

The green industry continues to develop new ideas and career-building products. The golf/grounds industries provide numerous opportunities for employment and growth. Golf construction is trying to keep up with demand. There seems to be plenty of room for leaders, and followers are always welcome.

So many advancements have come along in the past seven or eight years: water injection aeration; plant growth regulators; and natural turf grown outdoors and sustained indoors for soccer.

Recently, we've seen new bentgrass varieties—such as the Lofts L-93 and Penn "A" and "G" series—that grow best at minimum heights and have incredibly dense growth habits.

We can make all kinds of new and improved products, yet we have trouble when it comes to finding, getting and enjoying cooperation from people.

Superintendents tell us of their struggle to find good help among American youth. One says it's been a couple years since a teen has even walked

in to apply for work at his golf course!

Try this message in your next ad:

"Golf course seeks eager, energetic, curious people for outdoor summer work.

"You'll earn \$6/hour, and not have to take drive-thru orders for burgers and fries at 1 a.m. You get to work with people who can teach you a thing or two about the value of hard work, get a feel for an exciting and growing industry, and you'll also get free golf. We want you to be happy here!"

(That \$6 might seem high, but it's part of the draw. Fast food's paying \$5.)

If that doesn't help bring in more able-bodied youth, there's still that alternate labor pool, composed of seniors, more women and migrant workers. They want to contribute and aren't afraid of work.

Products are easy to work with, people are not.



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GOLF/GROUNDS

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Develop a greens rating system

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Semi-tropical management tricks

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Quality control for new greens

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Serenity is yours if you want it

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Cart paths not part of the game

Many superintendents still walk a narrow corridor between employment and dismissal, as their fates rest in the hands of club members who don't know what it takes to grow healthy turf-grass. Rainy weather or drought not only means the turf's in trouble; somebody's job might also be on the line.

Athletic field managers face a different problem, as funds from municipalities are cut.

It'll be nice when the business management consultants decide that it's time to start investing more in overhead.

That's when quality—all-around quality—will again be a desired commodity. **LM**

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