

## Communication crucial element of super's job description

By TERRY BUCHEN

WILLIAMSBURG, Va. — Communicating with their fellow employees, other department heads, golfers and employers is the most part of a superintendent's typical work day and is arguably the hardest and most important responsibility at hand.

What is the best way for a superintendent to communicate? There are many proven ideas in many different formats that have been well received.

• Tom Wolff, superintendent at Sahalee Country Club in suburban Seattle, Wash., site of this year's PGA Championship, set up his own golf course maintenance

website on the Internet to communicate about the tournament and what his crew's involvement was and how important it was for a successful championship. They had many "hits" on the website — a resounding success.



• Joe Baidy, former president of the Golf Course Superintendents Association of America (GCSAA) and certified golf course superintendent at Shenendoah at Turning Stone Casino Resort in Verona, N.Y., needed to acquire equipment at

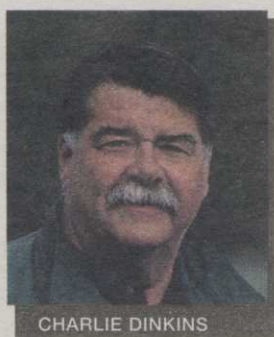
this new 27-hole course. To communicate the best way possible with his employers, Baidy made a listing of bullet points, describing every piece of equipment, what it was used for and why. The resort officials appreciated this effort in their first venture into the golf business.

Baidy also devised projections for cash flow, rounds of golf and income, along with his grow-in  
**Continued on page 28**



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CHARLIE DINKINS

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Adds Jeff Frontz, greens superintendent, CGCS, of Royal American Links in Galena, Ohio:

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JEFF FRONTZ

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## Noer Foundation celebrates 40th

ORLANDO, Fla. — The O.J. Noer Research Foundation will mark its 40th anniversary during the Golf Course Superintendents Association of America's International Conference and Show here.

The foundation was established to honor Mr. Noer, who was the leading turfgrass agronomist of his day. As agronomist at the Milwaukee Sewerage Commission, producer of Milorganite fertilizer.

During his long career, he traveled throughout North America, visiting with golf course superintendents. He also participated in many local, regional and national superintendents conferences and wrote numerous articles for popular and scientific publications.

Since its inception, the foundation has supported 54 turfgrass research projects at 19 universities and experiment stations. It also provides funds to purchase rare and important books related to turfgrasses, to expand the O.J. Noer Memorial Collection housed at Michigan State University. Funds are generated by the income derived from the investment of contributions.

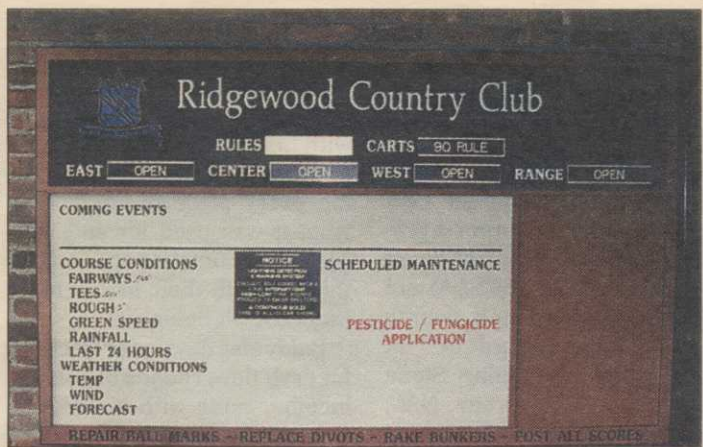
Contributions come from individuals, superintendents associations, turf supply manufacturers and from Milorganite distributors and buyers who wish to "put something back" into the turfgrass industry. The foundation is an all-volunteer organization in order to maximize funds available for research.

O.J. Noer was a 1926 graduate of the University of Wisconsin, with a degree in soil science. The GCSAA Conference in Houston in 1960 was dedicated to him. He received the USGA Green Section Award in 1963, and was a three-time winner of the GCSAA's Distinguished Service Award (1952, 1959 and 1960). His name was also listed in the Wisconsin State Golf Association Hall of Fame in 1985.

For more information of Mr. Noer, the foundation and the O.J. Noer Memorial Collection, check the World Wide Web at <http://www.lib.msu.edu/tgif>.



Terry Buchen photo



Ridgewood Country Club's communication sign lets golfers know what they need to know.

## Sign communicates with golfers, guests

By TERRY BUCHEN

PARAMUS, N.J. — Communicating with course officials and golfers is extremely important for today's golf course superintendent. First impressions are also very important to provide the proper playing environment needed and wanted by today's demanding golfing elite. What better way to communicate than to greet golfers with a decorative and tastefully done redwood sign on the outside of the golf shop?

"Our sign contains vast amounts of information that I control at all times for our members and their

guests," said Todd W. Raisch, superintendent at The Ridgewood Country Club here. "We list which of our three nine-hole courses are open; whether to play regular or winter rules; rules for golf cars; course conditions, such as fairway, tee and rough mowing heights; rainfall during the past 24 hours; and current weather conditions, such as temperature, wind and the forecast for the day.

"We also provide important information about our sophisticated lightning-detection and warning system; our scheduled maintenance for the day or for the week; and any pesticide and fungicide applications."

The sign also reminds golfers to fix their ball marks, replace divots, rake bunkers and post all of their scores.

"We list our upcoming significant events as well," Raisch said, "to remind our members to make their commitments to play in as many member events as possible."

The most controversial issue about the sign, he said, is posting the green speed. While he initially did so, "we learned quite quickly that it is best not to post green speeds for very obvious reasons," Raisch said.

### Savvy communications

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and subsequent maintenance budget for this year and next year.

- Bruce Williams, also a former GCSAA president and certified golf course superintendent at Los Angeles Country Club, has weekly staff meetings and plays golf with his general manager every two weeks to interact about his areas of responsibility. He also uses much written correspondence that is wanted and needed.

- Jim Loke, certified golf course superintendent at Bent Creek Country Club in Lancaster, Pa., sets the green committee agenda with the green chairman and then distributes it to each committee member, along with a written progress report of all of the good things that have transpired since their last meeting.

- Andy Woolston, superintendent at Harbour View Golf Course in Suffolk, Va., uses a portable cellular telephone on his course that is under construction so he and his employers can stay in touch with each other easily. The cell phone is also a great portable office while his maintenance building is being built, and he uses it effectively while driving to and from the course to catch-up on telephone correspondence.

- Fred Biggers, certified golf course superintendent at the 36-hole Greenville (S.C.) Country Club, uses a large notebook to communicate with the green committee and his general manager. Items in the notebook, which is constantly updated, include operating and capital budgets; labor studies; conditioning improvements; maintenance and master scheduling; soil-test results; agronomy consultants reports; master plan; and what makes a great golf club bullet points listing.

- Tracy Shanahan, superintendent at the nine-hole private Saratoga (Calif.) Country Club, recently renovated two greens with great success that required many face-to-face meetings with club officials. This worked best at this particular club to keep the paperwork to a minimum.

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