



# WE NEED MORE WRITERS

By Mark Kienert

It was a privileged honor for me to serve our GCSAA this past year. Specifically, I represented the Wisconsin GCSA by serving on the magazine committee for *GOLF COURSE MANAGEMENT*.

It was a duty I did not take lightly, for each and every issue was read cover to cover. Ads were reviewed to insure golf course managers were shown in a positive manner and on a consistent basis.

Notes were taken and questions were drawn up for the discussion that I was sure we would have once the committee met in Kansas. I had over five pages of questions that I wanted answers for and story lines for the 1993 editorial calendar.

It is important for me to take this time to thank everyone I was able to contact for his or her specific views of GCM. Those "likes and dislikes" were taken to Lawrence and they were heard by the editors and the support staff that attended on that day.

It shouldn't come as a surprise to you that our views were consistent with those coming from other parts of the country. Opinions like 'we spend too much time plugging the upcoming Conference and Show, and promoting the golf tournament. Then we spend too much time and ink reporting on the post conference follow-up' was just one of the many subjects placed on the table for discussion. Only time will tell whether or not those views will do any good and result in magazine changes.

There was one thing that developed in this committee work that disturbed me greatly. It is the reason I am writing these lines.

Part of the GCM committee's responsibility is to review, evaluate and score all golf course superintendent written articles published during the past editorial calendar year.

As you know, the winner receives the GCSAA Leo Feser Award. This award is one that any golf course superintendent would be proud to win.

Here is the sad news: this year's Feser Award boiled down to four articles. Yes, you read it right! Four lonely articles. This comes from a membership of over ten thousand! Such a response is disappointing, to say the least.

I know how difficult it is for the editor of *THE GRASS ROOTS* to get Wisconsin golf course superintendents to write articles for our journal. But I still wasn't prepared for just four articles on the national level. I am still in a state of disbelief.

I have read articles in *THE GRASS ROOTS* that, if forwarded to GCM, would have been classified "hands down first place winners." What baffles me about this phenomenon is that consistently year in and year out, the most popular educational offerings are those of the "thinking superintendent". We enjoy and place high value on what our peers have to say.

How many times have we tried something that another superintendent has told us about, yet scoffed at the same idea when it was advanced by an educator or a salesman?

The reason has little to do with educators or salesmen and more to do with the trust we have in our peers. We share a professional bond and have common experiences.

The same thing might be true with member written articles. When I pick up GCM, I look for those article written by my colleagues. They usually are more of the nuts and bolts variety, easy to read and filled with common sense and good advice. We are rarely disappointed by these articles.

I have written three articles for GCM. Every one of those articles generated correspondence from colleagues, asking for the "hows" or "whys" of a particular task. The best part is that I come away learning something from the caller. I also enjoy these moments of self esteem.

Enough said. We are our best teachers. We are a diverse and highly educated group of professionals. We

all do our jobs differently, with some very unique twists. There is always some idea that I can embellish or change to make my job easier or my golf course better.

In some respects, we owe our success, in part at least, to those around us who have influenced us and who have prompted us to think.

Put your thoughts down on paper. Consider such an action as a "pay-back". The results you will receive will be both satisfying and rewarding. Those emotions will last longer than the delight attained from any award you might receive.

Publications like our *GRASS ROOTS* and *GOLF COURSE MANAGEMENT* need the support of people like you. 🍀

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