



Like our proven brands, Syngenta's 2011 GreenTrust™ 365 Golf Program provides outstanding value throughout the year.

You can lock in your yearlong rebate percentage with only \$5,000 in purchases of Qualifying Products during the Early Order Period (October 1, 2010 through December 10, 2010). The more you purchase during this time, the better your rebate percentage—as high as 10%. These Qualifying Products purchases make you eligible for GreenTrust Rewards Points, new for 2011.

Syngenta also offers product assurance opportunities and deferred payment until June 6, 2011 for most purchases made during the Early Order Period. Visit [greentrust365.com](http://greentrust365.com) today to plan your purchase and lock in your yearlong savings.

Full Program terms and conditions are available at [greentrust365.com](http://greentrust365.com).



**syngenta**®

©2010 Syngenta Crop Protection, Inc., 410 Swing Road, Greensboro, NC 27409. **Important: Always read and follow label instructions before buying or using Syngenta products. The label contains important conditions of sale, including limitations of remedy and warranty.** GreenTrust™ and the Syngenta logo are trademarks of a Syngenta Group Company.

**M**ost people agree that communication involves sending and receiving information. You know communication is important because we talk all the time about improving it or we easily recall situations that resulted from poor communication.

Professional development seminars talk about communicating with club officials and members to enhance a superintendent's value to his or her club. Operationally, you must communicate with your crews to get the work done, and to keep your club officials informed of course conditions, maintenance schedules and departmental needs.

In some cases, there's feedback to the initial communication. Club members might comment on your newsletter article, bulletin board posting or committee presentation. And crew members ask questions if they have any.

In an association's world, chapter administration folks send out information on membership renewals, surveys, educational events, chapter meetings and special event deadlines. There's usually not a lot of feedback in these cases, unless you count the registration forms returned for an event — and that often only happens after the second and third notices go out for the event. Then the registrations come flying in at the last minute.

But you can't wait until the last minute to set up maintenance schedules with the green committee. You can't ad lib your daily maintenance schedule. You plan ahead to be successful, so why are we notorious Last Minute Charlies when it comes to responding to an association's communication?

Most association communication is only one way. There may be a certain validity to the notion that many superintendents might not know until the last minute whether they can attend an event; hence their reluctance to sign up before then. Of course, head counts for food-service guarantees can cost a chapter money if it has to guess the number of people attending instead of actually knowing it.

But some folks don't hold up their end

## Not Too Much to Ask For a Response

BY JOEL JACKSON



YES, YOU'RE BUSY.  
BUT DEVOTING  
10 MINUTES A DAY  
TO RESPOND TO  
COMMUNICATION  
FROM YOUR  
ASSOCIATION ISN'T  
MUCH TO ASK FOR

of the communication equation. They don't read the bulletins, newsletters, magazines or e-mails. Association staffs can't dial up every member to invite them to a function. It just isn't practical. And the chances are you won't find a superintendent sitting at his or her desk anyhow. So you leave a message. That would be the same message already contained in e-mail blasts, newsletters, etc.

Chapter boards of directors, committees and the administrative staff spend lots of time planning and scheduling events for the benefit of their members. Much of that time is volunteer hours by superintendents, followed up by staff execution of the plans by communicating with the membership.

It can be frustrating to have to respond to last-minute phone calls or e-mails from members who ask where they get registration forms or information on events or issues — after all that information has been communicated to them via mail, e-mails and/or Web postings.

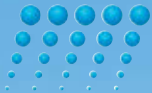
Two-way communication requires a certain amount of responsibility from both parties. The senders need to be timely and thorough with their messages and not clog up e-mail inboxes or waste a lot of postage. On the other hand, receivers need to take some simple action when the newsletter, magazine or e-mail arrives with information about an event. Jot down the time, date and location on your desk or computer calendar, and please R.S.V.P. when asked.

Yes, you're busy. But devoting 10 minutes a day to respond or make note of the communication from your national, state and local associations isn't much to ask for to hold up your end of the two-way communications equation.

---

*Certified Superintendent Joel Jackson is executive director of the Florida GCSA.*

always thinking ahead.®



The grass is always greener with Green Lawnger®.



**When it has to be right,  
it has to be *Green Lawnger*®.**

When it comes to your course, product performance can't be just adequate — it has to look natural and be picture perfect. The expert in colorant technology, Becker Underwood, now offers a full line of Green Lawnger® brand products with ColorLock™ technology — **Green Lawnger**®, **Lineman Pro Green**™, **Graphics**™, **Transition**™ and **Vision Pro**™ — to help your course reach its full potential.



*Ask your supplier about Becker Underwood's  
full Green Lawnger® product line.*

**BECKER  
UNDERWOOD**®

Green Lawnger® is a registered trademark and Graphics™, Vision Pro™, Transition™ and ColorLock™ are trademarks of Becker Underwood, Inc., Ames, IA.

800-232-5907

[www.beckerunderwood.com](http://www.beckerunderwood.com)



# Giving Thanks

Despite being stricken with multiple sclerosis, Marc Shotzberger is grateful for many things, including the chance to be a superintendent

STORY AND PHOTOGRAPHS BY LARRY AYLWARD, EDITOR IN CHIEF

## *“Why not Marc Shotzberger?”*

That’s what Joe Owsik asked himself while considering whom to hire to fill the open golf course superintendent position at the Philmont Country Club. Shotzberger, who had worked on the club’s golf course maintenance crew for two years, was a former superintendent. He had the managerial experience and know-how to get tasks completed efficiently, and he knew Philmont’s operation well.

## *“Why not Marc Shotzberger?”*

The notion to hire Shotzberger made sense. Owsik knew there were many good reasons to promote him to superintendent. But Owsik, the director of golf course operations at the 36-hole private club in Huntingdon Valley, Pa, also knew there was one reason a lot of people in his position would never hire Shotzberger.

## *“Why not Marc Shotzberger?”*

Owsik knew the answer to his question almost as soon as he asked himself it. He wasn’t going to let the fact that Shotzberger had multiple sclerosis stop him from promoting Shotzberger to superintendent.

“It was like a light bulb turned on in my head and told me what to do,” Owsik says.

While Owsik realized Shotzberger wouldn’t be able to perform some of the job’s physical duties that the position required, such as dragging a heavy hose around to water greens and their approaches, he knew others would step up and perform those tasks to get the work done.

*Continued on page 16*



## Giving Thanks

*Continued from page 14*

“Marc was here, and he had the skills needed to do the job,” Owsik says of his decision in 2007 to promote Shotzberger. “And it dawned on me that it was the right thing to do.”

So Owsik went to Shotzberger with the offer. The stoic Shotzberger was stunned. Because of his condition, he just figured nobody would ever give him the chance to be a superintendent again.

“I felt honored and elated at the same time,” Shotzberger says. “Joe didn’t have to do this, but chose to do it anyway. He took a chance on me.”

Shotzberger fought back tears of joy when Owsik gave him the fantastic news. But the welled-up tears in Shotzberger’s eyes also felt good. It had been awhile since he had been on the end of any positive news. In fact, Shotzberger had been on the end of a lot of bad news — beginning with his 1998 diagnosis of multiple sclerosis, a degenerative disease of the central nervous system.

Shotzberger was working as an assistant superintendent in Chicago when the symptoms of MS struck. He was 35 and healthy. When Shotzberger began experiencing dizzy spells and his back began to ache, he told himself it was just middle age settling in. But when the symptoms grew worse over the next few years, Shotzberger went to a neurologist, who diagnosed him with the shocking news he had MS.

The symptoms continued to progress the next few years. Shotzberger had trouble lifting his right leg, which felt as heavy as a steel-iron beam. His walk exhibited a noticeable limp. In the late 1990s, the disease began affecting his job as superintendent of Spring Mill Country Club in Ivyland, Pa. Shotzberger could no longer perform some of the job’s physical duties. He says he was dismissed in 2001 “because the club wanted to make a change.”

Shotzberger landed a job a few months later as an assistant superin-

tendent at Lookaway Golf Club in Buckingham, Pa. A month into the job, he was getting off a tractor when he accidentally kicked it into gear. The tractor ran over Shotzberger’s right leg — the one hindered from MS — and tore three ligaments in the knee. A few months later, while Shotzberger was still on the mend from his injured knee, his wife of 11 years told him she wanted a divorce. Shotzberger, who has two sons, moved out of the family’s house and into a lonely one-bedroom apartment.

Shotzberger, who was no longer working at Lookaway, was out of work. But eventually he found a sales job selling golf course maintenance equipment. It didn’t last long, however, because the golf economy soured.

It was 2004, and Shotzberger was genuinely scared. He had to pay the rent. He had to survive. And he was worried his illness might prohibit him from ever working on a golf course again.

*Continued on page 18*

**Joe Owsik (right) promoted Shotzberger. Matt MacAlister (center) says “I can’t say enough” about Shotzberger’s work ethic.**





“I’ll make dollar spot pay.”



“Even the best turf can fall victim to disease. But with **Honor® Intrinsic™ brand fungicide**, I won’t go down easily. On top of unsurpassed disease control, research shows that **Honor Intrinsic’s plant health benefits** give me a better root system so I can stand up to stresses like drought and moisture events, extreme temperatures, and aeration—better than ever.”

**Intrinsic** brand fungicides don’t just fight disease; they give turf the resilience to endure stress. Find out more at [IntrinsicPlantHealth.com](http://IntrinsicPlantHealth.com).



The Chemical Company

## Giving Thanks

*Continued from page 16*

Shotzberger heard about an opening on the maintenance crew at Philmont. He and Owsik were acquaintances, having seen each other at local association meetings. Shotzberger went to Philmont to ask Owsik for the job.

Owsik knew Shotzberger had experienced a string of Job-like bad news the previous few years. Owsik also knew Shotzberger had MS, but hired him anyway.

"I couldn't imagine all those things could happen to the same person around the same time," says Owsik, who begins his 20th year at Philmont in 2011. "I wanted to help him."

Owsik could pay Shotzberger only \$12 an hour. He knew the money wasn't close to what Shotzberger made before as a superintendent.

"But sometimes those jobs can lead to other things," Owsik says.

**T**HE 54-YEAR-OLD Shotzberger recently finished his fourth season as one of the two superintendents at Philmont. Owsik, a devout Catholic who says he relies on the Man Upstairs to help him make good decisions, says the club's golf course maintenance team hasn't missed a beat with Shotzberger as one of the superintendents.

"Maybe somebody is watching over us," Owsik says with a smile.

Shotzberger is just as grateful to Owsik, today, for giving him the job as he was four years ago.

"I don't know what I'd do without this place," Shotzberger says.

The promotion came with Owsik's offer for Shotzberger to live in a modest house next to the maintenance facility. To say Shotzberger was ecstatic about that is an understatement.

"It was a godsend," he says, beaming.

On a recent day at the club, Shotzberger is dressed in a gray Philmont polo shirt, khaki shorts and work boots. It's easy to notice his disability — espe-



**Shotzberger watches Matt MacAlister water a green. "Matt's the man," he says.**

cially his lifeless right leg — but Shotzberger pays no heed to it. He gets around the best he can, but his right leg is an obvious detriment. He smiles and laughs often. He's not afraid to exercise his sometimes sarcastic wit. He ribs his co-workers, and they rib him right back.

Shotzberger has received the utmost support from the club's 25-member maintenance crew. But when he was promoted, there was at least one person who wondered whether he could cut it as superintendent. That was Matt MacAlister, Shotzberger's co-superintendent at the course, who has been at Philmont for 10 years.

"When Joe floated the idea of having Mark as my partner, I was skeptical because I know how physically demanding the job is," says MacAlister, who's accustomed to working up a sweat on the golf course.

But the 35-year-old MacAlister also knew Shotzberger deserved a chance. He knew that, despite his physical limitations, Shotzberger still had the eyes, ears and brain of a seasoned superintendent. And what MacAlister has witnessed the past four years is someone who has refused to pack it in and feel sorry for himself.

"Marc has a very intense desire to feel like he's pulling his weight, which

he does," MacAlister says. "I can't say enough about him."

When he was promoted, Shotzberger didn't want anyone to think he was a charity case. "The last thing I want is freakin' sympathy," he says sternly. "Nobody wants a pity party."

Owsik is impressed that Shotzberger could've applied for disability payments and probably have received them, but he'd rather work. "That's inspiring to others around here," Owsik says.

It's also inspiring to Owsik that Philmont's crew members have pitched in to help Shotzberger any way they can. That includes Owsik, who has been known to do his share of hand-watering.

Shotzberger misses the physical labor.

"I would love to be able to weed whack and drag a hose, but that's not happening," he says. "My mind wants to do those things, but my body says no."

While limited physically, Shotzberger does everything he can. Owsik purchased a hand-operated roller so Shotzberger could use it. Shotzberger also mows greens and fairways. On both occasions, he sits at a sidesaddle position. He operates the peddle with his left foot because his right leg has no feeling.

"He's a helluva worker," says Tony Marchione, Philmont's head technician. "You put him on a mower, and he mows until the job is done."

Shotzberger asks for help from others, although it's clear he'd rather not, MacAlister says.

"He inspires me," MacAlister adds. "He has been dealt a tough hand, but he deals with it with a lot of class."

*Continued on page 20*



# SLICE Poa FAST

**Katana®** Turf Herbicide  
**Speed and precision** – that is what the ancient Samurai expected from their katana swords. Katana cuts through weeds fast. And *Poa annua*, the bane of the superintendent's existence, is no exception.

For fall use, combine Katana with urea nitrogen 46-0-0 – excellent control, lower rates and faster visual results.\* – **even in cooler temperatures.**



**It's Sharp! It's Fast! It's Katana!**

**Poa | Clumpy Ryegrass | Fescues  
 Kyllingas | Sedges | Broadleaf Weeds**

**G pbi / GORDON CORPORATION**

An Employee-Owned Company

800.821.7925

\*See *Poa* control at [pbigordon.com/katana](http://pbigordon.com/katana)

ALWAYS READ AND FOLLOW LABEL DIRECTIONS: Katana is a registered trademark of ISK Biosciences Corp.  
 \*Not labeled for residential turf. Pending state registrations



ISHIHARA SANGYO KAISHA, LTD.

## Giving Thanks

*Continued from page 18*

It's not lost on Shotzberger how much everybody helps him do his job. For instance, Marchione leaves equipment in areas where Shotzberger can access it easily in the morning.

"Everyone on this crew has been willing to help me," Shotzberger says. "They do a lot of little stuff. But it's big stuff."

"Everyone on this crew has been willing to help me," a grateful Shotzberger says.

Shotzberger doesn't want his disease to make his co-workers feel uncomfortable around him. So he often makes his disease the butt of jokes.

When he first started at Philmont, Shotzberger says everybody ran to help him back on his feet when he fell down. "Now they just step over me to get where they're going," he says with a laugh.



## BETTER GERMINATION WITH LESS SEED.

The innovative Turfco TriWave™ 60-Inch Overseeder delivers better germination and quicker establishment with less turf disruption.

- UNC study showed 30% greater germination rates versus traditional methods
- Patented floating heads follow the ground contour for consistent seed depth
- Patented WaveBlade™ technology creates optimum slit width for improved seed-to-soil contact without turf disruption
- Patented seed delivery system puts seeds directly into the slit, reducing seed waste and increasing germination
- Close 1 1/2" spacing increases germination with fewer passes
- Now available as a walk-behind, the TriWave delivers even greater maneuverability and versatility

*"The TriWave is the first overseeder that does exactly what we want it to do."*

• • • • • Dale Caldwell  
Superintendent  
Minneapolis Golf Club  
Minneapolis, MN

To see the TriWave in action visit [www.turfco.com](http://www.turfco.com), or call 800-679-8201 to schedule a FREE DEMO.



[WWW.TURFCO.COM](http://WWW.TURFCO.COM)

**S**HOTZBERGER SAYS he was moving around much better when he started at Philmont six years ago. Now, he falls down more than he did then and his balance is deteriorating.

"It's the nature of the beast of the disease — it gets worse," Shotzberger says matter of factly. "But if you see me on a daily basis, you might not notice it."

He doesn't mind talking about the disease from a medical perspective. Shotzberger explains that MS is an inflammatory disease that affects the ability of nerve cells in the brain and spinal cord to communicate with each other. The nerve cells communicate by sending electrical signals down fibers, which are wrapped in a substance called myelin. With MS, the body's own immune system attacks and damages the myelin. When myelin is damaged, the fibers no longer effectively conduct signals.

Shotzberger is fine and alert mentally. His speech isn't hindered. Some of the symptoms of MS are heat exhaustion and fatigue, but Shotzberger hasn't experienced them, which is fortunate because he works outdoors.

Those who work with Shotzberger are amazed at how he handles himself. "I'd like to think I would deal with it with as much dignity as he has," MacAlister says. "But I can't say that I would."

Shotzberger was a jock when he was younger. In fact, he was once a competitive weight lifter. Shotzberger was also a scratch golfer and played other sports. He has good memories of those days, but doesn't dwell on them.

"People ask me if I miss golf," he says.