

The Grass Roots



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PRESIDENT'S MESSAGE

This is the time of year we all start looking at budgets, salaries, etc. for the coming year, and in doing so, we use our past as a gauge to prepare for the next fiscal period.

My reflection on the golf course business is that it has become so business oriented that many of us are struggling to do jobs of 4 or 5 people (bookkeeper, controller, purchasing agent, personnel manager, secretary, sales person).

We many times have not looked at it as overall, we have not expanded to meet these other challenges as other businesses have (example, computers, trained personnel, etc.).

The demand of our members/golfers are demands of excellence in turf. We know how to grow turf — what's getting in the way of getting our job done is the money and personnel to handle these other jobs and the support in getting them done.

I assert that we are leaving the age of replacing people with machines, that the pendulum has now swung back to emphasis on good personnel with the skills involving all realms of business.

It will be up to you to demand from your associations and other educational means the business training required for now and the future.

Regards,

Robert G. Boltz