

Second Session

Budgets, Ballets and Letters with Punch

Elmer Border, supt. of El Caballero CC, Tarzana, Calif., was chairman of this assembly which was devoted to administrative problems. On the platform with him were Leonard Berry of the International Consumer Credit Assn., St. Louis; Don Wright, supt. of Royal Palm Yacht & CC, Boca Raton, Fla.; William A. Northern, vp, Manncraft Exhibitors Service, Miami Beach; and Charles G. Wilson of the Milwaukee Sewerage Commission, who showed a film, "Tricks of the Trade."

Brainwashing by Letter

Leonard Berry, a credit man, interspersed his talk with a dozen examples of offbeat letters he has collected over the years. Several of them brought out the point that even though some people may be broke and can't pay their bills, they don't necessarily lose their sense of humor. The theme of Berry's speech was "Do the letters you write make people want to join the club? spend money? help you out?"

He then proceeded to outline how letters that get the attention of the reader are composed. The "Dear Sir" or "Dear Robert" can be dispensed with in most cases, Berry said, and a warmer salutation, such as "Hello Bob," substituted. Letters that get people to move usually are mentally composed before they are written, with the likes, dislikes, interests, etc., of the persons whom they are to be sent, kept uppermost in mind. Berry advised the audience to study words with the idea of using those that paint a picture or punch home a thought.

The word, "You," he declared, is too often neglected in personal letters. So, too, is the complimentary phrase or expression. Three out of four letters the average person writes are for the purpose of asking a favor or winning a concession, so playing to the ego of the recipients of your letters is an effective method of brainwashing. But it has to be subtle or your underlying motive is easily detected.

The Comprehensive Budget

Don Wright, one of the more accomplished of the younger men in the green-tending business (and an exceptional speaker, by the way), gave a detailed dis-

Moote Is Youngest Man to Hold GCSA Presidency

David S. Moote, supt. at Rosedale GC in Toronto, who is the president of the GCSA for 1964, represents the new breed



Moote

of greenmasters. Not only is he the youngest man to ever hold the president's post but he is believed to be only one who has had an advance degree in turf science. Moote received his bachelor's degree in 1951 from Ontario Agricultural College in Guelph in 1951 and then went on

to do graduate work at Rutgers. He is the third Canadian to be elected president of the GCSA.

Moote is a past president of the Ontario GCSA and has been a director of the national organization since 1961. His green committee at Rosedale insists that he play golf at least once a week and he shoots around 80.

Other officers of the GCSA are R. L. (Bob) Shields, Woodmont CC, Rockville, Md., vp and Edward Roberts, Fairmont CC, Chatham, N.J., secretary-treasurer. Directors are James W. Brandt, Danville (Ill.) CC, John Spodnik, Westfield CC, LeRoy, O., William R. Riley, Essex Falls (N.J.) CC, Walter R. Boysen, Sequoyah CC, Oakland, Calif., and George L. Lanphear, Thunderbird CC, Palm Springs, Calif. Roy W. Nelson, retiring GCSA president, also is a member of the board.

cussion of how to prepare a budget and then sell it to the grounds committee. Wright divides his request for funds into 20 different categories that include everything from salaries to capital expenditures. The latter, he noted in passing, is often overlooked when the original budget is drawn up and may put the supt. in the uncomfortable position of later having to ask for a supplementary allotment when a piece of equipment breaks down. Four out of five green committeemen will wonder why this wasn't covered in the first place and it usually results in the supt. being downgraded in their estimation.

"The surest way of getting the money



Golfdom's seventh luncheon for fathers, sons and sons-in-law who are supts., was better attended than any of the previous affairs, probably because there was a record number of greenmasters at the convention. At any rate, nearly 100 persons attended the luncheon. Joe and Herb Graffis, as usual, were the hosts for the affair.



you're after," the Boca Raton greenmaster said, "is to come prepared with past cost figures, and estimates of what material and labor are going to cost in the coming year. Be prepared, too," he added, "to give a breakdown of the expense involved in every treatment or application you expect to make, even if it means dealing in ounces. Some green committee members have a genuine interest in the details, while others may be merely testing you to see if you know your business. In any event, you should be prepared to answer both."

True Cost Picture

According to Bill Northern, who spoke on the subject of time management, most supts. don't have a clear conception of manhour requirements on all the jobs they

supervise. Actual working time may be known, because it is possible to put a clock on operations such as green or fairway mowing, spray applications, etc., but what often is overlooked is transport time and time spent in repair and cleanup work. Each factor has to be weighed in getting a complete cost picture.

The easiest way to run a course maintenance operation, Northern continued, is to set up a rigid time schedule, and then work toward meeting it. "It isn't easy at first," the Miami Beach efficiency expert said, "because deadlines are constantly beating you. But if you persist, everything eventually will straighten out and make your job much easier." Besides a primary schedule, Northern advised the supts. to work out an alternate or secondary one



Supts. Joe Butler and Homer Whitson (r) are seen with their wives at the Hospitality Hour get-together. Mrs. Whitson is at left and Mrs. Butler in the center. Mrs. John O'Connor also appears in the photo.

so that hours, and even days, aren't completely lost when the regular routine is disrupted.

Finally, he suggested that the green-masters give no little thought to preparing detailed reasons why certain jobs aren't completed on time. "These should be foreseen and prepared in advance," he concluded. "Nothing beats them for getting people off your back."

Dance of the Tractors

The Milwaukee Sewerage film, shown and narrated by Charlie Wilson, encompassed the best of no less than six photographers. The entire sweep of course maintenance was covered in the 30-minute epic, and such idyllic spots as Quail Hollow in Charlotte, S.C., Saucon Valley and Bob O'Link in Chicago were visited by the cameramen. The viewer saw such disheartening sights as the ravages of winterkill and the effect that an overdose of chemicals can have on turf, and he was asked to sit through mundane showings of turf plots, the laying on of topdressing and the assault on the sod webworm.



Kids attended the convention, too, although there was no explanation of how they managed to duck out of school. Maybe photo was taken on Sunday.

But he was rewarded, too, and his heart was lifted up by a tractor-mower ballet that was performed at Westchester CC. In this, four pirouetting tractors, trailing agile seven-gang mowers, danced beguilingly across the broad savannahs to music, as it always is with a Sewerage Commission movie, that was exhilarating. If Charlie Wilson, who spliced the film and arranged the music ever deserts agronomy he should have a job waiting for him. He's a combination of Disney and Stokowski.

Third Session

The Agronomists Agree: Balance is Basic

The technical aspects of turf management were discussed for the first time in the third meeting. Chairman Beryl S. Taylor, Iowa State U. course supt., introduced Dr. Roy E. Blaser, Virginia Polytechnic agronomist, Dr. Marvin S. Ferguson, national research coordinator for the USGA, and Dr. James R. Love, who is carrying on a research project at the U. of Wisconsin with the aid of Noer Foundation funds.

Caution in Application

Discussing the ecology of nitrogen breakdown, Roy Blaser emphasized that the application of fertilizer is not to be taken lightly, but is a continuing study of timing and effect. Perhaps because soil reaction is not fully understood, even constant application rates from year to year and in different seasons, may give rise to widely disparate results. It is because of this that the supt. is wise to practice some caution in his fertilizer program and not go to extremes at any time.

Overstimulation of turf, Blaser declared, undoubtedly is the chief cause of