

# There is More to the Job Than Just Growing the Grass

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**B**EYOND the science and mechanics of actually growing grass, today's golf course superintendent must not overlook the other vital elements of his job. This includes job recognition and communication within the club. This is my turf tip to you. Beyond growing the grass, do not forget those little extras that will improve your ability to communicate with the golfer and to effectively upgrade yourself professionally. They include:

**A. A Secretary (Figure 1)** — What business do you know that has a budget of over \$200,000 a year or more, employs five to 20 people a year or more, has the amount of paper work with time cards, payroll, inventory control, budgeting, reports, health and welfare records, etc., and does not employ even a part-time secretary? The obvious answer is, the maintenance operation of almost any golf course.

Those superintendents who employ a secretary find them indispensable. They free the superintendent from the paper work the job demands. I know of no way to improve the overall efficiency of operation of a golf course than to employ a secretary.

Need more convincing? Have someone call your office in your presence and when you are not there. It may be inter-



Figure 3. Stanley J. Zontek and Paul Boizelle.

esting to see how well a telephone message is taken, recorded and then given to you upon your return. Telephone finesse alone can justify employing a secretary. A mechanic or any other worker in the shop cannot be expected to be a secretary. Many miscommunication problems can be avoided with a secretary present.

**B. Signs for Better Job Recognition (Figure 2)** — Do all members and golfers at your course know your name? They should. After all, the superintendent is one of the key employees at any golf course. Golf is played on grass, and the better the turf, the more enjoyable the

game. No one contributes more to the appearance, playability and general operation of a golf course than a superintendent, but he is usually the least known of the three department heads — the golf professional, club manager, and the golf course superintendent. The job does not permit the superintendent to stand on the first tee or at the clubhouse entrance every day greeting the golfers. Having communication tools can be of great help in providing identity for the golf course superintendent. He has earned it. If you don't believe that, see what happens to clubhouse and pro shop sales and operations when there are serious turfgrass problems on the golf course.

**C. The USGA Green Section** — Green Section Agronomists can be of real assistance to clubs and golf course superintendents (Figure 3). In addition to providing an unbiased sounding board for new ideas, new grasses, chemicals and equipment, etc., today's Green Section is an important management and communication tool. The Green Section has been actively involved with turfgrass management on golf courses for over 66 years. As times change, our service changes to keep pace with the game. Use us. We are here to serve you and better, more enjoyable golf.

Figure 1.



Figure 2.

