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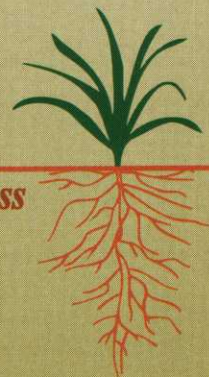
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Pioneer Superintendents

We realize there are many trendsetters, but we wanted to recognize these six individuals who have helped make the profession what it is today

Chester Mendenhall —

"We had big ideas, but never in our wildest dreams could we have imagined that an organization like this would exist today."



GCSAA

That was Chester "Chet" Mendenhall, speaking on Sept. 7, 1991, at the dedication of

GCSAA's headquarters high atop a hill overlooking Lawrence, Kan. The occasion was GCSAA's 65th anniversary.

Mendenhall was the star of the program. Looking fit at 95, he delighted the audience with recollections from GCSAA's past.

Mendenhall was the last surviving charter member of GCSAA. He was an enthusiastic advocate of the association and the profession. Not only did he help found GCSAA, he also helped develop it into more than a regional organization.

President of GCSAA in 1948, Mendenhall was a pioneer designer and builder, as well as an innovative and much sought-after superintendent. He spent 31 years as superintendent at Mission Hills CC. He died in 1991.

Eberhard R. Steiniger —

Ninety-five-year-old Eberhard R. Steiniger is known affectionately as the dean of superintendents. He's also called the Grand Old Man, the Super Superintendent and the Superintendent Emeritus.

But perhaps Steiniger is best known as the retired superintendent of Pine Valley GC, a layout perennially ranked at the top of most best golf course lists. Steiniger virtually created Pine Valley. It was a dream to which he devoted his career to make come true.

Steiniger retired from Pine Valley in 1980. The secret to his longevity at such an exclusive and prestigious club?

"I treated all members as if they were my bosses, no matter what they asked," he says. "I was always willing to help members."

Robert M. Williams and Bruce R. Williams —

Bob and Bruce Williams are unique in the 75-year history of GCSAA in that they are the only father and son to have been elected president of the association. Bob served in 1958, and Bruce served in 1996.

Bob began working on golf courses before he was a teenager. He was superintendent at Bellaire CC in Wauconda, Ill., when he was 18. He spent 21 years as superintendent at Bob O'Link GC near Chicago. He designed and built one of the first customized automatic irrigation systems at Bob O'Link and designed a



three-nozzle, tractor-mounted boom sprayer.

"As one of the many superintendents who learned at his feet, I can attest to [my father's] skills, his commitment, and his love for the game and the profession," Bruce says. "He's also one heckuva dad."

Bruce succeeded his father at Bob O'Link GC in 1979. The certified superintendent of Los Angeles CC has a clear vision of the future as it relates to golf course management. Bruce foresees continued improvements in turfgrass education, increased technology and better-quality grasses.

Sherwood A. Moore —

Sherwood Moore, former superintendent at Winged Foot GC in Mamoroneck, N.Y., is the first and only American superintendent to win the Old Tom Morris Award (1990).

The certified superintendent attended the renowned Stockbridge School of Agriculture at the University of Massachusetts. He excelled at his studies and enjoyed a distinguished career.

After serving in World War II, he returned to golf course management and was elected president of GCSAA in 1962. Moore was an expert in turfgrass management and among the best at growing bentgrass in his time. But what people remember most about the 85-year-old Moore is his positive attitude.

"Every person is an individual," he says. "Some people are more fortunate than others, but

we are all human beings and need to be treated as such."

Randy S. Nichols —

Randy Nichols strikes you as a real Southern gentleman. He is soft spoken, courteous and respectful. He's also rarely in a hurry.

But Nichols gets things done — professionally, thoroughly and faster than you might think. Nichols, long-time superintendent at Cherokee Town and CC in Dunwoody, Ga., was president of GCSAA in 1993. His platform emphasized priorities such as research and the environment, GCSAA's international endeavors, and bylaw changes aimed at promoting member services and association growth.

Nichols says one of his most important accomplishments was getting chapter delegates more involved with the association. Nichols invited chapter delegates to GCSAA's headquarters to discuss association business. "They felt like they knew what was going on with the association, and they could relate back to their chapter members," he says.

Nichols recalls his tenure as a "fairly turbulent year." John M. Schilling resigned from GCSAA as its executive director about four months after Nichols began. But overall, Nichols says the position "made me understand what it takes to run an organization."

"It made me a much better employee for my club," he says. — Clay Loyd, Contributor



Bob Williams



Bruce Williams



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What a loss it would have been for the industry had Jim Watson followed his initial

path of study: pastures and pasture management. The industry would have lost one of the people who pushed for education for superintendents at a time when few seemed interested in doing so.

Watson was finishing up his degree in agronomy at Texas A&M with a specialty in pastures and pasture management when his advisor, Joe Valentine, asked him to prepare a slide presentation so that Valentine could present it at a turfgrass conference. At the conference, Valentine introduced Watson to Fred Grau.

"I never considered turfgrass management before I met Grau," Watson says. "He talked to me a little about a fellowship in turfgrass management that Penn State was offering in conjunction with the USGA. We talked for about five to 10 minutes, and I didn't think much more about it. Later in the conference, Grau asked me to send a telegram for him. So he handed me his message, and off I went to the telegraph office.

"When I opened it to transcribe the message on to the telegraph paper, imagine my surprise when I saw my name in it, and that it was addressed to H. Bertram Musser [dean of the Penn State turfgrass program at the time]," he says, laughing. "It read, 'James Watson, accepting the USGA fellowship.' That's how I came to be involved in turfgrass management."

And a fortunate decision it was. Watson attended Penn State from 1947 to 1950 and received the school's first Ph.D. in turfgrass management. He returned to Texas A&M as an assistant professor in the department of agronomy, where he taught courses in soil and pasture management, as well as starting the turfgrass research project there. In 1952, Watson joined The Toro Co.

"I learned the importance of education from people like Grau, Musser and (O.J.) Noer," says Watson, who took semi-retirement from Toro in 1990. "I

Jim Watson

Pioneer in educating superintendents

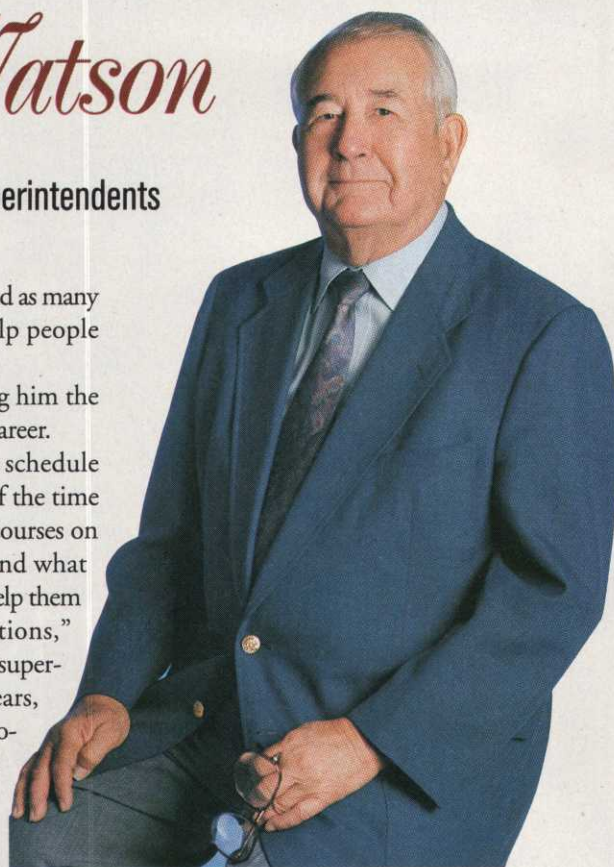
felt it was my obligation to attend as many conferences as possible to help people grow better turf."

He credits Toro with giving him the freedom to do so early in his career.

"I was able to set my own schedule back then, and I spent most of the time advising and counseling golf courses on what types of grass to grow and what management practices would help them produce ideal playing conditions," Watson says. "I've met a lot of superintendents over the last 50 years, and they're a great bunch of people. I'm glad I was able to help them."

So are the superintendents.

— Frank H. Andorka Jr., Associate Editor



John M. Schilling

Led GCSAA on impressive growth spurt in his 10-year tenure



John M. Schilling became executive director of GCSAA in 1983 and served in the position for 10 years. It was a decade of remarkable accomplishment by the organization and its members.

Schilling is remembered most for leading the phenomenal growth in the size and sophistication of the association's now huge annual conference and trade show. Another milestone, construction of GCSAA's headquarters in Lawrence, Kan., also occurred during the Schilling years. The impressive buildings overlook much of Lawrence and miles of surrounding countryside.

GCSAA

Eddie Stimpson

He was only trying to bring objectivity to the game — not more headaches for superintendents

Superintendents may not admire him for what he did, but they should. Eddie Stimpson was only trying to bring objectivity and integrity to the game when he invented the Stimpmeter in 1935.

Stimpson, a Harvard graduate and golf enthusiast, invented the Stimpmeter after the controversy over green speed during the 1935 U.S. Open at Pennsylvania's Oakmont CC. Stimpson wanted to compare putting surfaces for consistency and fairness — not “how fast can we get 'em.”

Stimpson's son, Ed, says his father regarded the Stimpmeter as his greatest accomplishment. Eddie, who died at 80

in 1985, had no intention of making money off his invention and he never did.

We don't believe that Stimpson, the 1935 Massachusetts Amateur champion, believed his tool would cause such headaches for modern-day superintendents. We don't believe Stimpson envisioned that today's life-in-the-fast-lane green chairman would demand his superintendent to get the course's greens stimping at 11.5 to keep pace with the club down the street.

Stimpson's device was modified by the USGA's technical department in the mid-1970s and made available to superintendents in 1978. “It has proven to be an invaluable asset to the game of golf and a



ED STIMPSON JR.

helpful management tool for the superintendent, but it is not intended for course comparisons,” USGA says.

James Nicol, certified superintendent of Hazeltine National GC in Chaska, Minn., says Stimpson has had a positive and negative impact on the industry. “I believe the intended use of the Stimpmeter was to measure greens for their consistency relating to their speed, not speed alone,” he stresses.

But green committees and golfers abuse the Stimpmeter, Nicol says. Some carry Stimpmeters in their golf bags so they can take their own readings. Daily postings of Stimpmeter readings at clubs are trendy.

“Because of television, most golfers believe the greens they observe on weekends are at those speeds on a weekly basis,” Nicol says. “But most players can't tell the difference between [a reading of] 9.5 feet and 10.5 feet.”

Terry Bonar, certified superintendent of Canterbury GC in Beachwood, Ohio, says there would still be green-speed issues even if Stimp never invented his tool. “If it wasn't him, it would have been someone or something else,” he adds.

But the Stimpmeter is not a bad thing, Bonar says. “Better technology makes it possible to improve in every part of our society, and demand makes it necessary.”

— Larry Aylward, Editor

Schilling also led an effort to extend and expand the association's outreach overseas.

Schilling says the most rewarding part of his tenure was helping with the development and recognition of the association as a major player in the golf industry. “We had a membership that wanted a stronger national organization in representing them in government and employment issues,” he says.

Schilling began his career at GCSAA in 1978. He worked his way to the top of the staff serving in communication, publications, information services, marketing and sales, and the conference and show. He was also associate executive director.

Under Schilling, the GCSAA conference and trade show more than doubled in attendance from 7,142 in 1983 to 15,309 in 1994, with nearly 60 seminars and 6,560 exhibits. One of sev-

eral keys to the burgeoning event was Schilling's insistence on high quality printed materials and marketing strategies.

Association membership more than doubled during Schilling's reign from 5,655 in 1983 to 13,113 in 1993. Along with that progress came:

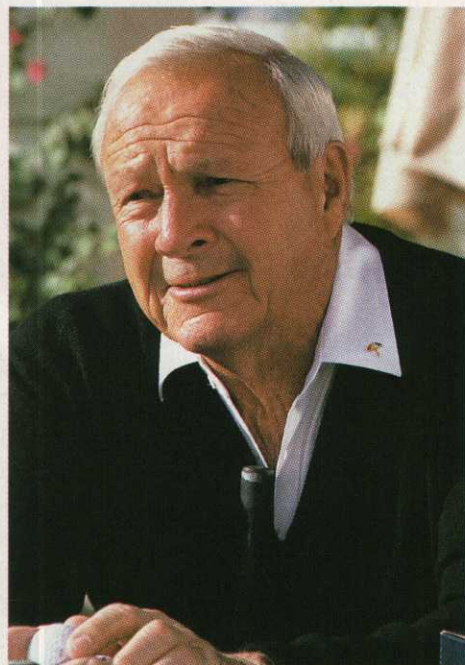
- Stronger financial conditions.
- Stepped-up efforts to provide more technical resources and access to the best turfgrass scientists, researchers and educators.
- Stronger fundraising for scholarship and research.
- A government relations program to monitor regulations affecting superintendents.

“I had a fabulous time at GCSAA,” says Schilling, who now operates a printing business near Lawrence, Kan. “We had a great team.”

— Clay Loyd, Contributor

Arnold Palmer grew up watching his father tend Latrobe CC as its superintendent. He helped his father build the final nine holes at the Latrobe, Pa., course and his father made sure that Palmer was keenly aware of the challenges facing superintendents. Consequently, Palmer has always had kind words for superintendents — as a golfer, as a designer and as an owner.

“Arnold watches golf course construction with the eye of a superintendent,” says Ed Seay, executive vice president, chief operating officer and director of design for Ponte Vedra, Fla.-based Palmer Course Design. “He makes sure that developers don’t do anything that’s going



Aidan Bradley

Arnold Palmer

The ultimate
spokesman for
the profession

to cause maintenance headaches after the course opens.”

Seay, who has designed more than 200 courses with Palmer over 30 years, says his boss urges developers to involve the superintendent from the beginning of construction. Palmer believes that only superintendents who know courses intimately can adequately take care of them.

Palmer also understands that not all superintendents operate with a \$1.5 million budget, Seay says. He tries to design courses that can be easily maintained at a more reasonable cost.

Mike Wilson, superintendent of The Champions Club in Jacksonville, Fla., started his career at Bay Hill Club and Lodge, which Palmer purchased with partners in 1970. He says Palmer’s respect for superintendents permeates the entire management of the course.

“The approach they have at the club, which reflects Palmer’s philosophy, is to help people reach their potential,” Wilson says. “The management nurtured me professionally, and I’m grateful for all they did.”

To this day, Palmer remains intimately involved with Bay Hill’s operations. Superintendent Dwight Kummer says that when Palmer is in Florida, he’s at the course every day to play — and to walk the course with the superintendent.

Kummer says Palmer can be demanding

for superintendents, but he’s also fair. Palmer enjoys the agronomic aspects of the course, and he is always willing to try something new.

“You can tell that he grew up taking care of a golf course and really loves the process,” Kummer says. “Any time I go to a new course opening with him, he always wants to know who the superintendent is and wants to know what problems he or she is having. It clearly means something to him.

“I’m pretty spoiled,” he adds. “I’ve been with him for 10 years now, and he treats me like family.”

Jim Kernohan, superintendent at Metro West CC in Orlando, worked for Palmer’s management company at Silverthorn CC in Brooksville, Fla. He says the experience left him anxious to work directly for the man he calls, “The King of Golf.”

“I’ve always had the impression that he really respects what we do as superintendents,” Kernohan says. “He’s certainly been an inspiration for me, and I’d love to work with him directly some day.”

Now that Palmer has joined Callaway Golf as its spokesman for a driver the USGA deems illegal, several golf writers have written that he has sold out and that his image is “tarnished.” But superintendents familiar with Palmer’s maintenance-friendly approach to the game and the design of courses know that he will always be in their corner.

— Frank H. Andorka Jr., Associate Editor



A Note From The President

20th October

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Bill Kubly

'He truly wants to be the best'

Bill Kubly's golf course development business, Lincoln-Neb.-based Landscapes Unlimited, began in 1976 in the back of a renovated Keebler delivery truck. Kubly, with pipe wrench and pipe cutter in hand, performed small irrigation projects at local courses.

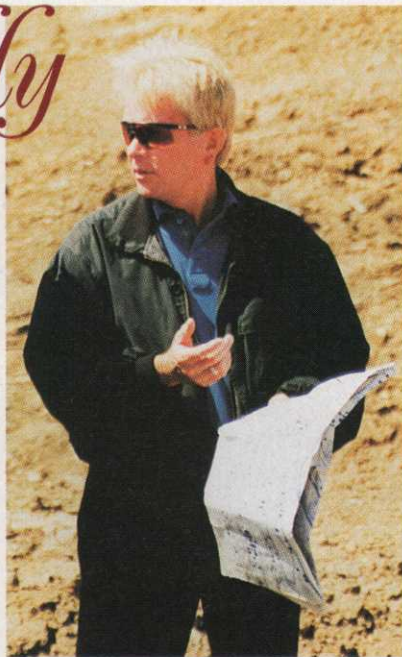
My, how the business has grown. In November, Kubly purchased a second office building because the company's first building was busting at the seams with employees. Landscapes Unlimited now employs nearly 1,300 people.

Kubly's business has grown hand in hand with the company's reputation as one of the nation's top golf course developers. Landscapes Unlimited, which specializes in construction, renovation and irrigation, builds more than 25 golf courses annually. The company's employees work with architects on projects ranging from \$50,000 to \$10 million. Landscapes Unlimited boasts a host of big-name clients, including Sand Hills GC in Mullen, Neb., and Pinehurst No. 8 in Pinehurst, N.C.

"He has done a lot of work with different architects who have extremely different styles and ways of doing things," says golf course architect Bill Coore, who designed Sand Hills with Ben Crenshaw. "To me, that would be the mark of someone who's really gifted in [the development] business."

Word is getting out about Kubly, who has a degree in landscape architecture from the University of Wisconsin. He was recently named the 2000 National Ernst & Young Entrepreneur of Year in the real estate/construction category.

"Steady growth is the key



LANDSCAPES UNLIMITED

to our success," Kubly says. "The temptation has been there to grow fast where things could have gotten out of control.

But we've held back to steady growth of 10 percent to 30 percent a year."

In 1987, Landscapes Unlimited received the opportunity to work with Fazio Golf Course Designers to build Town of Oyster Bay GC on Long Island in New York. Kubly says the project was a turning point for the company. "The project put us on the map," Kubly says.

Brad Schmidt, general manager of Landscapes Unlimited, says Kubly has brought an intense entrepreneurial spirit to the industry. "He truly wants to be the best at what he does," Schmidt adds.

Kubly is a visionary, but he'll be the first to tell you that he has surrounded himself with good people. "I've surrounded myself with people I think are recognized as leaders in the industry."

Schmidt says Kubly sets a fine example as a leader. "He works extremely hard, and he sets high expectations."

— Larry Aylward, Editor

Carl Spackler (BILL MURRAY)

Like it or not, he made an impact on the profession

We wanted to talk to Bill Murray, but he blew us off. He's probably afraid to face superintendents. After all, his character from *Caddyshack*, the gopher-huntin' and turf-tokin' assistant superintendent, Carl Spackler, didn't do much for the profession's image.

We wanted to ask Murray (Spackler) if he'd ever been threatened by any superintendents. We also wanted to ask him a few questions, including what he thinks of superintendents who wear jeans.

(Did you know Murray worked on a golf course before becoming an actor?)

We understand why you're not sure how you feel about Murray (Spackler). You were trying to upgrade your image when *Caddyshack* was released in 1980, and the film left you with a collective inferiority complex. But if you take a glass-is-half-full approach, you'll see that *Caddyshack* and Spackler helped put you on the map. "When most people hear the term 'golf course superintendent,' the character in *Caddyshack* becomes part of the conversation," says James Nicol, certified superintendent of Hazeltine National GC in Chaska, Minn.

But Cliff Beckmann, superintendent of the Westin Salishan Lodge and Golf Resort in Gleneden, Ore., says Spackler "put us at least 10 years behind in how we're viewed professionally." He's probably right, but you have to admit that millions of people now know what you do, thanks to Spackler (Murray).

— Larry Aylward, Editor



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HOW TO READ YOUR COURSE.

Golfdom allowed me to abuse its expense account late last year to perform some vital undercover analysis at several classic courses. No, I was not knocking on the office doors of America's finest superintendents to study the architecture of their courses or to learn about their innovative maintenance practices.

My job was to keep a count of denim-clad superintendents vs. those wearing khakis on the job. You know about khakis — the ones that are sometimes *superimposed* in print.

I visited some 18 superintendents on the job in the last two months. One was dressed in cotton pants because he was going to play golf. One wore shorts two days in a row because it was hot. The rest of you were clad in those "dreadful," work-ready blue jeans. I know it's shocking stuff, but that's my contribution to the latest weird flare-up in our corporate, er, golf world.

Some other thoughts, observations and things learned from recent travels:

Mark Michaud's discovery of an old tee on the 7th hole at Shinnecock Hills GC wins the 2000 award for "Best Archaeological Find By a Superintendent." The old Seth Raynor tee is about 10 yards left of the current tee, but the new angle will make all the difference in the world.

Now the famed par-3 will play more like a true Redan. And Michaud's crew can finally cut down the hideous hedge shielding the current tee from the sight of other golfers.

There's plenty of outstanding in-house restoration work taking place on Long Island. Karl Olson quietly continues to restore The National Golf Links of America; Craig Currier is fixing up the "other" Bethpage courses; and veteran assistant superintendent Miles McLaughlin is putting back the wild and wacky Devereux Emmet design at Huntington CC.

The boldest new set of greens I saw last year belong to George Bahto's redesign of Stonebridge GC, opening this spring in Hauppauge, N.Y. It is a public access C.B. Macdonald/Seth Raynor tribute course, and a couple of the greens rival anything Bahto's heroes ever built.

Ramblings from a Recent Road Trip

BY GEOFF SHACKELFORD



I SAW DENIM,
A STUNNING
ARCHAEOLOGICAL
FIND AND SOME
AWESOME
RESTORATION WORK

How about that Arnold Palmer and his blue-blazer buddies at the USGA? The King wants to beef up his stock portfolio by endorsing Callaway's new illegal driver, a move that could lead to two sets of rules and the USGA's irrelevancy. Yet for some reason, the USGA wants to keep him on as its membership spokesman.

The parties mentioned should read Robert Brown's wonderful new book, *The Way of Golf*. Brown looks at the state of modern golf and why certain values such as the rules, sound course design and other traditions are so important.

The highlight of Milorganite's Wisconsin Golf Turf Symposium was a panel discussion and presentation by two superintendents who've recently completed restoration projects. Mike Morris, superintendent of Crystal Downs CC in Frankfort, Mich., and Scott Austin, superintendent of Midland Hills CC in St. Paul, Minn., gave outstanding presentations with plenty of interesting before-and-after photos. Also present were the quality-conscious Hartman Brothers group, who carried out the Midland Hills work and gave the audience hope that there are contractors who worry about details and genuinely care about the finished product.

Finally, I'd like to thank the audience of 300 or so Wisconsin superintendents for minimizing the eye rolls when I preached about the return of various elements to the look and playing characteristics of bunkers — namely, the concept of "irregularity."

The moral of all this rambling: Long live denim.

Geoff Shackelford's new book is ALISTER MACKENZIE'S CYPRESS POINT CLUB. He can be reached at geoffshackelford@aol.com.