

Face Change Head On

Accept the challenge of our profession. Rise above adversity and be the best!

Our business is not unlike others, filled with politics, personalities and the whims of nature. But each of us has learned that dealing with these uncertainties is our real strength. We all face change and compromise daily. For us to become rigid and inflexible would be contrary to our success as golf course managers.

A truly successful manager not only deals with changes, but initiates them. Becoming complacent means one has accepted mediocrity. In today's competitive world, being average just doesn't rank. Setting our sights on being the best drives improving performance. Even innovation is spurned by this type of drive.

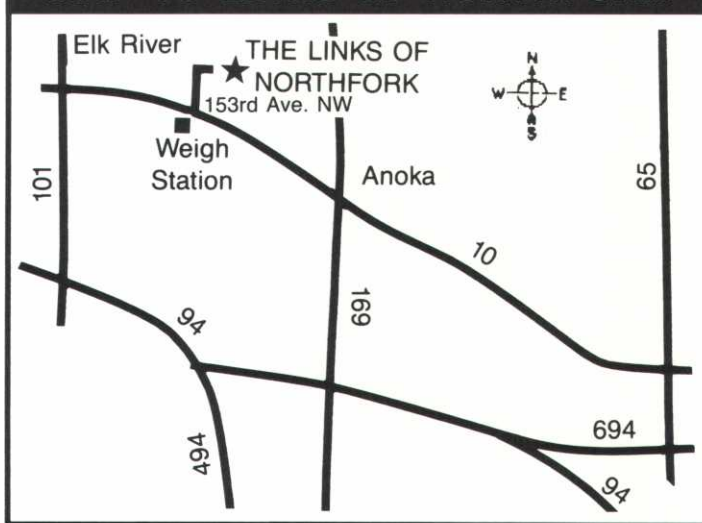
Understanding the desires of our golfing populace and implementing them through our management skills is the real name of the game. Face it, right or wrong, we can't always have it our way. But dealing with compromise in a positive direction takes talent. Demands placed upon our golfing facilities by the players are a real test in balancing nature with science. On occasion, ridiculous requests are made by greens committees, which challenges our abilities. Without direct defiance from nature, using our resource-

fulness, we can usually find a compromise that will keep everyone happy, and keep our jobs at the same time.

As stewards of the environment, it is our business to find the balance between nature and man. Golf is most definitely on edge between sanity and insanity. But everyone must enjoy the challenge or they wouldn't partake of the sport. By showing up at that tract of land called a golf course, superintendents and players prove their love of sport by facing the frustration and enjoyment each day.

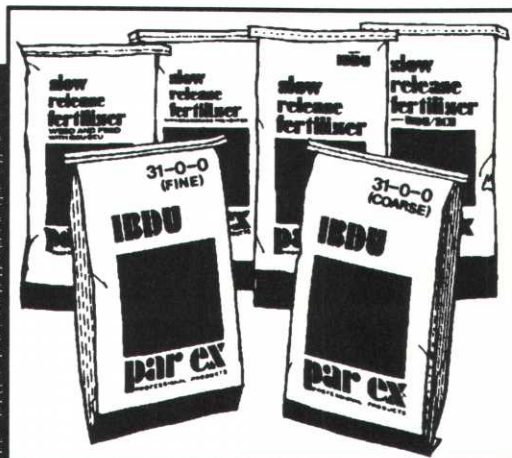
—Dennis James Orsborn, California Fairways

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