The President's Message



ENTHUSIASM: *Preparations For The Season*

By Michael Semler



We have survived another winter and I must admit that I am looking forward to the beginning of another year. I do not measure the work year like most businesses, with January 1st being the new year. I measure the new year by the golfing season in Wisconsin. So by my measure we are entering a "New Year".

Every spring, about this time, my enthusiasm level is at its highest. I have spent the majority of the winter in preparation of this "New Year". However, unlike most New Year celebrations, I didn't go out and celebrate the night before. I relished this one for the past 4 or 5 months with my "on paper" planning and preparation.

All golf course superintendents know that part of the allure of being in this business is these "New Year" celebrations. These seasonal changes always keep us looking forward to something new and different. I have always felt that this is one of the little known treasures of our profession. For it seems that as soon as we become tired of one season, another new, different and exciting change is around the corner. These changes keep us from becoming tired of the same old routines with a "New Year" every 3 to 5 months.

Back in November, I was looking forward to the chance to see the new equipment that would be available for 1994. I relished the chance to listen to Kussow, Rossi, Meyer, Koval and others, at the annual winter symposiums and conferences. I looked forward to the planning and preparation necessary for the upcoming year. A new staff, new modes of operation and the chance to improve the golf course in dramatic fashion (at least on paper), were some of the plans I made this past winter. I even had the chance to take a vacation with the family away from the golf course.

All that seems so long ago, and now doesn't carry the same allure as it did in November. I feel it is time for a "New Year". So much for the paper improvements I made during the winter months, it is time to put them into action on the golf course.

I truly enjoy the months of spring. I'll have plenty of time in the coming season to implement the improvements I have planned for many months. Certainly, there is a heightened tension and activity level around the golf course. Sometimes a mistake or two will be made, but so will many improvements.

"New Year" celebrations raise our spirits with the coming of new events and the fruits of our winter planning. Without even knowing it, and with the lack of a hangover, we have entered a new year and a new season. So Enjoy!



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