

Today's super must know about \$\$ as well as turf

Turf schools are graduating increasing numbers of potential golf course superintendents. The GCSAA web site discussion forum is "hot" regarding the topic of job security. One of the more popular seminars is entitled "Enhancing Your Value as a Golf Course Superintendent". The bottom line is that there is a growing sense of uncertainty in an industry that was once known for long-term employment.

Getting that first superintendent's job is going to be increasingly difficult. Keeping the job will take more than knowledge of agronomy and years of experience. Golf course owners and club committees want "golf course managers" who can deal with turf conditions, employees, customer relations, equipment maintenance, and financial situations.

The golf business is very unique. Each golf course is different in physical layout and composition. The financial resources needed to operate each course vary accordingly. Comparing operating expenses and budgets among golf courses is meaningless except on a general level. Recognizing this "uniqueness", owners and committees would rather consult with their employees than with outside "experts".

- Consult on what? Well, how about:
- ▶ leasing versus purchasing of equipment,
 - ▶ comparing the costs of different leases,
 - ▶ identifying areas in need of "cost controls",
 - ▶ expense versus depreciation "gray areas",
 - ▶ the tax ramifications of new construction and capital improvements,
 - ▶ contract labor versus employee classification,
 - ▶ employee fringe benefits,
 - ▶ inventory management.

These are just some of the financial issues that have serious importance in the golf business. A



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GOLF

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Sahalee is PGA primed

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New driving range a winner

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Cultural cures for wet greens

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Sub-surface technology shines

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Vargas touts 7-day spray program

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Work on bio controls still active

superintendent who can demonstrate knowledge in these areas will be a VIP at his or her golf course. He or she will also be attractive to golf operations that value such knowledge.

The superintendent's profession is changing rapidly. Without the acquisition of new skills and knowledge, today's "Old Tom Morris" could be posting a job search tomorrow. **LM**

[SUPERS ON COURSE]

NGF fetes Watson, and Dye family

Tom Watson earns the 1998 Graffis Award from The National Golf Foundation (NGF). "While Tom is undeniably one of the great players of our time, he's also quietly become one of the game's most giving people," said NGF Chairman Bob Maxon. The award presentation will take place June 17 during the U.S. Open.

The NGF also named the family of Pete and Alice Dye, including sons Perry and P.B., its Golf Family of the Year for 1998. Between them, the Dye family members have designed more than 150 golf courses in the U.S. and overseas.