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OUR PROFESSION: Where We've Been, Where We Are, and Where We're Going

H.E. "Al" Frenette, CGCS
Peachtree Golf Club, Atlanta, Georgia

Back in 1926, a small group of "greenkeepers," led by Col. John Morley, met for the purpose of forming a fraternal organization known as the National Association of Greenkeepers of America. Their objectives were:

1. The union of worthy green keepers, carefully selected and strictly obligated, without reference to the accident of rank, fortune, or social position.
2. To work together in harmony with voices raised in the interest of Peace, whose words are kindly spoken and whose charity is real.
3. To build character into the foundation of this association, and may our motto always be —

JUSTICE,
FAITHFUL BROTHERHOOD,
AND GENEROUS BENEVOLENCE.

These words are taken from an editorial published in March of 1927 and written by Col. Morley, the founder and first president of our (national) Association. Time has proved the wisdom of his action and today our objectives parallel those started in 1926.

We have grown in number and purpose since that first group met with the understanding that you only get out of anything what you put into it. Our profession prospered because these men had the courage to seek new methods, test the unknown, developed the ability to respect and work with nature, and left us a legacy to persist in spite of failures.

For the first quarter century of its existence, the Association was primarily a fraternal group dedicated to helping one another learn to deal with the complexities of providing fine turf for the game. Encouraged by turf-industry people, the landgrant colleges (such as the University of Massachusetts), began to offer turf-related programs. This is when grass-growing emerged as a science.

Following World War II, we began to apply scientific methods to the art of greenkeeping. Better grasses, nutrients, and chemicals resulted in better playing surfaces. With all this new-found sophistication came problems with labor, escalating costs, and demands for more and better playing conditions. Enter the age of mechanization and the USGA specifications for greens construction.

As superintendents, we were caught up in a dilemma; the survival of the "old breed" and the arrival of the "college kid." Students from the turf schools were entering the profession and threatening the status of the superintendent who learned his profession through trial and error. They were low-keyed, low-paid and somewhat introverted. However, the wisdom of Col. Morley once again proved itself as the Association blended these two

groups through education, research, and the annual conference. We younger fellows soon discovered that those older fellows knew what they were talking about and our research only proved the validity of techniques such as aerating, top-dressing, composting, and the selection of turf cultivars.

We knew we had something going here; an organization of true professionals. The rest of the golfing community, however, still thought of the superintendent as "the guy who cuts the grass." We had sold each other on our importance but couldn't sell our members! It was time for the profession to raise its image outside the sphere of our group. This would have to be an individual, as well as a collective, effort. We had to educate the struggling superintendent (local and regional educational sessions and seminars), improve the serious-minded (certification), and sell the memberships on the necessity of having and accepting (individual commitment) the qualified professional superintendent. Today, it is safe to say that we have, with the help and guidance of fellow superintendents, reached the goals intended by that group some 60 years ago.

Fortunately, we have the advantage of better grasses, improved construction methods, and the mechanization that allows us to meet the increasing demands of the golfer. The biggest challenge facing our profession today is not how to do more with less but how to justify and sell the high cost of turf management. Industry passes the costs on to the consumer, an accepted fact of life. We must learn to teach the golfer to recognize this economic fact. Without an adequate budget, the best-intentioned superintendent will look like a "grass-cutter." The successful superintendent is the one who recognizes the need for good PR, budgeting and management. Gone are the days when the "greenkeeper" stayed down at the "barn" and let the Pro take care of the member's complaints.

We must recognize that the future of our profession of golf course superintendency lies with the growing crop of youngsters coming out of our turf schools. No longer is the superintendent a "good ole farm boy" who understood something about growing crops, running a tractor, and spreading manure. Tomorrow's superintendent must have a solid foundation in agronomics, plant physiology, agricultural engineering, and management techniques. It behooves the seasoned superintendent to bring these young fellows along and give them the opportunity to learn the skills needed to carry on in the tradition of that small group led by Col. Morley. To quote him — "Time only will tell whether I have acted wisely in bringing into existence the National Association of Greenkeepers of America." ■

Reprinted from The Georgia Turf Grass News.

The only thing more economical than our National Power Quint II.

The unique Power Quint II is designed to meet the demands of today's economy—simple, functional and without unnecessary levers, gadgets and chrome decorations. It is built to be economical to buy and maintain. As many parts as possible are standard, off-the-shelf items available from your conveniently located distributor.

The Power Quint II is a mower that will cut grass as efficiently (perhaps more so) than any other unit on the market. The per-inch-cut cost is less than any of its competitive counterparts.

The Power Quint II provides constant reel speed through its Power Take Off (PTO). And its five powered reels cut an 11½-foot swath—allowing you to finish any cutting job faster than ever before. Best of all, the wings fold either manually or by using the new hydraulic option to narrow width for easy transport and storage. In addition, with the National Verti-Cut System in place, the Power Quint II pulls dead thatch out and helps in the prevention of disease.

A machine that's this easy to handle and this economical, it's no wonder our competition is squealing.



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National Golf Foundation Announces 1985 Eckhoff Journalism Award Winners

(North Palm, Fla.) — Ten local or regional golfing publications from across the country have been honored as winners in the 1985 Harry C. Eckhoff Award competition, sponsored by the National Golf Foundation. The announcement of the winners was made by NGF Communications Director Bill Jasso.

Jasso said more than 130 golf course and association newsletters, tournament annuals, club newsletters and other regional magazines were submitted for the 1985 competition to honor excellence in golf journalism. Publications from as far away as Australia participated in the award program, named for the National Golf Foundation's director of golf development. Eckhoff, now 82, has been with the NGF for 28 years, and has seen local golf publications grow from one page mimeographed sheets to today's more sophisticated, in-depth chronicles of the game.

"The judges remarked that they were hard-pressed in several categories to choose a clear winner," said Jasso. "The committee reiterated their feelings that local and regional golfing publications were demonstrating a significant growth in their professionalism and spirit for the game."

The 1985 Harry C. Eckhoff Award winners are:

CLUB NEWSLETTERS:

1) *Colonel Bogey's Lore*, Bill Johnson, Dartmouth College, Hanover, N.H.; 2) *Valley Views*, Suzanne Ray & Joanne Mercadante, Huntingdon Valley, Pa.; 3) *The Shanopin Chieftain*, Jackson L. Obley, Pittsburgh, Pa.
Honorable Mention: *Club Times*, Carol Stewart, Atlanta Athletic Club, Duluth, Ga.; *The RoadRunner*, Hal Davee, StoneRidge Country Club, Poway, Calif.

PROFESSIONAL ASSOCIATION NEWSLETTERS:

1) *Carolinas PGA Section Newsletter*, Jim Hart, North Myrtle Beach, S.C.; 2) *Hole Notes*, Warren Rebholz, Minnesota Golf Association; *Southern Ohio PGA Newsletter*, Laura Alger, Ohio Association of Public Golf Courses.
Honorable Mention: *Rub of the Green*, David Lozoya, Hi-Lo Desert Golf Course Superintendents Association, Palm Desert, Calif.; *The Greenside*, James F. Gilligan, Golf Course Superintendents Association of New Jersey; *Northern Texas Golfer*, James McAfee, Northern Texas PGA Section.

ALL OTHERS:

1) *GHO '84 - The New Era*, Robert Donovan, CIGNA Service Company, Hartford, Conn.; 2) *USGA Guide to the 1985 National Championships*, Ian Martin Davis, Sports Marketing Group, New York, N.Y.; 3) *1984-85 Annual Survey*, Ray Weaver, Florida Municipal Golf Course Association.
Honorable Mention: *1985 Florida Golf Directory*, Dawn Coster, Winter Haven, Fla.

The National Golf Foundation was organized in 1985 as the information source for the growth and development

of golf. The NGF serves as an 'umbrella' organization for the entire golf industry, and provides a wide array of vitally important business and information services. NGF membership includes thousands of individual golf courses, scores of golf course architects and builders, and more than 400 golf companies and associations.

PROFESSIONAL ASSOCIATION MAGAZINES:

1) *The Florida Green*, Dan Jones, Lake Worth, Fla.; 2) *The Grass Roots*, Monroe S. Miller, Wisconsin Golf Course Superintendents Association; 3) *New England Section of PGA Yearbook*, George S. Wemyss, New England Section of PGA.

Honorable Mention: *Club Professional*, Mary Ellen Stine, Middle Atlantic Section of PGA, Columbia, Md.; *The Bull Sheet*, Fred Opperman, Midwest Association GCSA, Glen Ellyn, Ill.; *Michigan PGA Yearbook*, Joseph L. Falvey, Michigan Section of PGA.

AMATEUR ASSOCIATION NEWSLETTERS:

1) *NCGA News*, Dean Glass, Northern California Golf Association; 3) *The Publinxer*, Larry Donald, Rochester, Mich.

Honorable Mention: *Minnesota Golfer*, Warren Rebholz, Minnesota Golf Association.

AMATEUR ASSOCIATION MAGAZINES:

1) *The Met Golfer*, Ian Martin Davis, Sports Marketing Group, New York, N.Y.; 2) *Fore*, Alice Ober, Southern California Golf Association; 3) *Greater Houston Golfer*, Burt Darden, Houston Golf Association.

Honorable Mention: *Golf in Victoria*, Garry Mansfield, The Victorian Golf Association Australia; *Arkansas Golfer*, Charles Wade, Arkansas State Golf Association.

TOURNAMENT PROGRAMS:

1) *82nd Western Open Championship*, Peter de Young, Western Golf Association, Golf, Ill.; 2) *LPGA National Pro-Am*, Daphne B. Baker, Englewood, Colo.; 3) *Hertz Bay Hill Classic*, Bev Norwood, International Management Group, Cleveland, Ohio.

Honorable Mention: *The Vintage Invitational 1985*, Leslie Taft, Palm Desert, Calif.; *Eighth Annual Ken Venturi Guiding Eyes Classic*, William C. Heyman, Yorktown Heights, N.Y.

STATE OR REGIONAL NEWSPAPERS:

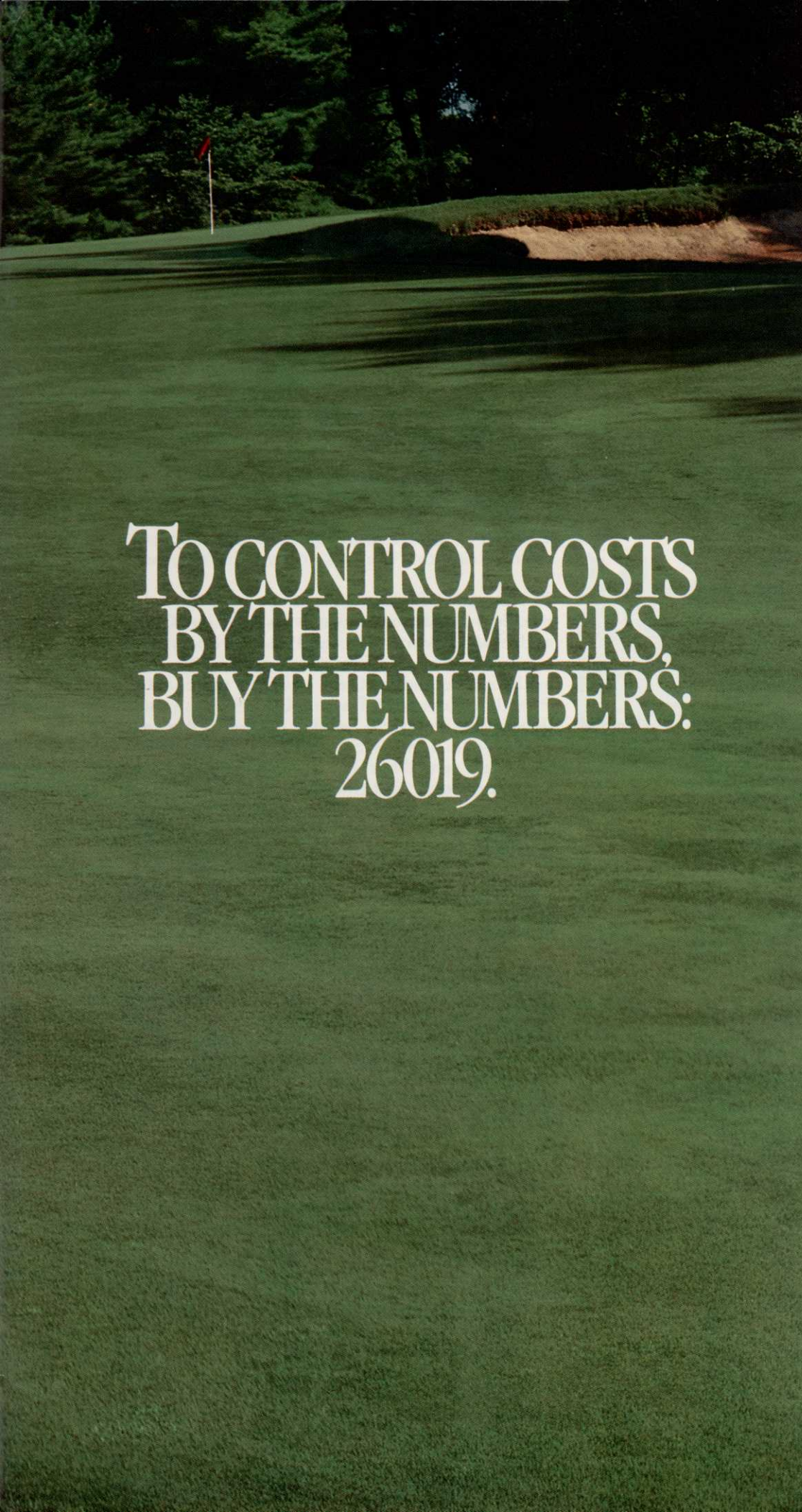
1) *Florida Golfweek*, Dawn Coster, Winter Haven, Fla.; 2) *The Michigan Golfer*, Terry Moore, Brighton, Mich.; 3) *California Golf*, John McCarthy, Palo Alto, Calif.

Honorable Mention: *Gulf Coast Golfer*, Bruce Gilmer, Houston, Texas.

STATE OR REGIONAL MAGAZINES:

1) *Ohio Golfer*, Jeff Groezinger, Columbus, Ohio; 2) *Golfweek Magazine*, Dawn Coster, Winter Haven, Fla.; 3) *Arizona Golf Journal*, John Lynch, Scottsdale, Ariz.

Honorable Mention: *PAR Excellence Magazine*, Jean M. Luckmann, West Allis, Wis.



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A fairway disease prevention program based on CHIPCO 26019 will give effective, long-lasting protection against the major diseases: Helminthosporium Leaf Spot and Melting Out, Dollar Spot, Brown Patch, Fusarium Blight, Red Thread, Fusarium Patch, and Gray and Pink Snow Molds.

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San Francisco Smash Success

The recently completed 57th Annual International Golf Course Conference & Show of the Golf Course Superintendents Association of America (GCSAA) was the largest in the sixty-year history of GCSAA. The Conference & Show, held in San Francisco January 27 - February 4, 1986, broke records in attendance, 10,902; number of educational seminars, 27; number of exhibitors, 317; and amount of exhibit space, 107,000 square feet.

The conference began with educational seminars — almost 400 hours were offered throughout the nine days of the conference — and ended with educational seminars. In between were award presentations, famous speakers, a huge trade show, a gala banquet & show, allied golf association seminars and more educational programs.

Twenty-seven educational seminars were conducted by 41 instructors to 1,050 students earning continuing education units (CEU's). Six of the 27 seminars were new to GCSAA programming. Fifty-six hours of concurrent educational sessions were also offered by 98 speakers.

The Opening Session speaker on Jan. 31 took on added significance due to the week's events. Gen. Chuck Yeager addressed several thousand conference attendees who anxiously awaited comments regarding the space shuttle accident. Preceding Gen. Yeager's comments, GCSAA President Eugene D. Baston, CGCS, presented the prestigious Distinguished Service Award to Andrew Bertoni, Mich., John B. Steel, Sr., CGCS, Canada; Howard Kaerwer, Minn.; and Chester Mendenhall, Utah. Mendenhall is a past president and charter member of GCSAA. Baston also presented GCSAA's Leo Feser Award to past president Theodore W. (Ted) Woehrl, CGCS, for his contribution to GOLF COURSE MANAGEMENT magazine.

"Patty Berg's history is the history of all of us who adore golf — not just women's golf, but all golf," stated Ms. Shore.

Patty Berg, a founder, charter member and first president of the LPGA, accepted the Old Tom Morris Award like the champion she is. "By giving me this magnificent award, the Old Tom Morris Award," said Miss Berg, "you have given me one of the greatest compliments of my life. To follow in the footsteps of such dazzling personalities as Arnold Palmer, Bob Hope and President Gerald Ford (previous recipients) is almost too much for my mind to grasp. What thrill, honor and delight it is to have my name associated with Old Tom Morris.

"There has always been a special spot in my heart reserved for the golf course superintendents of our country."

Following the banquet and award presentations, the ever popular Lettermen entertained the audience with a blend of old and new songs made popular by the Lettermen from the 1960's to the present.

GCSAA's 58th Annual International Golf Course Conference and Show will be held in Phoenix, January 26 - February 3, 1987. ■



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STOTTERN ELECTED PRESIDENT

Riley L. Stottern, CGCS, Park City, Utah, was elected President of the 6,700-member Golf Course Superintendents Association of America (GCSAA) during GCSAA's 57th Annual International Golf Course Conference and Show in San Francisco, January 27 - February 4, 1986. Stottern succeeds Eugene D. Baston, CGCS, of Waco, Texas.

Stottern has also served GCSAA as Director, as Secretary-Treasurer in 1984 and as Vice President in 1985.

Stottern is golf course superintendent at the Jeremy Ranch Country Club in Park City, Utah. Previously, he was golf course superintendent at the Desert Inn Hotel and Country Club, Las Vegas, and at the Oakridge Country Club, Farmington, Utah.

Stottern has been a member of GCSAA for 18 years and has been a member of the Intermountain Golf Course Superintendents Association for 20 years. He served the Intermountain GCSA as president for two years and as a director for four years. In addition to serving his local GCSA and GCSAA, he is a member of the USGA, serving as a committee member. He also holds a national appointment in the National Ski Patrol System.

Superintendent Stottern attended the University of Utah and has taken courses in turfgrass management from Guelph University. He earned his Certified Golf Course Superintendent (CGCS) designation from GCSAA in 1977.

"It is indeed an honor to be elected to the office of President of GCSAA and have the opportunity to serve the membership," said Stottern.

"I know from experience that it takes long hours to achieve the results one wishes to experience, whether being a board member of GCSAA or working on a special project. I welcome those long hours and feel that I am returning some of the benefits I have received as a member to those who will follow in the future."

President Stottern will serve a one-year term. ■

HEARN ELECTED V.P.

Donald E. Hearn, CGCS, golf course superintendent of the Weston Golf Club, Weston, Mass., was elected Vice President of the 6,700-member Golf Course Superintendents Association of America (GCSAA) during the Association's annual meeting February 3, 1986. Hearn succeeds Riley L. Stottern, CGCS, who was elected President.

Hearn has been golf course superintendent at Weston Golf Club, Mass., for the past 13 years, and has been a member of GCSAA for 15 years. He is also a member of the GCSA of New England, which he has served as treasurer, vice president and president; is a member of the Massachusetts Turf and Lawngrass Council; and a member of the USGA Green Section committee. He has also served on the Executive Committee of the Massachusetts Golf Association and has been a director of the Francis Ouimet Caddie Scholarship Fund.

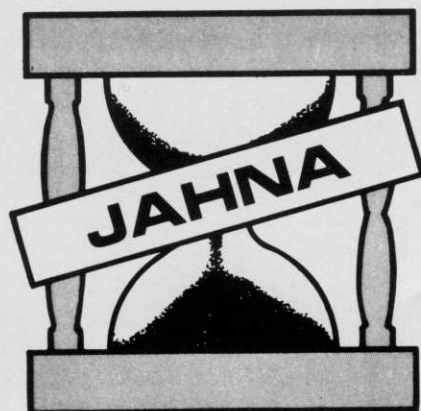
Hearn is a graduate of the Stockbridge School for Turf Managers, University of Massachusetts, and has studied at Salem State College, Salem, Mass.

Vice President Hearn has served GCSAA as Director and as Secretary/Treasurer in 1985.

"The reasons I most wanted to be elected vice president were to remain an integral part of GCSAA and eventually become president of our Association," said Hearn. "I enjoy serving on the Board and dealing with members, staff and the allied associations. I think I've grown somewhat as a person because of my experience on the Board of Directors.

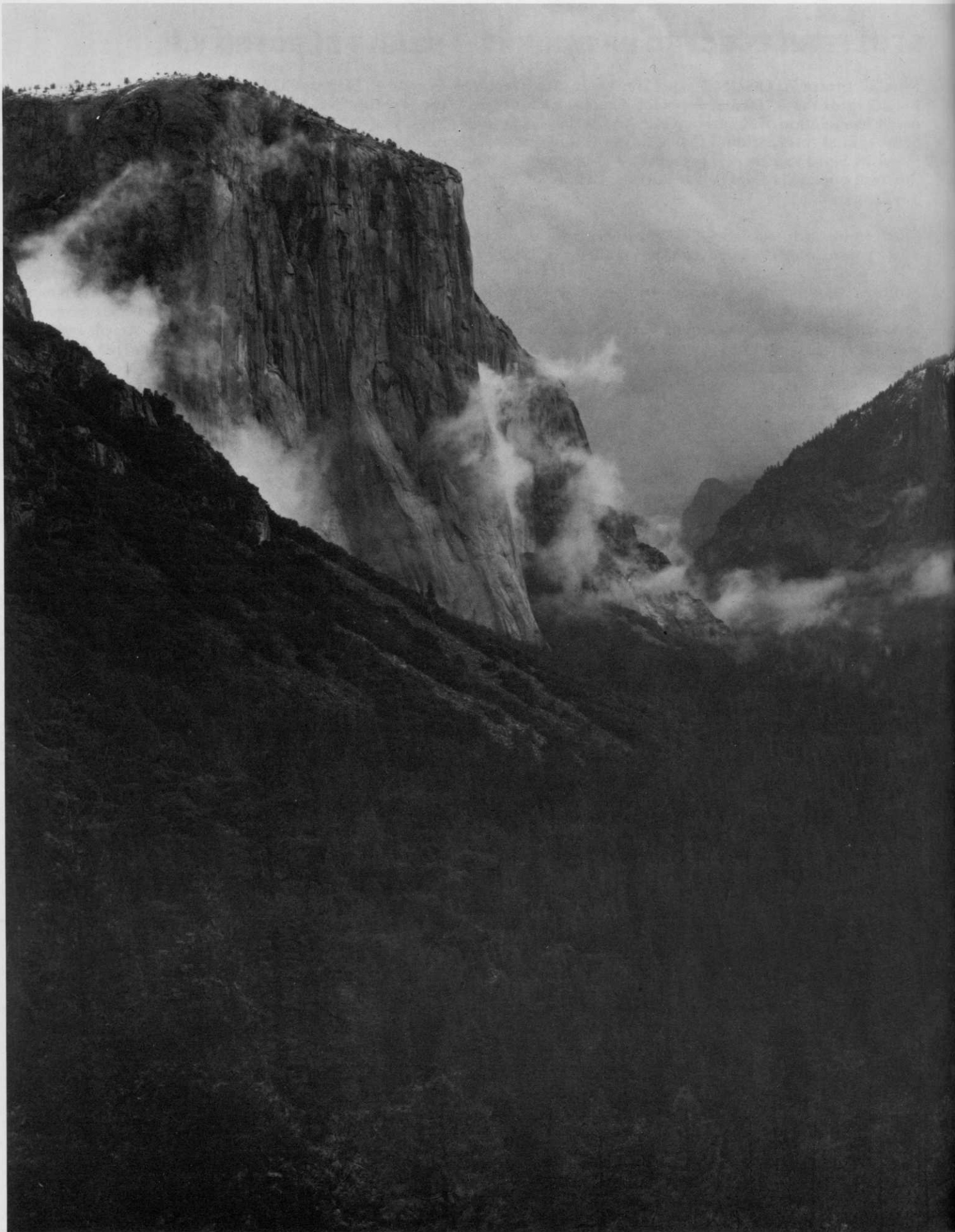
"I've also had the good fortune to work for a club supportive of my efforts; a family willing to put up with my time away from home; and an excellent staff capable of carrying on in my absence."

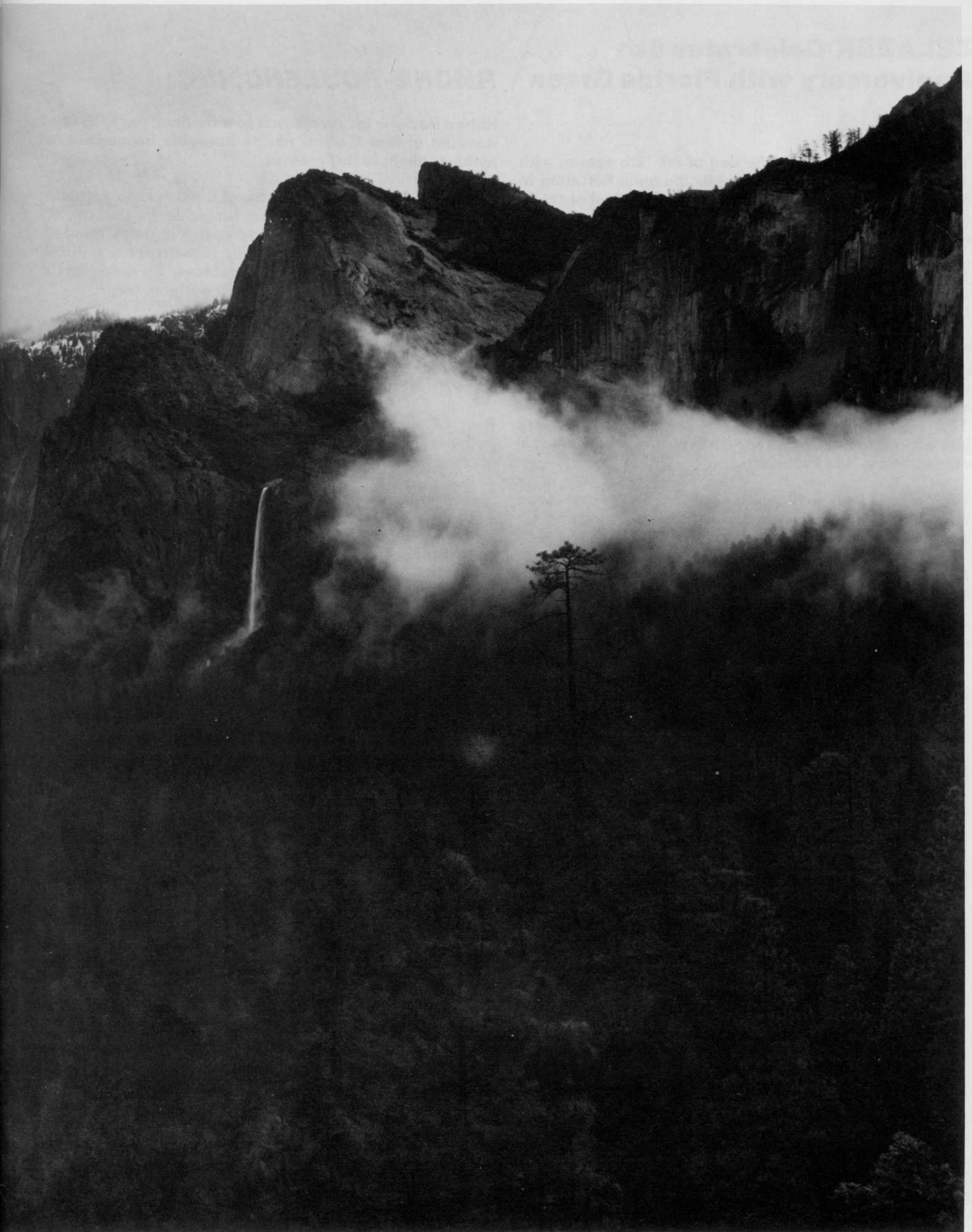
GCSAA is an international organization with headquarters in Lawrence, Kansas. ■



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ZELAZEK Celebrates 5th Anniversary with Florida Green

Dear Dan,

This spring issue marks the end of my fifth season with THE FLORIDA GREEN and while it's quite flattering to have my photo in the front section, a good deal of credit goes to you, and my partner David Bailey for such an overall outstanding publication.

Our new wide cover format is unprecedented for a magazine of our size and offers us almost limitless possibilities for photography.

My memories are varied but in the five years the experiences were always sensational even if the clouds weren't. The mad dash drive in the fog at four A.M. to Bay Hill... an enjoyable round of golf with Chip and John at TPC... The 'little backyard bar-be-que' at Dan Hall's are just a few; culminating with the trip to this year's national convention in San Francisco.

With a little luck we'll continue to produce some good covers and hopefully this association will continue for another five years.

Oh, another thing, Clint you may not carry my camera but thanks for the offer.

Mr. Jones, Thank you again,
DANIEL P. ZELASEK

RHONE-POULENC, INC.

Rhone-Poulenc Inc. is pleased to announce the EPA registration of new Chipco Aliette fungicide for control of pythium blight in turf grasses.

Chipco Aliette marks the dawn of a new era in pythium prevention. Unlike any other fungicide in the world, Chipco Aliette works as a true systemic, both upward and downward within the plant, to activate a natural defense mechanism within turf grasses. By doing so, it helps your turf defend itself against pythium blight.

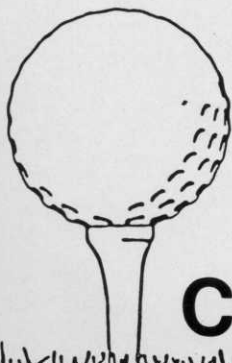
In addition, Chipco Aliette is an easy-to-apply foliar spray. It doesn't require watering-in or drenching like other turf fungicides. And one application protects your turf up to three full weeks.

Best of all, Chipco Aliette controls costs as well as pythium. Just add up the advantages of Chipco Aliette and you'll see why it's your best value in pythium control.

Soon, you'll be receiving more information about this exciting new product. Once you discover the many unique features of Chipco Aliette, I'm sure you'll make it an important part of your fungicide program this summer.

Dan Stahl,
Chipco Products Manager

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