



PUMP UP THE JAM

By Rod Johnson



An often heard criticism of the NBA is that nothing really happens until the fourth quarter. For the first three quarters it's back and forth like a tennis match. The magic switch is turned on for the fourth quarter and the intensity level is pumped up a notch. In those rare cases where the game is competed at a high intensity level from start to finish, it is said to have been played at a "play-off intensity". Finely tuned and highly paid athletes reach deeper at "show and tell time".

March and April bring "show and tell time" to Wisconsin golf course superintendents. The disappearance of the last of our dirty snow signals the start of our fourth quarter. We pump up our intensity level as new or overhauled mowers set out for the first mowings of the season.

Our fourth quarter lasts substantially longer than the NBA's, and most of us find ourselves taking a lot less time-outs. The very nature of our profession forces us to maintain a "playoff intensity" from start to finish.

Membership in WGCSA, and on a larger scale GCSAA, provides us with coaching and conditioning to maintain our golf courses with "play-off intensity". Membership in these organiza-

tions helps prepare us to handle the details of our jobs.

It is a given that not everyone approaches WGCSA membership with the same intensity. Our group has enjoyed tremendous success in recent years due to the "play-off intensity" approach of a portion of our membership. Unfortunately, an honest evaluation of our association does not reveal a high intensity level from start to finish.

I am asking each member of WGCSA to take an honest look at the intensity by which they approach the details of WGCSA membership. This can be done by asking yourself some basic questions. Are my dues paid in a timely manner? Have I bothered to return the repetitious, but necessary

membership update form, or do I assume that since my name and employer are the same that this isn't for me? Is my membership classification correct, and if not, have I told anyone other than my wife about it?

You should also ask yourself some questions regarding WGCSA involvement and meetings. What is my involvement and how involved do I want to be? If I have no desire to be involved other than to attend an occasional meeting, do I approach those meetings with the proper attention to detail? Do I realize the amount of effort that goes into the organization of monthly meetings, and therefore, always preregister and prepay for my attendance? Did I faithfully attend 69 of the 70 monthly meetings held in the 80s, but not host a single one? Did I not host a meeting because club management wouldn't allow it, or because I didn't bother to ask?

I think my point is clear. I fully understand that not everyone cares to be involved in our association at a "play-off level". What I am asking is that everyone pay attention to the details of being a member.



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