

HOLE NOTES

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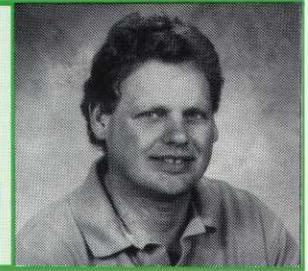
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FROM YOUR PRESIDENT'S DESK

Real Heroes Make Noise Quietly



Quietly making noise. Only true Parrotheads* will recognize this phrase as the title of a Jimmy Buffet song from the compact disc "Fruit Cakes." Ever since I came across this somewhat oxymoronic title, it has intrigued me. The concept is obscure, but after thinking about it at length, it seems to me that it fits a lot of golf course superintendents.

Many superintendents that I know, either on purpose or by chance, lead themselves to success by applying this adage to their professional lives. Defined, quietly making noise is the process of reaching objectives, goals and pinnacles of success with little or no fanfare. It is letting your accomplishments speak for themselves, or deferring credit to someone else for the sake of organizational harmony. It is taking small steps, one at a time, to reach a goal that seemed unattainable. It is about being humble and unassuming. It is function over form.

Still confused? Think about some of the veteran superintendents that made an impression on you as a youngster — heroes if you will. Think of guys like Kurt Erdmann or Irv Fuller Sr., or George Ostler, Sr. Were these guys flashy or self-promoting? Hardly. No, their success came from hard work, going about their business with enthusiasm and dedication, with little regard given to how the rest of the world was going to reward them. You don't have to look very hard in our industry to find people who have made enormous contributions without "making noise."

So who does the golf world give the most credit to? Obviously, to the players. The heroes are the guys that have the multimillion dollar endorsement contracts. Those that make more money in one tournament appearance than most superintendents will make in a lifetime are the people who are revered with God-like fascination. Take Tiger Woods for example. Here is a kid, twenty-one years old, who in less than a year on the pro tour, is *Sports Illustrated's* Man of the Year. He will make enough money in endorsements to operate half of the golf courses in Minnesota — at once. Every kid in the country who has tried to swing a nine iron has come to love Tiger. I'm not saying that's bad, I'm just saying that you don't have to look to the spin doctors and media hypesters to find folks worthy of admiration.

Try looking up the road apiece, to the little nine-hole course that, without diddley-squat for a budget, is consistently well-groomed and in nice shape. Now, there is an accomplishment. There is a professional superintendent who won't be on TV this Sunday, but has attained success quietly. How about our assistants, who seldom get the recognition or salary they deserve, but yet consistently do more than they're asked to do, and sometimes make superintendents look better than they are? That is quietly making noise. That is also, in this society of dysgunationalism and misplaced glorification, where we can start looking for our heroes.

* A Parrothead is a person who religiously follows and listens to the music of Jimmy Buffet.

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One of the services that the MGCSA provides to all of its members is educational opportunities. The "Three Days of March" is a great example. The March Mini-Seminar followed by the aquatics and turf stress seminars was a well-rounded, informative and pertinent block of education that *everyone* in our association could learn from. I congratulate our members that recognize and appreciate good education who were on hand to learn from three of the country's leading experts. I would also like to thank Steve Young, Tom Parent and Scott Turtinen for setting up this event for us.

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See you April 29th at Lafayette!

— Fred Taylor,
MGCSA President

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