

PLAYING GOLF IS GOOD P. R.

Should a golf course superintendent play golf himself? Many golf course owners and directors believe that having a superintendent who doesn't understand the game is something like having a mechanic who doesn't drive work on your car.

Seeing the course as the golfers do and good public relations are the biggest advantages to playing golf for a golf course superintendent. When it's time to explain to an unhappy member why his favorite nine is closed or why an aerified green looks the way it does, your credibility is much better if you can explain what you're doing and why in golfer's terms. Don't give a player a reason to walk away muttering, "But he doesn't even play the game!"

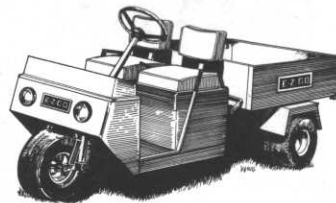
Playing golf with members also offers you a way to let them get to know you. While playing, you can discuss the course's condition, answer questions and tell them about your plans in a friendly, low-key manner.

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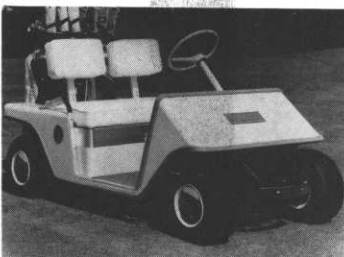


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You may even want to suggest to your employees that they learn to play golf, if they don't know how already. When employees understand the importance of the fine points of golf course housekeeping, good bunker maintenance, for example, the quality of their work is likely to improve.

It isn't important that they play well. Your club's pro may be willing to give a few group lessons and a friendly handicap competition now and then among your employees will encourage them to learn.

Finally, playing golf yourself is a most enjoyable way to conduct an inspection of your course from a golfer's perspective and note small changes that could be made to improve your facility.

Wondering about the weather? Your nearest National Weather Service Office can supply you with useful information.

Concrete stepping stones may be the answer for areas worn bare of turf by heavy foot traffic. Brushing the surface of the concrete with a broom before it dries will yield a slip-resistant surface.

Reprint: FORE FRONT