

## 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

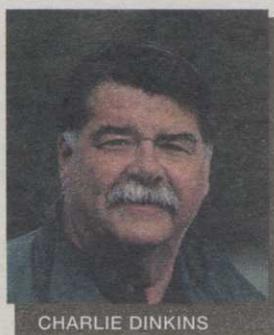
this new 27-hole course. To communicate the best way possible with his employers, Baidy made a listing of bullet points, describing every piece of equipment, what it was used for and why. The resort officials appreciated this effort in their first venture into the golf business.

Baidy also devised projections for cash flow, rounds of golf and income, along with his grow-in  
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CHARLIE DINKINS

*"I used Eagle this year to control dollar spot and brown patch on greens and fairways. I got 15 to 18 days of control on greens and even longer on fairways. Like a lot of municipal courses, we are on a very limited budget. I have to have a product I can count on to give me longevity. I'll definitely use Eagle again next year."*

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

*"For dollar spot control, I want a product that will be effective for 14 to 21 days. Other products are cost-prohibitive at that interval. Eagle is the best choice. I got three weeks of control. That was good with all the disease pressure we had. You could see exactly where we left off spraying. It's hard to keep the course spotless, but Eagle came pretty close."*



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>.