



## COMMUNICATING

By Roger Bell



It always amazes me how a preacher can take to his pulpit Sunday after Sunday and deliver some new inspirational message that applies to the real world. Preachers have a decided advantage over golf course superintendents in the inspiration business because they've got a superior reference book. Superintendents, on the other hand, probably spend as much time on their knees as preachers — probably more in late summer.

I never went to college with the intention of becoming a preacher (as many of you guessed a long time ago!) but I find myself writing "inspirational" messages more and more. Obviously, there's the "President's Message" you're reading right now. But besides the temporary challenge of WGCSA

president, there is the continuing challenge of composing a short article for my club's monthly newsletter. There's also a monthly or so written memo to the green chairman detailing grounds maintenance operations. On occasion, there have been formal bid requests for special projects, letters of recommendation, etc. It seems I'm becoming more of a writer than I ever imagined.

We've grown used to the writing talents of WGCSA's own Miller, Johnson, Semler, et. al. But it's becoming apparent that all of us are being drawn into the age of communications. Word processors are becoming as common as automatic irrigation systems in a superintendent's job. English 101 is becoming as necessary

as Soil Science 101.

The benefit to us in this information era is that the better we communicate, the more others outside the profession understand and appreciate the job we do. More often than not, communication via publications like *The Grass Roots* are a part of the link that ties one superintendent to another as a peer group. Communications with club members through memos and newsletters are healthy contributors to job security.

The message of the month simply stated, is: Keep your pencils sharpened, your dictionary handy, or your word processor programmed. Communicate well, go to church on Sunday and enjoy the sermon, secure in the knowledge that I won't be in the pulpit.

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