There are a couple of upcoming events I'd like to preview for you.

First, Golf Course News has arranged with ExpoConsult of Holland, organizers of Golf Course Europe, to cover this European conference and show in Wiesbaden, Germany, Oct. 7-9.

Golf Course News - Europe will publish a special section in the October issue.

Second, the Golf Course News marketing conference will take place Sept. 16-17 at the Oakbrook Hills Conference Center near Chicago. This two-day conference will address the problems in marketing products and services to golf facilities and, hopefully, develop some solutions for the industry suppliers' marketing and sales efforts.

As I mentioned in last month's column, the 1992 editorial calendar is now published, so I'd like to review it for you. Our editorial department has added some new features, as well as four special sections that will expand coverage of particularly "hot" topics in the industry. Here's the rundown:

- **February** - GCSEA Show.
- **March** - Golf Course Utility Vehicles - Special Advertising Section.
- **April** - Pre-emergent Herbicides.
- **May** - Driving and Practice Ranges - Special Advertising Section.
- **June** - Rotary Mowers.
- **July** - Pungicides.
- **August** - Grass Seed Producers and Research - Special Advertising Section.
- **September** - Soil Blenders.
- **October** - Irrigation and Pumping Stations - Special Advertising Section.
- **November** - Architects, Builders, and Developers.

December - Hi-tech Developments in Golf Course Maintenance.

My recent column on slow play garnered some interesting response. All disagreed with my suggestion to allow players to hit par 3s while the group ahead has not completed play.

This is a regular practice at some courses, even though it could result in a longer wait for those following. I must agree with my critics, who point out that a rule for speeding up play should not be posted. Aside from that one point, respondents agree there is a need for continuing education for faster play.

Keep your comments coming!

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**Get tests straight before announcing them**

By Mark Leslie

Henry Adams once said: "Practical politics consists in ignoring facts."

Time and again we've seen proof of this in America. Time and again men have spoken too soon, thought men have spoken too soon, given up when they should have hung on.

Time and again the results have been ominous. People suffer, families are disrupted, neighborhoods are uprooted, companies go belly-up, cities go bankrupt, and states survive only by raising taxes.

But this is a plea for it to stop.

I follow the dioxin scare, which is perhaps the most damaging and costly - illustration of the danger of no-think quick response overstatement tendencies. In 1982, the government ordered evacuation of 2,232 residents of Times Beach, Mo., saying traces of dioxin were found in the town's soil. The Environmental Protection Agency spent $33 million to build up the town, posted signs on Highway 44 warning motorists to keep their windows closed and not to stop or leave their vehicles. Syntex Corp., was blamed for contamination of Times Beach and other Missouri sites because one of its subsidiaries had bought a plant that had once supplied dioxin-tainted waste oil to a contractor who had sprayed it on the town's streets.

Syntex last year signed a consent decree agreeing to clean up the sites and incinerate 100,000 square yards of contaminated soil.

The estimated cost over the next decade? As much as $200 million.

My beef: The scare, the evacuation and all the consequent hubbub were a mistake.

Dr. Vernon Houk, the director of Disease Control, who had recommended the evacuation, now believes it was unnecessary. He says the scientific theory and methodology behind him and others to

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**A list is a list, but take note, address problems**

By Jim Gillingan

Lists attract our attention. They enumerate our problems, pleasures and hopes. They are a condensed index of things to do, we should have done, and could have done.

Lists are powerful documents. We respond to them quickly, whether it is a shopping list, a Christmas list, a work list, a sports list or a problem list. It must be the simple declarative style of a list that triggers a quick response. I responded quickly when I read the list of "Golf Course Superintendents' Troubleshooting." Then I saw that they were "The Top 10 Sins of Golf Course Maintenance" as seen through the eyes of 12 USGA agronomists.

The list was the result of a survey requested by a group of golf course owners. Observations were tabulated and the results listed according to frequency in the survey. These problems not only were sinful. They were deadly; a fatal combination.

The list implied that superintendents might be responsible for these problems. Golf course maintenance is a career for superintendents; it is a matter of job security. Industry leaders who listened to the talk, or who read the article may erroneously interpret the tone of the list.

Jim Connolly, USGA agronomist who presented these facts at the Maine Turfgrass Conference and Show, stated that it was not his intention to fault the superintendent but to make the industry aware of the problems. There is no denying these problems exist.

In presenting the list in this column, I changed the order to reflect my views of the importance of each problem. The comments following the category are my thoughts.

1. **Labor (9) Size alone puts this problem at the top. Labor comprises the largest percentage of golf course budgets. The human element demands attention. Low wages, low benefits, seasonal employment, poor working conditions, lack of training and scarcity of qualified people contribute to this problem.**

2. **Communications and Public Relations (7). To resolve this important issue, communications should begin at the top and set the pace throughout the golf course organization. A positive attitude must be developed in the organization to make it effective. The forms of communication should be kept to a minimum. The quality of writing, speaking and listening must be emphasized.**

Public relations can be easy: be courteous to everyone; go to staff organization. Community activities are a means of establishing a solid public relations image.

3. **Green Speeds (2). An important concern because of its impact on overwatering, pesticide use, equipment and labor. Fast greens and low-cut fairways perpetuate the problems of maintaining the grass in a constant state of stress. Pressure is exerted from all sides in this question of keeping fast greens. As superintendents, we are not entirely blameless.**

4. **Overwatering (2). A significant problem in that a superintendent may be forced into preserving the "green" look. The stress of present maintenance standards are a contributing factor to this problem.**

Automatic systems left unmonitored overwater; manual degree days agreed on in inexperienced hands overwater.

5. **Pesticide Use (6). Pesticide misuse is the problem.**

Using diagnostic tools to identify pests, employing longer application intervals, and carefully selecting the correct pesticide are means superintendents are using to eliminate any misuse of pestcides.

Superintendents understand the complexities of pesticide use and the financial and environmental cost of overwatering, pesticide use, equipment and labor. Fast greens and low-cut fairways perpetuate the problems of maintaining the grass in a constant state of stress. Pressure is exerted from all sides in this question of keeping fast greens. As superintendents, we are not entirely blameless.

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**Complimentary Section**

**From America to Europe, busy times ahead**

By Jim Gillingan

Lists are a list, but take note, address problems.
Mickey Bradley has braved hurricanes and other storms in two job conversions

By Vern Paine

Joyce Kilmer wrote, "Only God can make a tree.

With one furious sweep, Hurricane Camille in August 1969 destroyed 1,375 trees at the Biloxi, Miss., Broadwater Beach Hotel and Golf Club. Where Mickey Bradley was assistant professional and changed his career direction.

The 36 holes and par-3 lighted nine-hole course were closed. On the heels of that disaster, Bradley was given the task of counting and removing tree stumps at $2.75 a stump.

During that heart-breaking job, Bradley became friendly with course superintendent Bert Newman and received a fresh perspective on course preservation and maintenance. He discovered he preferred outdoor work to the sometimes-confining pro shop. He began cutting greens, then branched into course maintenance.

Complete conversion to course care wasn't immediate. When the course was restored, Bradley returned to the pro shop.

In 1972, he became head pro at a nine-hole layout in Ittabena, Miss. There, a farmer, one helper and Bradley handled maintenance with one walk-behind grass mower. Bradley was on the course at dawn to eave the greens, then opened the pro shop.

Fortunately, no travel time was wasted. Bradley lived in a trailer on the course.

A crop-dusting airplane was used to fertilize the course. And the pilot lacked Stealth fighter accuracy. Anything not covered, including the swimming pool and clubhouse, was saturated.

Bradley in 1974 became course super at Ellendale Country Club in Houma, La., during his five-year stint, Golf Digest ranked Ellendale one of the top five courses in the state.

Bradley's bent to the course superintendent field continued strong. He then became superintendent at Sherwood Forest in Baton Rouge, La., and earned his certified golf course superintendent degree that same year, 1980.

Bradley switched to Hickory Hill Country Club in Gauthier, Miss., in 1983.

In October 1989, he was hired by the PGA to direct the Ben Hogan tournaments. Tour officials were seeking a person who could communicate with superintendents, one with combined pro and super knowledge. Bradley fit the bill.

It's been a wonderful experience, dealing with all facets of the game, and Bradley feels fortunate to be in such a unique position.

He communicates well with superintendents and pros, though he wasn't looking for the best of luck.

Woodlands Country Club host pro Chris McClure on the last of a nine-hole team scramble match at a Tour stop in Dallas, Maine. Bradley, McClure, tour agronomist Jeff Healey and 45-year Tour pro Fred Haas cared the course with keen eyes to tourney stake placement. After Haas handed a chip off for what seemed a match-winning birdie, McClure called a tricky 15-foot downhilller to gain a deadbolt. Both teams had two under par 54s.

Woodlands, now in its third season, was the toughest of 30 Hogan tracks last year. Only winner Brandel Chamblee broke par, by one stroke. Bradley was called upon for 50 rulings. This year, there were half such knotty questions.

Bradley's itenary is a heavy one: 32 weeks a year and 22 tournament stops. But it's a long way from removing tree stumps at $2.75 apiece.

Bradley's itenary is a heavy one: 32 weeks a year and 22 tournament stops. But it's a long way from removing tree stumps at $2.75 apiece.

Rushing to judgment can cause a major crime

Continued from page 12

An assumption that violates a fundamental rule in toxicology: The dose makes the poison.

If dioxin is a human carcinogen, it is a rather weak one in the population exposed to high doses... and is not a carcinogen in the population exposed to lower doses," Houks says. "It is a sham and it's a shame... but this sort of thing happens too often."

I am aware of the weak points in my comments... but we know we must share this beautiful creation with the golfers if we are to continue working one tiny step. I am aware of the weak points in my comments... but we know we must share this beautiful creation with the golfers if we are to continue working one tiny step. I am aware of the weak points in my comments... but we know we must share this beautiful creation with the golfers if we are to continue working one tiny step.

Responsibility for this sort of mistake must start somewhere. Let it start with the individual.

Let's avoid snap judgments. Before acting, let's just seek but find answers. Let's think before we speak. And let's ponder the consequences of our actions before taking one tiny step.

The Golf Course Superintendents Association of America has formed a new department to develop and implement programs for its 724 international members.

Tom Atkins, GCSSA director of planning, will head the department and assume the newly directed role of planning and international programs.