



Len Hazlett, Sr., and his sons, Len, Jr. (1) and Ron, are a well known Cleveland area father and son trio. Len, Sr. is at Beechmont, Len, Jr. is at the CC of Cleveland, and Ron is at Avon Oaks.

the serving of from 50,000 to 75,000 meals annually; His office processes 100,000 members' checks a year and may send out as many as 5,000 or 6,000 statements. Somebody once figured out that a manager may make as many as 2,000 contacts with employees and members on a busy day, so he prays to keep complaints to well under one per cent.

#### Occidental Yoga

Dr. Floyd Corbin stated that until he was blinded in an automobile accident several years ago, he didn't know how to relax. While convalescing from the accident, he came to the conclusion that most people were in the same fix and he decided to do something about it. Out of this grew the conviction that it takes nothing more than an occasional pause to get regenerated. So, he developed several physical exercises that are designed to slow a person down long enough to get mentally recharged.

These consist of sitting down and writing "Joy" with the nose; reaching out with the arms and hands, then drawing them in and uttering a loud "Boom" in the process; deep breathing; and just sitting back for two or three minutes and contemplating nature. Somebody in the audience referred to Dr. Corbin's exercises as "Occidental yoga," an apt description.

"Tension," said Corbin, who has written five books on relaxation, "is pressure that is exerted against energy, or enhances it.

There is nothing to worry about if you get butterflies in your stomach when things go wrong," he added. "The thing to do is strive for enough control of yourself to make them fly in formation."

#### Second Session

## GCSA 'Little Theater' Rolls Them in the Aisles

Robert M. Williams, supt. of Bob O'Link CC, Highland Park, Ill., directed the Monday afternoon education session. His speakers' lineup included **Robert C. Irwin**, general sales manager of Ford's Tractor and Implement Div.; **Stephen L. Frazier**, who recently resigned as supt. at Woodland CC, Carmel, Ind., to set up his own irrigation and turf consulting business; **Major Fred Bove**, Southern California GCSA official and supt. at Brentwood CC in Los Angeles; and **Tom Mascaro**, president of West Point (Pa.) Products Corp.

Producer, Director, Arranger **James L. Holmes**, Midwest agronomist for the USGA, presented a one-act skit that was written and rehearsed in less than three hours and got rave acclaim from persons in the audience who fancy themselves drama critics. The title of the production was "How A Supt. Looks to the Members." **Tom Leonard**, supt. at River Oaks, Houston, played the role of a hapless greenmaster who tried to explain his completely defenseless position to a committee made up of grim **Paul Weiss**, supt. at Lehigh CC, Allentown, Pa., implacable **Sherwood Moore**, Winged Foot's well known turfmaster, and **Tom Sams** of the Audubon Club in Louisville, who might have forgiven Leonard for his shortcomings if he had just been a little more yielding in dealing with the imaginary club's women players. **Dave Miller** of Saucon Valley, Bethlehem, Pa., portrayed Leonard's replacement when the committee decided to gang mow its inept supt.

#### New Thoughts on Old Theme

Ford Motor's Bob Irwin presented some new thoughts on self-selling to the supts.,

who have been urged by their national organization for the last decade or so to stop playing it shy and let members know how important they and their jobs are. What has to be taken into account, said Irwin, is that not more than two or three per cent of the members know what is going on in the maintenance department, not because they are indifferent but because they aren't informed. Which brings up the question: "Who is to inform them?" Nobody but the supt. himself unless he has available the services of a publicity man who will do the job for him.

What should go into a self publicity program? Irwin outlined these factors: Periodic status reports; Year-end reviews; Proposals for improving the golf course; and Reports on local, sectional and national meetings.

The Ford sales executive concluded his remarks by saying that jobs like products don't sell themselves; they have to be constantly promoted. It is imperative that a supt. think of his position as one that has to be continuously sold because of the annual turnover in club officials.

#### How to Use An Education

Steve Frazier, who got a degree in Botany from Butler University, studied turf management at Purdue and was taught to apply his scientific knowledge to course maintenance by Carl Bretzlaff at Meridian Hills in Indianapolis, discussed the integration of education with practical turf work. His remarks were mainly addressed to younger supts. They were advised to correlate as much as possible their experiences on the new job with the fundamentals they had been taught in an effort to get a complete grasp of the many ramifications of turf management.

"One of the best things a young man entering turf work can do," Frazier said, "is to study the man who has been around a while. Don't be too proud to ask him questions even if they cover things that you feel you should understand, but don't. If you make some mistakes, don't try to hide them. If you can't figure out why you failed, seek the advice of a person you are reasonably sure can give you some clues. Education ends when you start sweeping your failures under the rug."



Leonard Strong (l.), who has missed very few of the 36 GCSA conventions, shares a joke with James B. Moncrief of the USGA green section.

Addressing older supts., Frazier had this to say: "Take it easy on the young fellows who are breaking in. Sometimes they get a little overbearing, but this comes with youth. You have to remember that today's youngsters are raised in the most accelerated age mankind ever has known. They are conditioned to want more at 25 than you perhaps did at 35 or 40. You have to bear with them until they start to decelerate and get their feet on the ground."

#### Name on Scorecard to Start

Speaking on public relations, Fred Bove accused the supt. of being something of a "loner" who has stood aloof too long from the pro, manager, architects and others, and has hurt himself in doing so. "It's time," said Bove, "that we start to project ourselves. We can do it by not pushing too hard or stepping on any toes."

One of the first things the supt. can do in his public relations buildup, Bove continued, is to get his name on the club scorecard. Another is to get within camera range when the TV people are filming a match at his club, and be ready to talk to the announcer if called upon to do so. A weekly, or at least, monthly meeting with the pro and club manager are not only desirable, but should be a *must*, the Brentwood greenmaster added.

To back up his claim that turfmen can  
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win wider acceptance if they want it, Bove told how the Southern California GCSA staged a tournament last fall that still is the talk of the lower West Coast golf community. "I've had a hundred compliments on the way we ran that affair," said the retired Marine major. "Several club officials have asked me why we waited so long to get something like it started. We've already been asked by six clubs to hold the 1965 S.C.GCSA tournament at their course. That proves that people want to recognize us. So, the proposition is: 'Do we want to go to the trouble of being recognized?'"

#### Satire and Beauty

One of the best productions of the convention was offered by Tom Mascaro, who used his faithful projector in presenting one of his distinctive illustrated speeches. Mascaro was in a fine satirical mood as he led off with a series of slides that must have been assembled in Appalachia. Tornado-torn buildings, lean-tos and outhouses were suggested as models for clubhouses and outbuildings that are to be constructed in the future. Prototypes of home-made, steam operated equipment were shown along with several turf-tearing methods that are guaranteed to cut down on mowing. Mascaro then got in a plug for the GCSA pension plan by showing his collection of tombstones and graveyards.

But in a more serious and less grisly vein, the West Point executive switched to a "Courses Can Be Beautiful" theme. Formal and semi-formal gardens that have been planted at various courses throughout the country, the use of exotic plants, colorful landscaping and the beautifying of swimming pool areas were offered as examples of the artistry that can be introduced at a club. Mascaro's final suggestion: "Dig into local history and see if you can't come up with something that is worthy of an historical marker on your course. You'll get many miles of publicity out of it."

#### Break Other Leg

In the GCSA's "Little Theater" production, Tom Leonard, who had fallen off a horse only a short time before con-

vention week and broken a leg, insisted on going on. Before the skit was over, the make-believe committee that had summoned Tom to explain why the cutworms, nematodes, red thread, gophers, etc., had crowded the players off the course, broke, in effect, Leonard's other leg.

You can imagine a bungler like Tom, who adopted the name of "Clem" for the drama, explaining an endless series of blunders to a cold, uncompromising committeeman such as Paul Weiss. The latter's whip snapped, cracked and popped as he excoriated poor Clem. The audience hissed. But Clem was sacked and a new breed of supt., Dave Miller, who has a scientific explanation for everything, was hired to replace him. But don't be too sure that was a happy ending. Next year at Kansas City, you may find poor Dave sweating it out in Paul's sauna.



With Mal McLaren (2nd from left) are an unidentified green chairman from a Cleveland area club, Dave Loeser, Frank Wuliger and John Dunlop.

#### Third Session — I

### Agronomists Report on Turf Studies

The third education assembly, held on Tuesday afternoon, was split into two sections. Research reports on cool season grasses were given at one, and the other was devoted to new developments in warm season turf.

Bill Daniel of Purdue University was the moderator of the cool season session. His speakers included Eliot C. Roberts,