

remain objective, and not become alarmists. The following statements summarize the energy crisis implications for golf courses:

Increasing costs—materials, supplies, labor. Delays in delivery of products, parts, whole goods and supplies.

Few actual shortages.

Exceptions: Some petro-chemical products. Operating costs increasing.

Labor highest cost item in budget and offers major opportunity for relief of budgetary pressures resulting from increased costs.

Labor-saving equipment a critical consideration and need.

Fuel costs: 2 to 3 per cent of total maintenance budget.

Fuel Cutback: 10-25 per cent.

Some course layouts being changed to accommodate high capacity equipment.

Changes in working hours to fit car pools and other transportation schedules.

Increased play and more intensive use of *all* turfgrass facilities.

Management. Critical need for improvement of all managerial talents.

Necessary to recognize that turf facilities are economic entities and their investments and operating decisions must be predicated on sound business judgment.

Opportunity: Increased challenges and increased opportunity for all involved with turfgrass.

The Superintendent In The 70s

by CLIFFORD A. WAGONER, President GCSAA

Since my subject refers to all the 1970s, this discussion will review where we are now, our future, and what kind of programs the Golf Course Superintendents Association of America has and will have to help the superintendent in the years ahead.

It is my opinion, after serving six years on the GCSAA Executive Committee and visiting golf course superintendents in all sections of the country, almost all superintendents are seeking ways to improve their knowledge. The large turnout at local, regional and national seminars and conferences is an example of the quest for information. Many turn to the USGA agronomist, to agronomists in the universities, as well as to fellow superintendents.

The period of the early 70s has seen a number of superintendents enter the field who have graduated from turf management schools. The evolution from greenkeeper to golf course superintendent has been slow but steady. The 70s will see this accomplished. The new pressures that have been heaped on the superintendent by federal and state regulations will probably start those in the profession searching for a new title, one that better describes his position. This might already be in the making, because one of the GCSAA surveys taken during the development of the Certification Program indicated that there were

99 titles used by superintendents of clubs (property manager, golf supervisor, outdoor operations man). A high percentage of these titles in use indicates a definite trend toward the suggestion of management.

Today's golf course superintendent's responsibilities can be divided into three categories which are scientific, managerial and technical. This will not apply to all situations because of the variations of the organization at each club. Some golf facilities have sufficient activities to employ a managing superintendent (companies owning more than one golf facility), but the average club seeks a superintendent with the ability to manage and yet possess the scientific and technical skills necessary to produce a good, playable golf course. Contract maintenance may become more prevalent in the late 70s.

In February, 1972, GCSAA recognized 47 golf course superintendents who had completed all the requirements of the newly adopted Certification Program. This program was developed to give the golf course superintendent who chose to become involved the opportunity to gain additional recognition. The program requires a superintendent to be a Class A member of GCSAA for three years and successfully complete a six-part examination. The six sections include questions on the



THE GCSAA dedicated its new Headquarters Building in Lawrence, Kansas, on January 12, 1974. Present for the ceremonies were nine past Presidents and the current Executive Committee of the GCSAA.

following:

1. The Golf Course Superintendents Association of America—its purpose, history and activities.
2. Game of golf and the official rules.
3. Turf managing procedures and all related aspects.
4. Pesticides; State and Federal regulations will require this very soon.
5. Business administration—budgets and recordkeeping.
6. Other management skills; human relations, recruiting, training and supervising personnel, and public relations.

To-date, 157 golf course superintendents enjoy the designation of "Certified Golf Course Superintendent."

The vocabulary of the 70s was broadened to include Occupational Safety and Health Act, Environmental Protection Agency and the Energy Crisis. Each of these has required major adjustments in maintenance, and even now the full impact is not known.

In every case the superintendent has reached out to get the information necessary for him to perform his duties. Coupled with the energy crisis is the money crisis. It has been around a long time, but again seems to be rearing its ugly head most prominently in the last year. In a

recent discussion with the Club Managers Association, monthly dues figures of up to \$210 were discussed. It was concluded that, at most clubs, this would exceed what the membership would be willing to pay. In our area there has been an annual increase in cost of approximately 7 per cent for golf course maintenance, and the other departments' costs are comparable.

The energy crisis this year alone has increased the cost of our fuel 25 per cent, fertilizer 50 per cent to 100 per cent, utilities 15 per cent, freight and transportation charges 10 per cent. The list is endless. If the superintendent is to check the cost and avert even higher costs, he must analyze his schedules, purchase and service equipment efficiently, work closely with the club professional and manager, be ready to present a program to the governing body that will provide good playing conditions, and yet check the money crisis and conserve energy.

The early 70s has seen competition develop among clubs to provide fence-to-fence turf made possible by highly sophisticated irrigation systems. These systems never allow turf to cycle from saturation to wilt. Clubs have required that turf be mowed daily and at extremely low heights. Most golf superintendents will welcome the opportunity to develop realistic programs aimed at growing healthier turf and ridding themselves of the spiral of competition. Along with the restriction of energy for maintenance equipment, we may also find a reduction of power to run golf cars. The decisions that lie ahead must be based on the total good for club operations. Along with his ability to manage course maintenance, the superintendent must have a general knowledge of all club operations so that he is capable of understanding the need for compromise, particularly during the energy crisis.

GCSAA will take an active part in preparing the superintendent for the 70s by making programs available to him in order to improve his skills and knowledge. The new GCSAA Headquarters Building is located in Lawrence, Kans., and was dedicated January 12, 1974. Our education programs at the International Turfgrass Conference will reflect general management practices. The equipment show will feature the newest equipment with special

interest placed on items that meet OSHA specifications—safety, noise, etc. GCSAA Seminars will be on current topics. The next one planned will be on pesticides, but our program will be flexible and will accommodate needs.

The Certification Program will be emphasized and publicized both to the golfer and the superintendent. The 70s may see qualifications for superintendent employment to include requirements of being certified. A consultant has been engaged to advise GCSAA and their Chapters of EPA legislation. Our periodical, *The Golf Superintendent*, will continue to carry timely articles and conceivably will expand "The Thinking Superintendent" feature for an exchange of ideas. Information brochures are in the making, and we are presently collecting energy-saving ideas that will be published shortly. The Association will expand its membership, and the programs offered will benefit more clubs. The Association will continue to support research at leading universities. Young people will be encouraged to come into the field through a program of scholarship grants to deserving turf students.

The Golf Course Superintendent of the 70s has no choice but to take advantage of every possible tool which is available to broaden his knowledge. The competition from other departments in the club, the competition from other sports for the recreation dollar make it mandatory that the golf course be in top condition at all times.

There are conflicting opinions of how the energy crisis will affect play on the course. It is my opinion that golfers will use their facility more often and that many new people not now playing regularly will begin in earnest. This, coupled with a possible reduction of energy and a slower economy, offers the golf course superintendent a real challenge.

Hopefully, the 70s will bring about the realization that the superintendent must have executive, as well as scientific and technical skills. Many times it has been said "The golf course superintendent is the most important person on the staff of a club. He is in charge of the only asset we have to sell—the golf course." I wholeheartedly agree.