

**T**he text comes from a poster at a fast food restaurant. And there's more: Uniforms! Good hours! Be part of an exciting team environment! Meet new people! Salaries start at \$6/hour! Management opportunities!

In terms of competition with the green industry, the mass marketing that has made our fast food giants so good at getting people to buy, now extends to their tactics for getting people to *work* in the stores.

Your lure has got to be in the way you describe golf's "career opportunities" and job environment.

People who are not in the know think working on a golf course means heat, and sweat and sunburn and misery. They don't know the benefits of the job: exposure to agronomy and turf management, both of which are fascinating subjects; lush green grass; eating lunch in the shade of an old oak tree; watching the sun rise over the trees; the serenity of the course in the early morning hours; the prestige of a well-managed golf course; watch-

ing a foursome hit up onto the green or blast away at a tee shot; and free golf.

And...career opportunities! Combine that with the GCSAA certification program, or other intensive course of study (financed at least in part by you) and you're likely to keep people happy, interested and productive.

Finally, are you willing and able to pay people a decent wage?

The Ohio Turf Foundation held a Job Fair during the OTF's December trade show. Here's what some of the advertised jobs were paying:

- ▶ Assistant superintendent, full time: \$22,000-\$25,000 plus vacation; health; dental; savings plan.
- ▶ Horticulturist: \$17,000-\$19,000; must know IPM diagnostics, consultation.
- ▶ Golf course horticulturist, \$8-\$10/hour. Re-

**Fresh air!**  
**Good pay!**  
**Free golf!**  
**A career!**



*Terry McIver*

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**GOLF/GROUNDS**

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sponsible for flower gardens, trees, planting, purchasing. May be required to do golf course maintenance.

"\$18,000 works out to \$9 an hour. It's quite a bit above minimum wage, but to invest four years of college, it is disappointing," says Tim Rhodus, associate professor of horticulture at the Ohio State University.

"You can make more money if you move past basic horticulture work, and into more supervisory positions with companies...they want to see your ability to work with people."

Rhodus says many of his horticulture students are majoring in landscape horticulture, with an eye to becoming entrepreneurs.

"Their primary goal is to run their own business," says Rhodus.

The OSU horticulture department has a web site that lists horticultural positions available and student resumes, at no charge.

This way, says Rhodus, students have a look at a wider variety of opportunities, and get more exposure to higher paying positions.

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Beginning next month in this space: we feature a guest columnist from the golf course industry. First up: Jim Snow, executive director of the USGA Green Section. **LM**