

GCSAA UPDATE

## Management is streamlined in new leadership lineup

LAWRENCE, Kan. — A new management structure and staffing — “more efficient, more effective and more reflective of the needs of today’s superintendent” — have been announced by the Golf Course Superintendents Association of America (GCSAA).

The changes are needed to allow GCSAA to reach its objective of becoming one of the finest service organizations in the country by the turn of the century, said GCSAA Chief Executive Officer Stephen F. Mona.

Key changes involve:

- Creation of three departments in the areas of chapter relations, career development and technical information services.
- Consolidation of public relations, government relations and publications and advertising sales functions into a single communications department.
- Merging marketing functions with management of the annual GCSAA trade show and golf championship.

### NEW DEPARTMENTS

Former manager of Pacific Rim

operations Don Bretthauer and former Director of Education David Bishop have filled two of three leadership roles for the new departments.

Bretthauer is manager of chapter/international relations, while Bishop is manager of technical information services.

A manager of career development will be named in coming months.

### COMMUNICATIONS

Pat Jones, former director of development, has been appointed director of communications. He succeeds Clay Loyd, who has retired. Christ Caldwell, former managing editor of GCSAA’s Golf Course Management (GCM), has been named editor-in-chief. Terry Ostmeyer, former special projects editor for GCM, has been appointed managing editor. Sharmion Linseisen, former assistant editor, is associate editor.

Dr. Jeff Nus, technical editor for GCM, has assumed added duties of manager of research. Carol Hayes, former manager of communications, is manager of executive communications.

### TRADE SHOW

Robert Shively has moved from his post as director of marketing and sales to director of marketing/conference and show. Bonnie Stephenson, former conference coordinator, has moved to manager of conference events. Pam Owens, who has been manager of exhibit sales, has been appointed manager of expositions and tournament.

Meanwhile, former Director of Administration Patricia McCarthy has been named director of central services. Marc Lim has changed jobs from computer operations coordinator to manager of management information services. Past Administrative Assistant Gwen Denton is now manager of human resources. Former production clerk Beverly Schuster is supervisor of the mail and production center.

Jennifer McCaughey, past membership coordinator, has been appointed manager of membership. Betsy Evans, former regional seminar coordinator, is manager of regional seminars.

Nationwide searches are underway to fill five management positions and vacancies created by the realignment.

## Courses outlawing metal golf spikes

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clubhouse,” Malloy said.

• “Metal spikes ruin mower blades,” Yoder said. “We’ve saved several thousand dollars this year already.”

Malloy, who was superintendent at Wynstone when the Green Committee bought the first two pair of Softspikes for each of its nearly 300 members, said, “Probably six times a year a [mower operator] will run over a spike or cleat with a reel, and you trash a \$250 reel.”

• Quality turf can be maintained better with the urethane spikes, too.

The metal spike creates a perfect seed bed for poa annua, transporting the poa from one course to another, while Softspikes do not.

Metal spikes pull up the turfgrass runners. Softspikes do not.

And, some suggest that a new golf course can be grown in faster if players wear the urethane spikes. They say that since the grass is tender and has little thatch buildup, Softspikes will do less damage and allow the turf to mature faster.

Golf course operators might equate a quicker course opening — with urethane spikes — to more money in the bank as well.

“Is it agronomically saving me thousands a year?” Yoder asked. “I don’t think so. But it’s sure easier on the greens. We no longer have spiked-up greens, which is tremendous.”

“I saw a lot of guys get beat up last year with the wet conditions,” Malloy said. “But I wore Softspikes in deplorable, wet conditions and couldn’t damage the turf even if I tried. I went back to my mother ship and told my green committee, ‘I think I’ve got the trick for your spike-marked greens.’”

Checking his greens one day after they had absorbed about 240 rounds, Malloy found they “looked like the they did when they were mowed. The putting conditions were identical at 3 in the afternoon as at 7 in the morning, as far as spike marks are concerned.”

“We’ve had three major golf tournaments held exclusively on Softspikes [including the Ohio Amateur at Scioto and two tournaments at Muirfield Village],” said Softspikes, Inc. Vice President of Sales and Marketing Brian Golden from his Alexandria, Va., headquarters. “The players who, late in the day, had the same greens to putt on as the first off really appreciated it.”

So what are the disadvantages to Softspikes?

They don’t last as long, Malloy said, adding, “You probably have to change every 20 to 30 rounds, depending on how much concrete you walk on.”

They tend to be slippery on wet wood surfaces and very steep wet slopes, Yoder added.

Nothing else, unless the \$7.95 per pair of shoes (less when bought in bulk) scares people off.

Golden reported that 10 facilities now ban metal spikes — a figure he expects to grow, and even skyrocket if the golf shoe manufacturers climb onto the bandwagon. “Manufacturers make their profits on the shoe, not the spikes. They should have no qualms about changing over,” Golden said. “Several manufacturers are interested and we should know more in the fall.”

Golden’s group began operating Softspikes last October and has been aggressively marketing the spikes since the end of January, he said. It began seeing success in April.

Softspikes, Inc. is located at 5800 Farrington Ave., Alexandria, Va. 22304; telephone 800-638-0075.

## Clay Loyd retires after 10 years

Clay Loyd, director of communications and publications for the Golf Course Superintendents Association of America, retired June 30 and is at work on his first book.

Loyd’s career with GCSAA began in October 1983 as director of communications. Under his leadership, GCSAA’s flagship magazine, *Golf Course Management*, grew steadily over the past 10 years.

Loyd is a 1956 graduate of the University of Missouri School of Journalism.

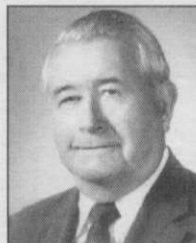
Prior to joining GCSAA, he was director of public relations for the Kansas National Education Association, and had been editorial page editor for the *Topeka (Kan.) Capital-Journal*.

Loyd plans to continue his long-time career in journalism, and is already at work on his first book.

## Rose leaves post

Janet Rose, director of membership for the Golf Course Superintendents Association of America (GCSAA) since 1987, has accepted the position of executive director for the Los Alamos (N.M.) County Chamber of Commerce.

Rose joined the GCSAA membership department in 1984. As membership director since 1987, Rose’s responsibilities were membership promotion and retention, as well as benefits and services to the association’s nearly 13,700 members. These services included insurance and health benefits, merchandise and reference material programs, job referral opportunities, chapter relations and coordination of the GCSAA Golf Championship and annual meeting.



Dr. James Watson

## Watson to be presented Old Tom Morris Award

Citing his career as exemplifying how “one person can make a tremendous impact on an entire

profession,” the Golf Course Superintendents Association of America (GCSAA) has selected Dr. James Watson to receive the Old Tom Morris Award.

“Dr. Jim has been a great friend to GCSAA and its members for half a century,” said GCSAA President Joseph G. Baidy. “We are delighted to be able to pay tribute to the contributions he has made.”

GCSAA established the Old Tom Morris Award in 1982 to recognize individuals who have made outstanding lifetime contributions to the game. The award is named in memory of Old Tom Morris (1821-1908), greenkeeper and golf professional at the Royal and Ancient Golf Club of St. Andrews, Scotland.

Following military service in World War II, Watson earned a bachelor’s degree in agronomy from Texas A&M University in 1947. He obtained his doctorate in agronomy from the Pennsylvania State University in 1950.

As a graduate student at Penn State,

Watson was the recipient of the United States Golf Association (USGA) Green Section fellowship and studied under the famed Dr. Burton Musser. He returned to A&M to serve as an assistant agronomy professor and conduct turfgrass research.

In 1952, Watson left A&M to begin his career with The Toro Co. as director of agronomy. For over four decades with Toro, his research touched on nearly every aspect of turfgrass management. Later as the company’s agronomist and vice president of customer relations, he led Toro’s efforts in equipment development and evaluation, and served as the liaison to professional groups such as GCSAA.

Watson has received many awards, including the USGA Green Section Award (1976), the American Society of Agronomy’s Agronomic Service Award (1977), GCSAA’s Distinguished Service Award (1983) and the American Society of Golf Course Architects Donald Ross Award (1994).

He will be honored during the closing banquet of GCSAA’s 66th International Golf Course Conference and Show, next Feb. 27, in San Francisco.

## Association donates \$25,000 to USGA

The Golf Course Superintendents Association of America (GCSAA) made a \$25,000 contribution to the United States Golf Association’s (USGA) Environmental Research Program.

During the donation presentation, GCSAA President Joseph G. Baidy said, “As we all know, golf is facing heightened environmental awareness from the media and the public.

“This awareness is creating concerns that influence the management of our

existing courses and the development of new ones.

“The issue of golf and the environment is extremely vital to the future of the game. The results from the USGA’s Environmental research program should provide a better understanding of how golf courses can minimize their effects on the environment, as well as give golf a solid foundation for future research. Through this donation, GCSAA is proud to be a part of these efforts.”