

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-

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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.



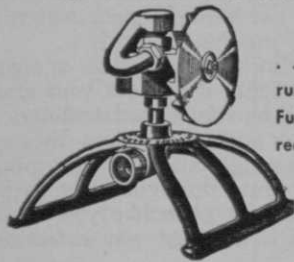
A group of the 85 persons who attended the Tri-State turf conference at Holston Hills CC, Knoxville, Tenn., watch as Hugh Parker and Art Thorsberg demonstrate different types of machinery.

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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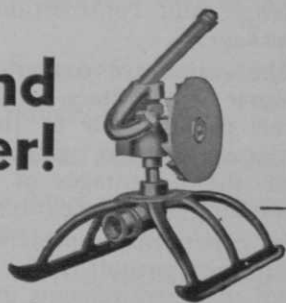
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Marvin Ferguson, USGA research director: We cannot adequately measure the value of turf research. We can only assess its value in terms of the seriousness of the problems that have to be solved. How much would it be worth to control poa annua? Nobody 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.