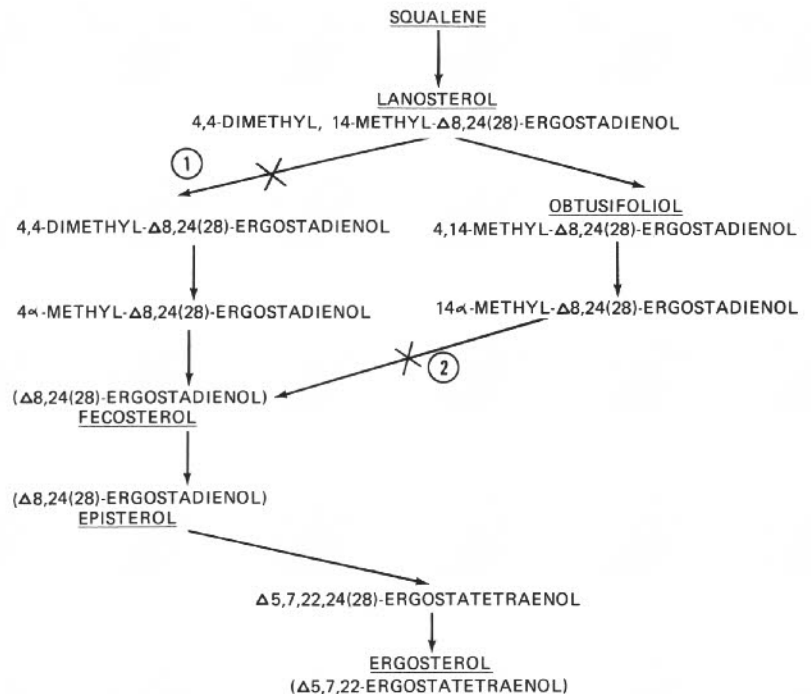


tion is only partially understood at this time. This article has only covered the generalities involved for a few reasons; one is that the organic chemistry involved is quite technical and may cause more confusion than necessary, the second is that I did not intend this to be a be-all or end-all on the subject matter. If you are like me, there was always some confusion as to how the sterol inhibitors really worked. I hope I have given some enlightenment on the subject without causing confusion.



In the last issue of the Badger Broadcast, our lead article was entitled “Who’s in Charge Here?” A Case for the General Manager Concept. This concept is not only supported and promoted by CMAA but also by NCA.

Since this article came out, the Wisconsin Golf Course Superintendents (or Managers) Association had an editorial in their “Grass Roots” publication responding to our article. After reading it, I felt like the bully on the block picking on all the small guys that couldn’t defend themselves.

First of all, I feel that the General Manager concept is a good one and I for one support it whole-heartedly, but I also realize that the G.M. concept does not apply to all clubs; all clubs are not the same, for a large city club, athletic club, yacht club and your larger country clubs you have, in most instances, a General Manager.

Our colleagues, the Golf Course Superintendent (Manager) have this dreadful idea that if a club initiates the G.M. concept that the golf course budget would be slashed in favor of more kitchen equipment or dining room chairs, etc. Can you imagine what the golfing members would do to that G.M. if that was the case; which we all know it isn’t. A G.M. is not going to tell the Superintendent how to cut the fairways or greens or how to design a sandtrap, we didn’t go to college for that and the Superintendent didn’t go to college to write up a 12-course gourmet dinner. We all have our own expertise.

So what’s the big problem? Everyone is hired to do a job, to work with the committees and the Board and let the members enjoy the golf and dining. So whether it’s a Club Manager, or General Manager or Golf Course Superintendent or Golf Course Manager, the most important thing is working together as a team and not as rivals.

To me, friendship is more important than titles, so let’s get on with it and let the members enjoy the fruits of our labor.

*Bernd U. Sturm, CCM  
President, Wisconsin Badger  
Chapter, Club Managers  
Association of America*

*Editor’s Note: Even the best of friends sometimes have disagreements, Bernie. You missed several of my points about the Perspectives article:*

1) The NCA didn’t qualify their remarks about general managers by indicating they’d best have a place, using your words, “in a large city club, athletic club, yacht club and your larger country clubs.” They put all clubs under their notion. My remarks were directed toward the vast number of average golf clubs where most of us work. The NCA and CMAA are promoting this idea here, as well as for the clubs you mention.

2) The GM is a “false title” in many of the instances where it is used, usually by the man who is only the clubhouse manager. I can give you, right off the top of my head, a number of clubs where the clubhouse manager uses the title GM and yet has absolutely nothing to do with the golf course or the golf shop operation. This is worse than self-promotion, deception or insecurity — It is childish and silly.

3) You haven’t told me what’s so wrong with the triumvirate system or where the GM concept will save money or improve services, a key point in my position.

You don’t need to worry about feeling like a bully. We are fully capable of defending ourselves and our positions. Should this foolish idea become the “new wave,” you’ll find many golf course managers moving in and filling these jobs. We are, however, most interested in promoting ideas that are good for golf and good for golf clubs, and I repeat: “The GM concept is high fantasy. It’s an idea whose time hasn’t come and probably won’t. It’s a bad idea that won’t be instituted, no matter how often it is brought to the table. It doesn’t need to be revised, or refined or resurrected; it needs to be buried.” MSM