to the re-examination requirement (five years, plus years withdrawn, from last examination date).

**Certification cost**

The certification fee for a regular member is \$50, which covers the cost of all reference material, examination, the certificate, the wallet card and the publicity effort generated by headquarters on behalf of the member (with his consent). Members applying under the "tenure and experience" provision before September 1, 1973, are not required to take the examination. Their certification fee will be \$25. GCSAA members presently not eligible for certification, but interested in reviewing the requirements and in preparing themselves in advance of their eligibility, may purchase the reference material kit for \$25. All checks should be made out to GCSAA-Certification Program.

The Certification Committee emphasizes that the program will change with changing conditions and as the profession of golf course superintendency changes. Such flexibility is one of the basic strengths of the program and will assure GCSAA members and their employers the common meeting ground of understanding that will result in better superintendents, better golf courses and happier golfers. □

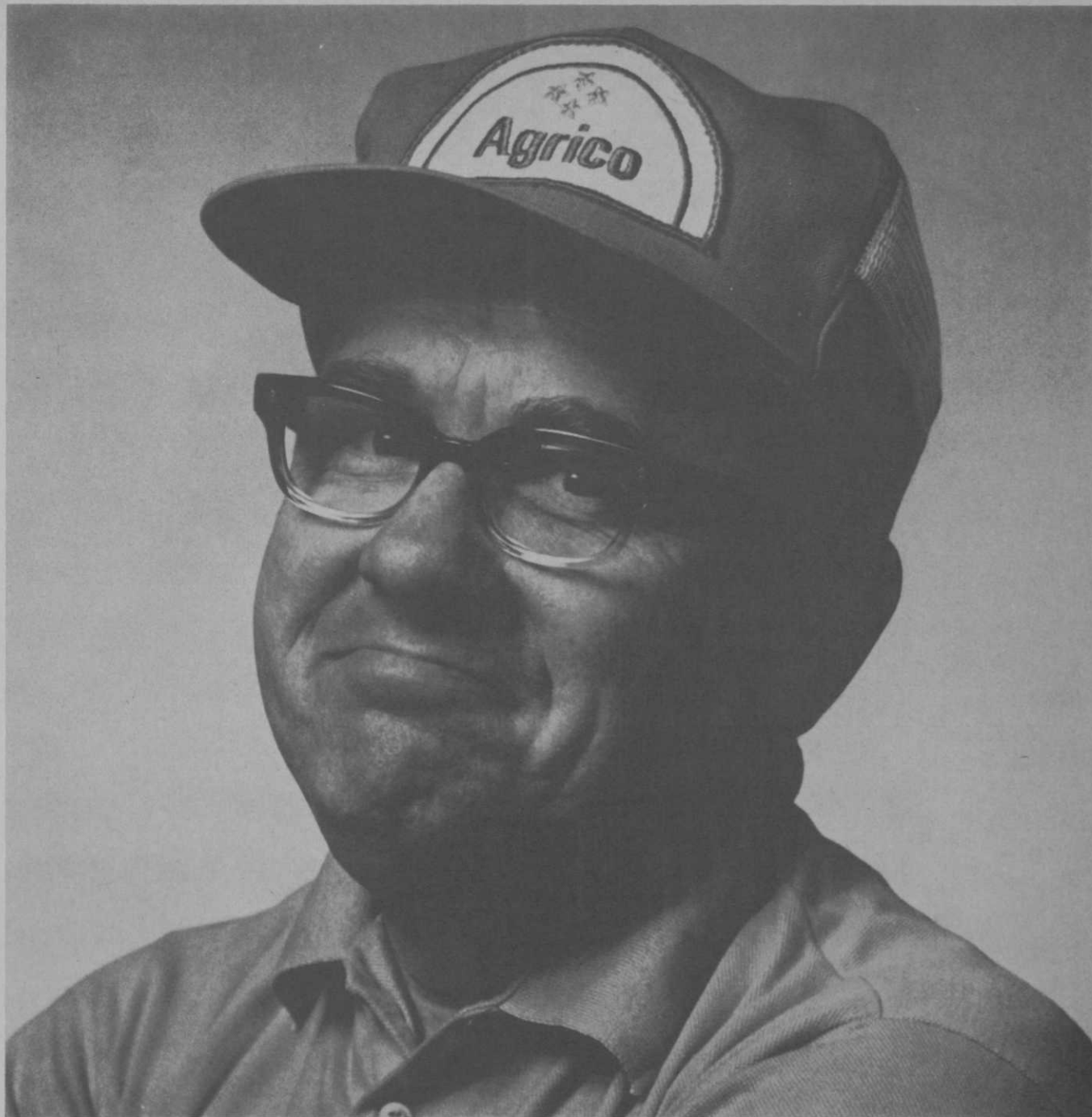
**GCSAA annual convention**

The **Golf Course Superintendents Assn. of America's** annual conference will be held in Cincinnati, Ohio, February 13 to 18, 1972.

Headquarters for the convention will be the Netherland-Hilton Hotel. Exhibits will be displayed at the Cincinnati Convention and Exposition Center, one block from the hotel.

Manufacturers interested in exhibiting for the show should contact GCSAA headquarters at: 3158 Des Plaines Ave., Des Plaines, Ill. 60018.





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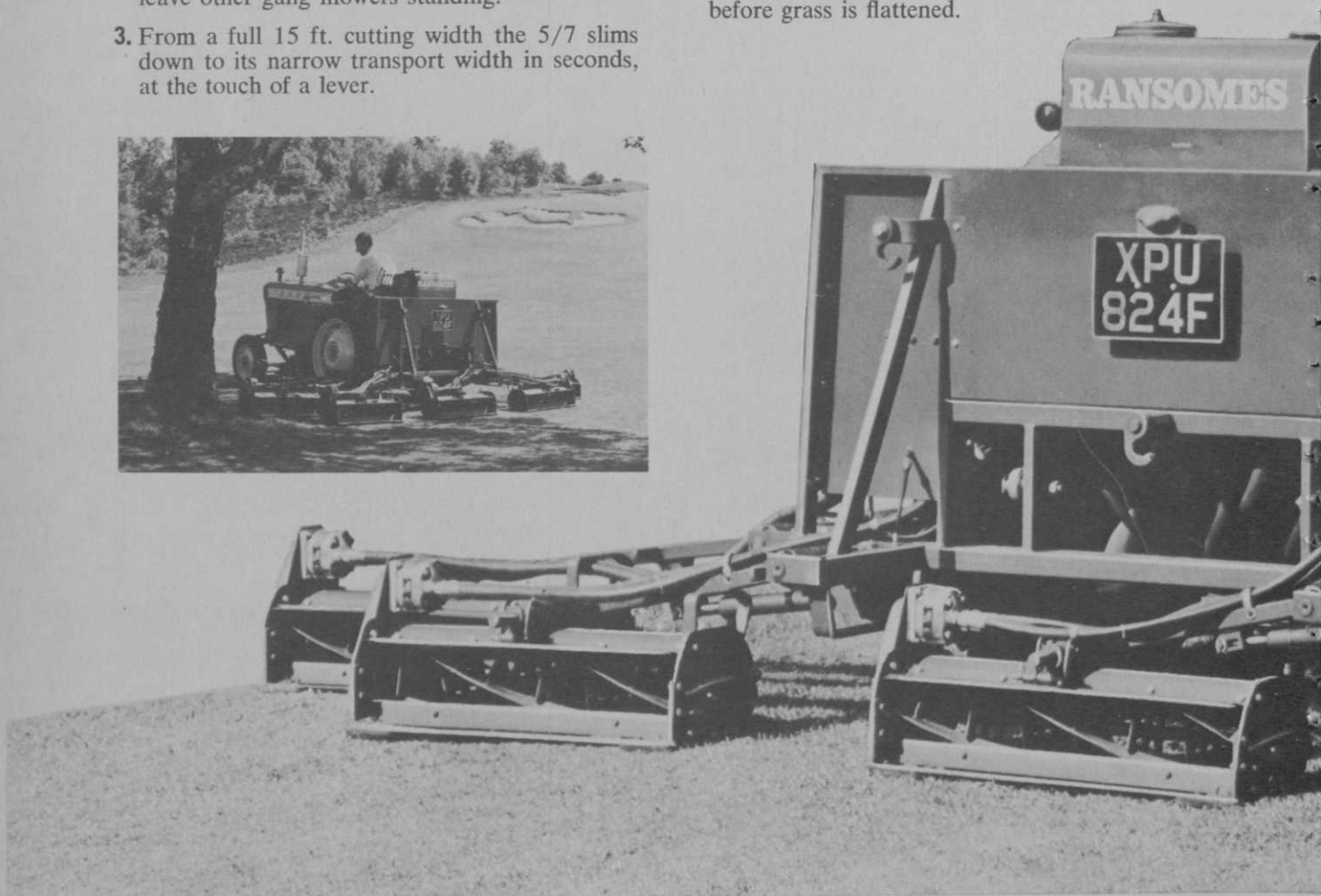
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# RANSOMES

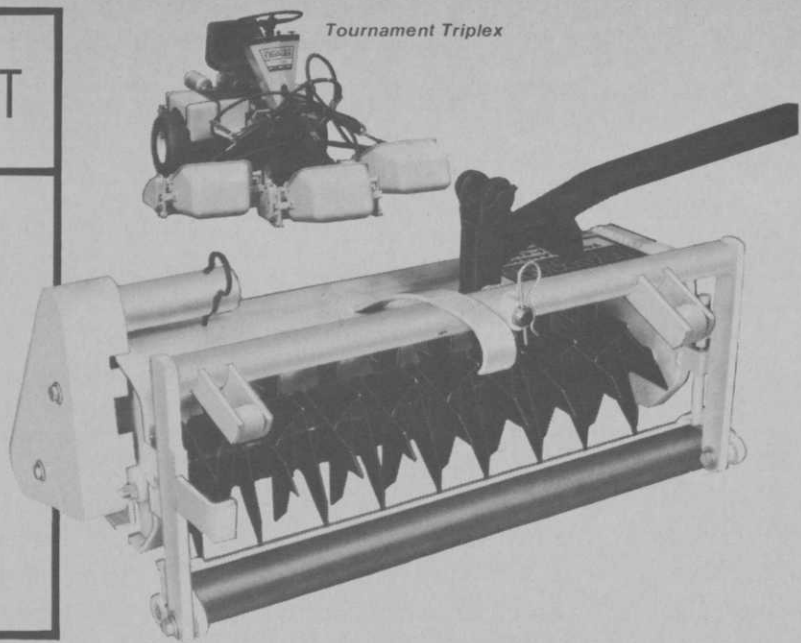


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