

Sherwood Moore keeps an eye on future

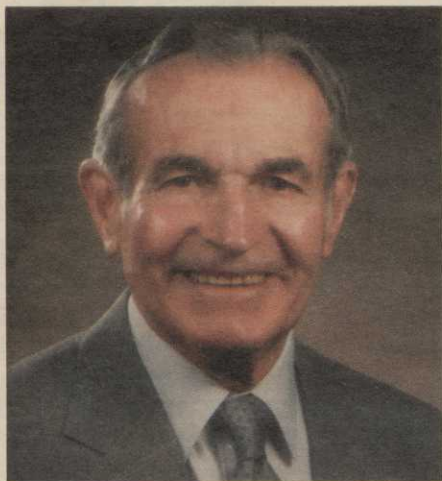
By VERN PUTNEY

Sherwood A. Moore — who already has a golf tournament and annual award named after him — will be doubly honored at the 60th International Golf Course Conference and Show Feb. 6-13 in Anaheim, Calif.

The Brewster, Mass., resident will receive a 50-year membership pin from the sponsoring Golf Course Superintendents Association of America and also be presented the Leo Feser Award for the best 1988 article by a course superintendent.

Moore's winning story, "The Wisdom of Experience," appeared in the May issue of *Golf Course Management*.

Fittingly, Moore is featured as *Golf Course News*' first Super subject — a man who has seen the time when it could take five men a



Sherwood Moore

day or two to do a green and now the time when a sit-down tractor can cut grass many times more quickly and to within 1/62nd of an inch.

Moore has written many published articles pertaining to the practical side of golf course maintenance and the profession. He also has spoken at a number of national and regional turf conferences.

Memories

Moore in a half-century of close course ties has accumulated a barrelful of memories and experiences, and has seen many industry changes.

Ants and earthworms were early problems. A drop of ant bait on greens eliminated the ants, but over-use killed the

grass. The chemical "Diworma" would irritate the worms. They would almost pop out of the ground, to be raked in piles and removed by the bucketful.

Few superintendents today have mowed greens with a push-type greensmower; or top-dressed greens by means of a wheelbarrow, shovel, rake or hand-drawn mat; or aerified greens with a foot aerifier.

Moore cites three great breakthroughs in turf management (outside of equipment): the advent of phenoxia, the pre-emergent chemicals, and the introduction of the new grasses — bents, bluegrasses and, especially, the turf-type ryegrasses.

An eye to the future

Moore believes increased computer use will be the next leap forward. He sees it as a promising new tool, one whose potential is not yet realized.

In such areas as cost-accounting, budget development and control, personnel record-keeping, chemical management and equipment, irrigation control, inventory and maintenance, computers are a must. To have all this information at one's fingertips is spectacular, Moore says.

Awards accruing to Moore for a lifetime of dedication have been numerous. GCSAA president in 1962, he's also been president of New Jersey and Metropolitan New York Golf Course Superintendents associations.

Moore received the GCSAA's Distinguished Service Award in 1982 and the New York State Turf Grass Association's Citation of Merit in 1984.

The 1985 Massachusetts Turf Grass Conference and Show was dedicated to Moore. He entered the New Jersey Turfgrass Association's Hall of Fame in 1986, and received the USGA Green Section Award in 1987.

The Metropolitan Golf Course Superintendents Association annually presents a Sherwood Moore Award, and MCSA of New Jersey conducts a golf tournament in his name.

Late bloomer

For all this, Moore could be classified as a late bloomer.

Horticulture was his chief interest when he enrolled in 1934 at the Stockbridge School of Agriculture, on the then-Massachusetts State campus in Amherst.

Love of grass and soil led him to the Greenkeeper (now Turf Management) course. Classmates were two other young men.

Fortunately, Moore's first training was at Great Barrington (Mass.) School, whose grounds included a small nine-hole golf course.

Moore hadn't caddied, so it was a new experience, one that was to become a trained eye and lead to a cartful of honors.

More practical experience followed. From 1936 to 1938, Moore was part of a course labor crew at the 27-hole Passaic County course in Totowa, N.J.

Then came his first course superintendent job, at Lake Mohawk Golf Course in Sparta, N.J. Feet firmly planted there were uprooted in 1941 by Uncle Sam. After infantry service came Air Corps duty as weather forecaster in the European Theater.

At war's end, he returned to Mohawk. *Continued on page 11*



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GOVERNMENT UPDATE

Privacy issue worries clubs across nation

The National Club Association, comprising of 1,000 private social, athletic and recreational clubs, is keeping a wary eye on efforts to deprive golf clubs of private status. The U.S. Supreme Court last year rebuffed the last threat to long-held privacy, New York City Local Law 63, which had been passed in 1984 and redefined all private clubs as public accommodations if they meet a three-pronged test.

The court held that NYC LL 63 was not unconstitutional on its face but stated that its three-pronged test is not exclusive and does not stand alone. The decision affirmed the constitutional right of free association and privacy of truly private clubs. NYC LL 63 affects only those clubs in New York City.

The NCA claims the premise of the law, is based on unsubstantiated, undocumented and false assumptions that clubs are marketplaces for making business deals and that those who want to join and can't are irreparably denied career opportunity.

Anti-club activists reportedly

Pension bill to return

The new Congress is likely to revive a bill that would have made it simpler to transfer pension benefits when changing jobs.

The bill, which was killed at the end of the 1988 congressional session, would have lifted the prohibition on direct transfers of pension plan contributions to individual retirement accounts (IRAs). That would have allowed employees to take their pension contributions with them from one job to another.

The bill (H.R. 1961) also would have allowed some direct transfers from the former employer's pension fund to the new employer's fund.

Moore

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Next post was Crestmont Country Club in West Orange, N.J. Moore served 10 years at Hollywood Golf Course in Deal, N.J., before a similar stint at Winged Foot GC, in Mamaroneck, N.Y. He presided over course operations for the 1959 U. S. Open won by Billy Casper.

The West Haven, Conn., native was back in the Nutmeg State for 12 years at Woodway Country Club in Darien, then returned to Winged Foot in 1980.

After course supervision for the inaugural USGA Senior Open in 1980 and the 1984 Open won by Fuzzy Zoeller, Moore "semi-retired" to Brewster, where he oversees operations at the Captains GC, an 18-hole municipal course designed by Geoffrey Cornish and Brian Silva.

He also has helped the USGA in its Green Section turf advisory service and, to keep his green thumb active, works in a nursery.

have said golf clubs are their next target.

The NCA asserts that "the right to be left alone and to freely choose those individuals with whom we wish to associate is fundamental to the freedom and independence of every individual and private group of individuals, including private golf club members."

Golf college ups enrollment

The American Golf Corp.'s American Golf College, a one-week course of instruction that scored well in its November debut at corporate office headquarters in Santa Monica, Calif., will be expanded in an early-February session.

The college, created for introductory training of superintendents and general managers and continued training of present personnel, drew 20 AGC employees with a wide scope of ages and golf backgrounds.

AGC will enroll more people in its new session.

Fran Adams of AGC foresees an increasing role for women in the sport.

Several in the predominantly male enrollment were golf professionals.

They gained further insight into shop management and sales technique.

AGC board Chairman David Price and President Bob Williams were keynote speakers.

While recognizing that men now are most prominent in the golf field, Fran Adams of AGC's Human Resources Department foresees an increasing role for women in the sport.

She cited the number of women entering the game and their expertise in the field of fashion.

Shop sales emphasis now is as much on clothing as on golf clubs and balls, she said.

American Golf, which owns or leases 109 private and public golf courses nationwide, includes many women in golf management roles.

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