

## Superintendents: What they do best

According to a LANDSCAPE MANAGEMENT survey, golf course superintendents do what's necessary to keep the course running well, are well paid (and are paid for overtime), and receive proper medical and dental benefits.

All 34 of the superintendents interviewed for the survey provide weed and insect control and aerate their courses regularly. Disease control, mowing and fertilization are performed at 97 percent of their courses. Ninety-four percent use an irrigation system, and 85 percent perform in-house renovations. An even 50 percent practice aquatic weed control, either chemically or by using aerifiers.

The average land taken up by a U.S. course today 143.5 acres.

Unless they're all trying to feed families of eight, superintendents' pay is staying competitive. Average salary for 1989 is \$30,720. The majority (25 percent), are paid between \$20,000 and \$24,999. Twenty-two percent receive between \$25,000 and \$29,999. An elite three percent are paid at or above \$60,000.

Liability insurance is one of the factors cited by superintendents as affecting profitability. It's no wonder.

Pat Jones, director of communications for GCSAA, says liability insurance costs are rising, "especially when attached to golf cars, or things

that typically might result in litigation, whether justified or not."

The good news on the benefit front is the coming trend toward portable pension plans, as cited by the survey.

Jones says the pension's lack of portability has been a problem in many professions. Usually, a pension must be cashed in by the employee should he change jobs. That requirement may change.

"What we and a lot of small business are working with Congress to do," Jones says, "is create a system by which employees who change jobs more frequently would be able to take their pension plans with them, like a portable IRA." **LM**

### Superintendents cite factors affecting their profitability:

liability insurance	80.0%
equipment upkeep	80.0
employee benefits	70.0
other insurance	66.7
govt. regulations	36.7
employee turnover	36.7
inflation	26.7
accounts receivable	23.3
salary increases	23.3
customer turnover	16.7
none/no answer	13.3

### Optimistic/pessimistic outlook for golf industry for 1990s:

PESSIMISTIC

OPTIMISTIC

8.4

mean

1 2 3 4 5 6 7 8 9 10

### Where superintendents seek business information (and technical info):

trade publications	88.2%
seminars, trade shows	85.3
professional organizations	70.6
expert on staff	55.9
cooperative extension	44.1