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Editor's Note: Many Superintendents are not aspiring general managers, but it is nice to be recognized as the most scientifically oriented and probably most qualified of the club executives.

Professionalism at the golf course superintendent level has made giant strides in recent years. And at least one golf executive feels the determined effort to improve makes the superintendent the logical choice to take over general manager responsibilities at clubs where the golf course is of paramount interest.

These were Bill Carey's thoughts in a recent column carried in *Florida Golfweek*. Carey is executive director of the Florida State Golf Association. In the piece, Carey questioned Palmer Maples, president of the Golf Course Superintendents Association of America. Maples spoke at the recent meeting of the Florida West Coast Superintendents. Maples said:

"Superintendents have the degree of professionalism and experience required to take over general management. Our association's national education program anticipates expansion in that area." Maples pointed out superintendents are required to be versed in agronomy, horticulture, entomology, plant pathology, landscape architecture, construction, accounting, meteorology, civil engineering and mechanics, as well as public and labor relations.,

Continued recognition and understanding of the superintendent's qualifications and responsibilities by owners and governing bodies of golf courses would seem to put the superintendent in a good position to move into general management spots. Carey wrote. To strengthen his standing in the time-honored management triumvirate system of manager, pro and the man in charge of the playing grounds must seek a realistic liaison with club members.

Observations gained from good rapport with the membership should communicate to the superintendent the level of condition desired on the golf course. The real professionals will then work within budgetary and environmental restrictions to bring the course to the desired level of excellence, Carey said. The bulk of a club's budget is spent on the course. Current cost increases of supplies, labor, environmental protection are driving many facilities to the wall, he said. To cope best with the stringent technical and economic demands of operation of these days it would make sense to put a scientifically oriented person in charge.



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