

Off The Fringe

More on 'The Ball Stops Here'

CLEARY CHEMICAL DOES ITS PART TO GROW THE GAME

Editor's note: Part three of our Growing the Game series, which appeared in August, was titled "The Ball Stops Here" and reported on what the golf course maintenance industry must do to get more engaged in building its own business. We asked our readers to let us know what they're doing to grow the game. We received this response from Mary Ellen Warwick, the president of Cleary Chemical in Somerset N.J.

My family not only owns Cleary Chemical Corp., but we built and have managed a golf course in Somerset, N.J., for more than 50 years. Since the Tara Greens opened in September 1955, we have offered all of our employees free golf for themselves and their families.

Our course sits on more than 100 acres. We have a nine-hole regulation course, a nine-hole par-3 executive course that's lighted for night play, and a 60-stall-covered driving range with an acre of turf area also lighted for night-time practice. In addition, we have an old-fashioned miniature golf course. We also have three full-time golf pros available for lessons.

Tara Greens is public and is open seven days a week all year. It's the place where many people in central New Jersey learned to play. Tara gives people the opportunity to give golf a try without intimidation. ■

About Steve Mona ...

WE ASKED READERS HOW THEY WILL REMEMBER THE GCSAA CEO AND WHAT HE DID IN HIS 14 YEARS AT THE ASSOCIATION

Steve Mona announced recently that he's moving on to be the new CEO of the World Golf Foundation. Mona celebrates his 14th anniversary as CEO for the GCSAA this month. But the end of the Mona era is coming shortly, probably soon after the Golf Industry Show in January. *Golfdom* asked its readers how they will remember Mona and what they think about some of the things done during his tenure. Here's what some of them had to say:



"Steve Mona is a first-class man. I've been a member of the GCSAA for almost 20 years and the level of recognition that golf course superintendents and this industry gets has been raised dramatically during

Steve's tenure. Not everyone agrees with me, but I think he has operated our national association with one thing on his mind — raising the stature and professionalism of the golf course superintendent. He has hired an amazing group of people to manage the association, who are also very dedicated to superintendents' careers, their advancement and their promotion."

Steve Hammon
Superintendent, Traverse City
Golf & Country Club
Traverse City, Mich.

"I feel as though the status of the superintendent has been elevated substantially under Steve's leadership. Our salaries have risen dramatically. I feel as though superintendents no longer stand in the shadows as the silent third party. I'm sure [he faced] some significant criticism from the GCSAA members. But if there wasn't any criticism, then he would have accomplished very little. His shoes will be hard to fill, but he has us rolling, and I am sure we will continue to do so well into the future."

Matt Shaffer
Superintendent, Merion Golf Club
Merion, Pa.

"I'm probably one of a few affiliated chapter association managers still working (an eternity) who remember GCSAA before Steve Mona. I must say the GCSAA will sorely miss this gentleman. He is, indeed, that and much more."

Barbara Mikel, Association Manager
Golf Course Superintendents Association
of Northern California