

Certified Superintendents Report Favorable Response to Program's Value

The value of becoming a Certified Golf Course Superintendent, according to a recent survey of Certified GCSAA Members, is dependent upon the desires of the individual, and his personal abilities to realize those goals.

A companion survey of employers indicates a strong interest in the program, particularly when the individual superintendent has fully advised the club about Certification. In monetary terms, salaries of the Certified Superintendent averaged more than \$2,900 higher than the salaries of all superintendents, as determined by GCSAA's national survey in 1974. Nearly a quarter of those responding to the certification survey indicated they received a pay raise upon attaining the CGCS status.

Especially revealing in the survey were personal comments made in response to various questions. As to why the individual took the Certification examination, answers ranged from remarks such as, "Felt it could only be of benefit and think someday it will mean much more to the people who hire superintendents. You'll need CGCS to get the good jobs," and "I feel that Certification is an advancement and any educational advancement should be taken advantage of," to remarks such as, "Why do you climb a mountain?" or "To find out if I was capable of passing."

Employers, in response to the question, "Do you feel it is to your advantage to hire a Certified Superintendent:", noted, "Certification provides the employer assurance that the employee does possess expertise and knowledge in Golf Course Management, and that his knowledge is recognized by an organization comprised of Golf Course Management Professionals." Others commented, "By all means, no course should be without a Certified man." or "We feel we can rely on an individual with credentials."

Public relations aspects of the program were most often criticised in the survey by CGCS Members. They noted that little was made of the event at the club, and perhaps even at the chapter level. Although GCSAA is embarking upon a stronger overall public relations program, it was concluded that a major responsibility for the program's success lays with the individual making his achievement known personally.

Opportunities of announcing this achievement have been expanded now that the newly Certified individual may determine when and where the plaque presentation will be made, and could therefore ask that it be held during a club function, or other time when people he

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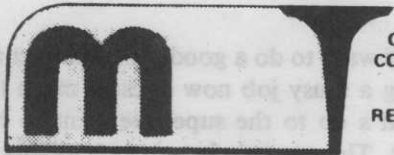
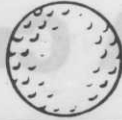
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SUPERINTENDENTS REPORT

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would like to know about the achievement would normally be present. Additionally, upon a request of the individual, a news release is sent by GCSAA to all news outlets he desires.

It was generally agreed by those responding to the survey that Certification will become more and more important to the profession as more people become Certified and word spreads through the superintendents, employers and golfers about the advantages of the program.

Currently more than 300 GCSAA Members have become Certified with a third again that number in some stage of progress. Basic eligibility now requires current employment as a golf course superintendent and at least two years status as a Class A member of GCSAA.

The six-part written examination required for Certification covers the areas of practical turf management, plant protectant chemicals, business administration, leadership, golf and GCSAA. A maximum of six-hours is permitted for completion of the open-book test.

To maintain certification status, A CGCS member must accumulate a minimum of six points during the five years following his initial Certification. The points are granted by the following method: GCSAA Conference will provide one-half a point per conference, GCSAA Seminars successfully completed will provide two points, the two-hour Recertification Examination will provide four points upon successful completion, or the individual may choose to take the then current six-hour Certification exam for six points.

Although the Certification Program contained a "grandfather clause" at its inception in 1971, that option is no longer available, and all members, regardless of age or years of Class A membership, must complete all parts of the program to attain Certification.

Application forms and additional information concerning the program are available from the GCSAA Director of Education, 1617 St. Andrews Drive, Lawrence, Kansas 66044.

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