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to a guy who's doing what **he** really want to do — and evidently what some others can only **wish** they could be doing.

Editor's note: Suzanne Bell (alias Mrs. Roger Bell) has been a golf course superintendent's wife for the past 8½ years. She is a person in her own right, however, as she holds a B.S. degree in chemistry and a Master of Arts in teaching degree from Duke University. She is employed as a lecturer at the University of Wisconsin—Fox Valley Center in the Chemistry Department. She is currently Secretary of Johnston School PTA, Secretary of Appleton Postcomers Club, and shares the office of President of the Sodbusters Couples Golf League with husband Roger. Although she considers herself to be a liberated individual, she does subscribe to the old-fashioned theory that behind every successful man there are two women — a supportive wife and an astonished mother-in-law.

ARE YOU A GOOD MANAGER?

By Steve Schmidt

Golf Course Superintendent
Butte des Morts Golf Club

Whether you are a Golf Course Superintendent, a course owner, a General Manager or some other supervisor in a golf course operation, how well you manage will have a direct bearing on the success of your golf course and the realization of its fullest potential. Anything that is done to improve your current management skills is a step toward even greater success.

Before success can be realized, there are some basic questions which have to be answered and some methods of organization which need to be established. Some of the questions to consider on the path to more efficient management are:

1. How well do I manage myself and my own time?
2. Am I a good teacher?
3. Do I ask of myself what I expect from others?
4. Am I honest and open with others?
5. Do I know when and how to offer constructive criticism?
6. Am I willing to give credit where and when it is due?
7. Do I help my Assistant and other staff members upgrade their jobs?

8. Does my pride get in the way of asking for help and advice from fellow professionals?

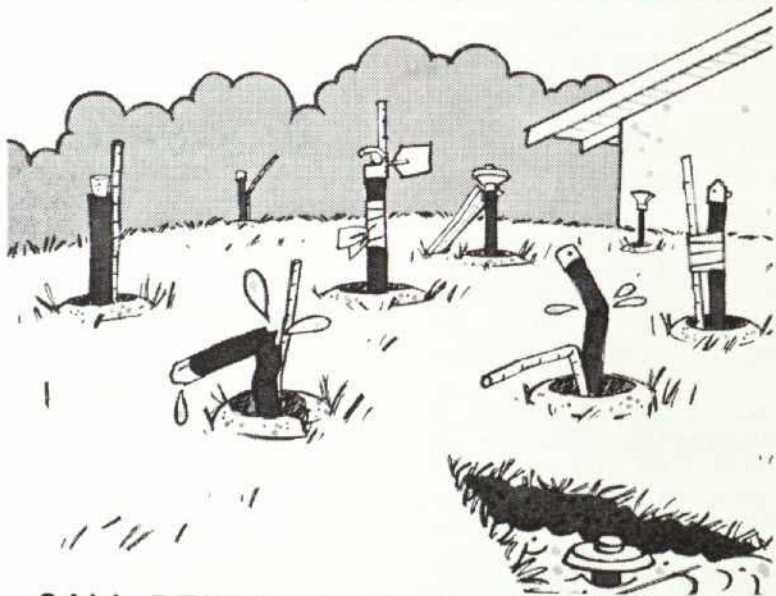
Too often, many of these questions are neglected or not even considered in the many management decisions we are faced with daily. An honest answer to each question can help in developing better methods one uses in dealing with particular situations that arise. The intriguing part of our job comes not from solving matters of practical knowledge, but rather whether or not we are practicing good business and intelligent management in our golf course operations.

A good deal of the success of any manager is based on his ability to recognize change and to understand that old and established ways often need review and up-

dating and improvement. Longevity does not insure efficiency nor does it justify long standing management practices. This is particularly true in times of stringent budgets. The demand by players for a higher quality product and more services creates a situation for us where we must keep a dynamic attitude toward our management practices.

We must, as golf course managers, incorporate new ideas, encourage innovation and constantly seek ways to improve our abilities. We have to understand the concepts of good planning, recognize the need for accurate record keeping and realize the importance of planning. We must learn to be flexible and open-minded to meet the ever-changing requirements of our profession.

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