

# SPEECHES AND QUOTES

## from GCSA Turf Show

### Our Problems Are Mutual Ones

By BEN SHEETS

Lake Shore CC, Glencoe, Ill.

Supts. and club mgrs. are faced with about the same problems. We attempt to plan and maintain an organization intelligently and economically and in such a manner that we are going to please the majority of members. They set up budgets and we try to operate within them.

Our greatest problem is the lack of continuity in the officers and boards of the club. I find it is a very difficult thing. You get a new president. He is in for a year, two years. You have just about acquainted him with the problems that you have at the club, give him a working knowledge of what goes on and he is out of office. Then you get a new group and you have to go through the same thing. It makes it difficult for the mgr. and the supt., too, when they have chmn. who become aware of the needs of a golf club, only to relinquish their offices in a short time.

We all know that equipment wears out. You've got to have new mowers, tractors, etc. You can't hit your clubs with a big rap in one year. The same thing holds true in the clubhouse. Members don't realize that some of these things wear out and have to be replaced.

#### Depreciation Reserve Needed

One pitfall I find is that because we are a non-profit operation, we don't have to file any kind of income tax forms. Consequently, we don't take depreciation. Once, I finally got a treas. who was a businessman and realized the value of setting up depreciation. We did set it up and put things on a businesslike basis. Clubs are reluctant to do it. Officers are always reluctant to do anything to change the financial statement if the operation doesn't look as good as that of the fellows who preceded them.

I don't have any trouble getting new drapes, but I have a tough time trying to get someone to okay repair of the furnace. "Drapes, sure, we'll spend money for them." The ladies like them fine. But they don't see the furnace.

Every once in a while I say to my wife: "A salesman came in and he'd had a tough day. Of course, I didn't need anything, so he walked out." And I add, "I couldn't be a salesman. It would kill me if I walked into a place and tried to sell something and the guy said we don't need it. I probably would take it personally." She said, "You know, you are a salesman. You are selling something every day. You are selling the services of the club, yourself and so on."

And, that is true for you fellows on the course. You are selling your course. You want the members to be satisfied. We are selling services. You are selling services. So, actually we are salesmen. And we are salesmen as long as we please the majority of the members.

**Malcolm G. Peterson, du Pont dir. of sales training:** You're selling yourselves, your budgets, your requests to buy new equipment for your courses. You have to have enthusiasm to sell anything. Enthusiasm is an excited feeling within that is prompted by a cause. It's not something in itself, but is the effect of something, perhaps an idea.

### Supts. Now More Conscious of Professional Ability

By H. B. MUSSER  
Penn State University

The job of intensive turf production on the modern course has progressed far beyond the rule-of-thumb and fourth of July sky rocket stage and is knocking at the door of the sputnik age. Our fertilizer pro-

(Continued on page 98)

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## Speeches and Quotes from GCSA Turf Show

(Continued from page 46)

grams are based on a knowledge of the essential plant nutrients, soil and plant tissue tests to assist in determining food requirements, and a basic understanding, not only of the chemical constituents of the fertilizing materials we apply, but of the soil processes that condition them for plant use.

We water, not on the basis of the capacity of the irrigation system, but according to our special knowledge of the ability of our soil to absorb, transport and store the water we apply. And we are fast learning how to modify existing soil and even the water, to secure optimum utilization.

### Knowledge Increased

We recognize many of the causes of turf deterioration which were obscure only a few short years ago. In the large majority of cases we have the basic knowledge of how to cope with them, be they disease, insects, localized dry spots, soil compaction, chlorosis, or crabgrass infestations. Our stock of specialized information must

include a knowledge of the improved varieties of each of the turfgrass species and their individual strong and weak points. On top of all this, we must know how and when to use the mounting list of specialized equipment designed for mechanized maintenance.

### Recognizes Importance

This type of specialized and technological knowledge is the professional stock-in-trade of the competent course supt. He recognizes its basic importance to his ability to do the job and to his professional standing.

It is generally recognized that there is a serious shortage of men who are qualified by experience and training to assume the responsibility of managing a business, the value of which may run well into seven figures, that may represent an investment of well over a million dollars. I think the supt. recognizes this and is disturbed by it. He fully appreciates that when a course is opened someone is going to get the job of handling it. If a competent supt. cannot be found, someone is still going to get the job. All too often the results are about the same as what would be expected if we tried to repair a watch with a set of plumber's tools. The good

supt. takes pride in his profession and realizes that every failure to fully meet its challenge may seriously affect it. He believes that adequate training at the professional level before full responsibility for course management is assumed can do much to reduce the number of failures.

### Pinch Is Widespread

Before leaving this phase of the subject, I should like to point out that course management is not the only area in the turfgrass field that is feeling the pinch of the scarcity of competent personnel. The thousands of acres of highway turf in every state require trained supervision. Cemeteries, consolidated schools, public housing projects, parks and even industrial plants are developing such a heavy investment in turf that they are beginning to recognize the necessity of professional service both in establishment and management of their areas. Industry, always eager to find new markets for its products, has been quick to recognize the potentialities of the turfgrass field. Fertilizer companies, manufacturers of herbicides, fungicides, and insecticides, seed producers and distributors, the turf equipment industry, all are recognizing the specialized nature of turf production and are bidding for the services of well trained personnel.



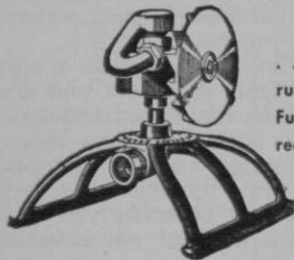
A group of the 85 persons who attended the Tri-State turf conference at Holston Hills CC, Knoxville, Tenn., watch as Hugh Parker and Art Thorsberg demonstrate different types of machinery.

Because of this competition, the golf course gets only a fraction of the limited number of individuals who choose turf management as their profession. The situation is further aggravated by the fact that general training in the turfgrass field does not, in itself, fit the individual for the specialized job of course management. It takes more than a backyard knowledge of how to grow grass to become a successful supt.

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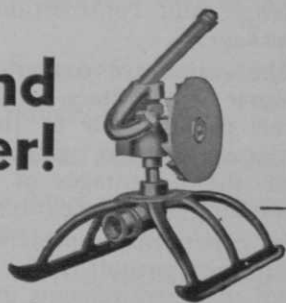
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**Marvin Ferguson, USGA research director:** We cannot adequately measure the value of turf research. We can only assess its value in terms of the seriousness of the problems that have to be solved. How much would it be worth to control *poa annua*? Nobody can say accurately, but everybody in the turf field knows that we want to get rid of it.

## **Control Disease Through Good Management**

By **MALCOLM C. SHURTLEFF**  
Iowa State University

Nutrition is not only important to grass plants but it is also important to disease organisms because, as you know, the organisms can't manufacture their own food — they have to get food from the organic matter in the soil. This may consist of old dead roots or fat or even healthy plants.

Many of these organisms can go either way — they can feed on dead organic matter or, if conditions in the green or fairway favor it, they can attack healthy plants. When that happens you get a disease situation.

The work at Washington State by Dr. Gould is showing the importance of nutrition in controlling some turf diseases. In fact, he believes you can control some of them by reducing your nutrition.

For many years it has been known that a high state of fertility will increase brown-patch, etc. Fungi in the ground feed on the nutrients and, of course, when you apply fertilizer to the soil, you are also feeding microorganisms, some of which are your enemies and some your friends.

### **Top Layer Menace**

Further, there are about a ton of microorganisms in the top layer of soil. These organisms attack healthy plants. In a small spot of soil in the average green there may be hundreds of thousands of fungi, some of which, of course, are pathogens.

Watering is another important practice and I suppose that more diseases are either conquered or lost through poor watering practices than anything else.

Cutting is also important. This is signified by the fact that if you cut your grass too short it will be subject to fast deterioration or death or attack by various diseases.

Keeping grass vigorous, keeping it growing at a steady rate throughout the growing season, treating grass like you would your own son is the best way to control disease.

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Another point in the cultural control program is the development of resistance grasses. Actually, we have just barely touched the surface on this and, of course, much research could be done, particularly in screening new grasses or new sections against disease organisms.

There are about 15 major diseases and perhaps 100 to 150 different organisms involved. Of course, it is a rather difficult job to put new grasses and new selections through a research program, knock them out with the disease and then get them to survive. This has not been done very often in the past but, as I said, it is being done more and more today.

I would say that there are many different grasses throughout the U. S. which should be collected together at several centers and developed commercially — put into breeding programs.

I have visited many courses and at one course, for instance, we used maybe 20 applications of fungicide in a season. Down the road perhaps a mile was another course, equally well kept, greens in perfect shape and it used only five applications of fungicide. The difference in many cases is simply a difference in cultural programs.

Therefore, I think that the fungicides are secondary to a good maintenance program and, certainly, a good fungicide under poor cultural conditions will not do a good job.

Cameron Henderson, supt., CC of Buffalo, N. Y.: Once it took six men an hour to hand fork a green. Today, one man aerifies a green in 30 minutes. That doesn't mean that we can constantly cut down on the number of employees needed to operate a course efficiently. As I see it, the time saved on one job should be allocated to others that often are woefully neglected.

## How the Landscaper Paints Pictures with Plants

By CLARENCE GOTTSCHALK

Director, Morton Arboretum, Lisle, Ill.

My definition of landscaping is the creating of pictures by designing or changing a site and selecting an arrangement of plants on that site to accomplish the purpose for which the planting is designed, as well as give an aesthetic effect that is pleasing to behold.

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The plan for any planting should be mapped on paper and some thought given to the effect a group will give rather than just put a group of trees out to provide more shade.

Certainly grading is very important on some sites. You cannot always do unusual grading, but where a site can be made a little unusual, then it should be done. Of course, grading should be in keeping with surroundings. But if you can get something following lines and contours, then it makes it much easier to get individual effects when you start planting.

### Careful Selection

A landscaper paints pictures. He uses plants to paint them with. A landscaper studies plants from the effect they give as a mass in the spring and fall and even in the winter. He has to know what they ultimately will do in connection with the landscape, what effects they will give. A very careful selection of plants to give the effect he is trying for is very necessary.

After you have decided on the group and type of plants you want to use, arrangement of the group is very important. Haphazard arrangement is a big waste of money.

Each planting should have a purpose.

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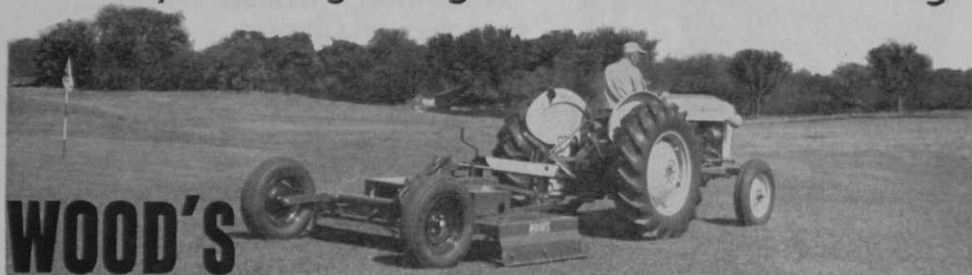
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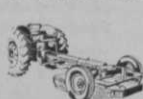
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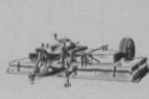
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I believe that no planting should be made around a home, or in a park, golf course or cemetery unless it has some purpose for being there. Of course, its purpose could be one of many. It could be purely for shade, to frame a view or to form a barrier.

There are at least five main factors in landscaping

### Simplicity Is First

The first of these is simplicity. You cannot take a planting group and mix up a great many different species, forgetting texture, forgetting color effects. There has to be, perhaps, one predominant thing in that group, supplemented by secondary features.

Unity of scale is very important. You should not mix catalpa leaves with willows and with things where you have tremendous differences in textures. Not only that, but you have to scale the plants to the objects that you are using them around. For instance, in working around a small pond you would not use great big weeping willows.

There also has to be balance of the amount of planting in relation to that pond. For instance, if I were working on a group of plants and wanted balance in that group, there would be one outstand-

ing plant which would be the accent point. Then, if a line were drawn through the accent point, plants on either side of it should balance off, so that I would have, when you looked at the scene, a line of balance on each side of the focal point.

There should be a point of focalization. That is, if you are creating a view, there should be something to arrest attention. Otherwise the eye wanders off to lateral objects. It doesn't become focused on the feature which should attract attention.

The fifth point is sequence. If you are framing a view, you don't want plants in the frame that are more attractive than those to which you are trying to call attention. You have to keep the frame somewhat subdued and its sequence of planting built up to the central point of interest.

**Eberhard Steiniger, supt., Pine Valley:** In the early years we had Kentucky blue and red fescue turf on our fairways. Demand for closer cutting brought poa in the spring and crabgrass in the fall. This seemed to call for conversion to bent. For 10 years we seeded, sodded, stolonized but in the summer, when we needed good turf, disease, insects and thatch took their toll and in the fall we had to start all over again.

## **We're Progressing But We Still Have Problems**

By **GEORGE LANPHEAR**

Supt. Knollwood GC, Granada Hills, Calif.

The old supt. with his secrets lived in a world of his own, disregarding the progress made in many areas of maintenance. For him the fertilizer program was still alternating applications of sulfate and steer manure. The old way was the best way, new methods were unrealistic.

This type of individualism existed in my area until 1949 when the GCSA held its annual conference in L. A. This was the first time a conference had been held on the West Coast. From that year on we started to make progress. In 1956 in Long Beach, the educational section of the program met with tremendous support in Southern California.

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compaction and Poa Annua invasion, there are certain basic practices that, in all probability, are known or could be found which would alleviate bad conditions.

With all our knowledge and progress in research on the solution of these problems, we are still experiencing difficulties with our putting greens. I would, therefore, like to see our national group undertake a survey of this situation and come up with really concrete recommendations. At the same time I believe it would be advantageous to determine percentage of national members that are having trouble with this problem compared to the percentage of non-national members that are having difficulties. I am positive that we, with the educational advantages of the national organization, will be found to have less problems of this nature than non-members. As one can clearly see, along with the educational advantages of this survey, the national will obtain information that will help to sell it to prospective members.

### Recommends Labs

With proper equipment, a supt. could carry on accurate programs in fungus, insect, and weed control and soil sterilization. Each supt. should have available to him colored microscopic slides of infestations that are found in his particular area. Also, an accurate file system of all treatments used on the turf throughout the year should be compiled.

I am sure that the local dealer of fungicides, insecticides, weed controls, and soil sterilant materials will help us with pictures, material, and other information that can be used to help supply research departments.

Many of us are not exacting enough in application of the materials that are being used. Although the manufacturer usually gives written instructions on the preferred manner for use of a particular chemical, the difficulties of practical application would be less tedious if a trained employee of the manufacturer were in the field ready to help the superintendent in his particular problem. In this manner both the company and the supt. would mutually receive benefits, and many unfounded criticisms of the material due to improper application would stop.

Many university horticultural departments are attempting to develop proper turf for different climatic conditions. This type of study is particularly helpful at many of the older courses which have grasses that are not adapted to the climatic condition in which they are grown.