

on fairways and dwarf varieties of putting green grasses being mowed at .150-inch or less on a regular basis with minimal damage?

How much easier is it now to aerify greens and pick up the debris with a core processor rather than a crew with shovels and trap rakes turned upside down?

What did we do before trap rakes that groomed bunkers with one man in just a few hours in most cases?

Isn't it wonderful to verticut or groom during the growing

season with ease, and then to dust the greens with our rotary top dressers?

How difficult is it to keep level tees now? Dude, just call the contractor and have him laser level them every couple of years!

How about fertigation? Fertilize every night when you water!

One Adam Twelve, see the man on the two-ton truck broadcasting 5 tons of fertilizer an hour! I watched with amazement as that same device - and one like it - put out 650 tons of top dressing

on four soccer fields in less than four hours. How long would have that taken with a couple of walking Turfco top dressers?

I could go on for a while longer now that I'm on a roll but no need beating a dead tree or a dead tree hugger or a young superintendent who doesn't know where this industry has come from. Trust me. We've come a long way, baby, and hopefully still have a long way to go.

Who knows, maybe someday we will see a grass that

needs no water, food, mowing or other tending to. I guess that's not really likely since grass is a living organism and all living things need a little TLC from folks like us.

## Leadership - A Learned Behavior

By Bruce R. Williams, CGCS

Early in my career I learned from some great mentors.

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## Show and Tell

### Put More 'Grin' Than 'Grip' into Award Presentation Photos

From time to time in future issues, we will provide some writing and picture-taking tips to help you improve your communications skills whether it's for your club newsletter or for articles for other publications.

Photos are a great way to capture memories and the history of your department at the club or your chapter, whether they're the good old 35mm prints or slides or digital images. Maybe these pictures will go into an album or onto a CD for the archives, but then again they might be used in the *Green Sheet*, *The Florida Green* or even a national publication like *GCM* or *Golfdom*.

#### The Grip and Grin Photo Op

One of most-often taken photos is the golf trophy, service award or donation check presentation. They are often called "grip and grin" after the handshake and broad smile that go with the handing over of the hard cash or hardware. The most common mistake in this photo-op is the position of the subjects. Ninety-nine percent of the time, the subjects stand at arms length shaking hands and holding onto the



*Typically subjects stand too far apart. Also watch for background objects "sticking" out of people's heads. Photo by Joel Jackson.*

plaque or whatever.

The other big mistake is keeping the camera too far away from the subjects. We don't need to see their feet. We want to show their smiling faces. And since some of us are maturing nicely, we also don't want our bellies prominently displayed either.

And whether indoors or outdoors, *always use a flash* to take the picture unless you know how to eliminate shadows from overhead lighting or bright sunlight in the dark-room or with your computer.

The key to these photos is to get the subjects close together, shoulders touching and plaque held high. Also get the subjects, especially

if there are more than two, to stand angled toward the camera (45 degrees instead of square to the lens. It helps to minimize the girth of the person and saves column space in the magazine.

And if at all possible, try to create a different pose entirely. Of course it's a good idea to take a "safe" pose as well, in case the bright idea doesn't look so hot when you edit your photos.

One caution - especially for framed awards - is to be aware of reflections of lights and flash on any shiny, polished or glass surfaces. You may have to tilt the award down slightly to avoid reflections.



*Better composition. Subjects are closer. Blank wall space is minimal. This photo can be easily cropped to fit into the column space in a magazine. Photo by Joel Jackson.*

A good suggestion is to eliminate the presenter altogether from the photo, unless it is someone famous or someone who rarely ever appears in chapter photos. The focus of the story is the recipient. Keep it dignified, but have fun with it too. Remember, when you have the camera, you're the boss of the photo shoot. Above are examples of poor and better composition of the Grip & Grin photo.