

HOLE NOTES

Official Publication
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Minnesota Golf Course
Superintendents' Association

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From Your President's Desk

Professionalism



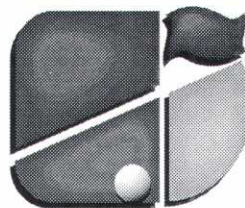
As the season gets fully underway, I once again realize that I am in the wrong profession. I should have paid more attention during my college science courses and became a meteorologist. You don't even need to be accurate with today's weather because, with current technology, the forecast, and I use that word only because that's what meteorologist call it, can be updated whenever necessary to correct flaws. The forecast at 5:00 isn't even close to the one at 6:00 let alone 10:00. But enough complaining.

I have been catching up on some reading lately during frosts and such and have come across the term professionalism quite frequently. This term seem to have many meanings to many people. Some use it to describe a persons appearance and others use it to describe a person's attitude. I would like to offer my take on the word.

To me the word professionalism is more about how we act than how we look. Don't get me wrong, I think appearance is important; after all, it is the first impression that you give a person. And when I say act I am not necessarily talking about how we carry ourselves but more how we interact. For this reason I link professionalism with how we treat others we come into contact with every day. Be that the one-time patron who has parked his cart on the collar of the green or the salesman calling on an appointment. We need to be conscious about how we treat all of the individuals we might encounter. Even if the we would like to flog the guy with the cart, we as professionals know that the proper course of action is to ask politely to move the cart and to explain why it is important. And even if you don't want to see that salesman who left a message, at least have the professional courtesy to call him back and speak with him. Being a professional is all about how we treat others, and how we want to be treated.

Special thanks go out this month to Dan Swenson and the staff at River Falls Golf Club for their hospitality. Although I was not able to play, my assistant did and informed me that the course was in excellent condition. Thanks. Next month takes us to Southbrook in Annandale with guest speaker Dave Oberle giving us a rundown on how the internet can make us more efficient and cut our operating costs. I hope to see you there.

*-Paul Eckholm, CGCS
MGCSA President*



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