

SUPER TALK

Wisconsin
Golf Course
Superintendents
Association

Vol. 2, No. 2

May, 1967

Notes

by Peter Miller

Sorry about the bulletin being late last month; fouled everybody up including Ryersons and members who were planning on being there who didn't know about the meeting. It will not happen again. Thanks to the people who called to inform everyone. We had 80 people at the meeting, 17 for bowling. A real good turnout for the first meeting of the year.

The meeting was the annual Ryerson meeting, this being the 23rd such annual meeting they have sponsored out of their forty years as a Toro distributor. Mr. R. L. Ryerson, who attended the meeting, was also voted an honorary life membership in the Wisconsin Golf Course Superintendents Association. Many thanks, Mr. Ryerson, and congratulations.

The speaker for the evening was Ben Chlevin, the Executive Director of the Golf Course Superintendents of America. I thought Ben gave a very excellent talk entitled "Getting Ready for the Season, Checklist, Yourself" and I would like to pass a few of his thoughts along.

One of the first points on the checklist was your attitude about the golf course. Be careful if you have developed an ownership attitude, which is very easy to do. Don't forget that the course is used by people, and that your greatest business is people, not grass. You deal with committees and your ability to get along with

people reflects your ability as an executive.

Ben says, "Kill a bad idea in a positive way." Most people deal with other people because they want something. So don't push these people, walk with them and gently change directions. Check over the relations you had with people last year and find the simple solutions before any direct dealings with them.

"Appearances, images, and public relations are all factors," says Ben. An executive manages and puts together complex factors to create optimum conditions. How great you become depends entirely on yourself. Don't be a high paid laborer, delegate work. Look like a manager, have your own identity, be distinguishable from the rest of the crew.

Ben also said that communications are most important. Use the club bulletin board and magazines and offer something to the golfer. Explain ahead of time what work you are going to do on the course. A publicity man is one who tells his story to someone else, and the pro at your club is your most valuable public relations agent.

At the end of Ben's speech he went over the advantages of being a national member. These are as follows: walnut membership certificate, newsletter four times a year, subscription to the *Golf Super-*

(Continued on page 2)

MAY MEETING Monday, May 8

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Speaker

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NOTES (Continued from page 1)

intendent and two issues for your officials, an annual directory, literature telling the story of the golf course superintendent and a pension plan, \$1,000 life insurance to those under 65, plus the advantage of being able to attend the yearly turf conference and show.

Having been a member of the national for four years, I would recommend to anyone qualified to become a member of the national. The informative turf show, the comradeship, the information passed on by the national make "belonging" well worth your while. When we have an executive director of the caliber of Ben Chlevin, we can't help but benefit. We need this type of publicity and leadership which Ben has given. Hats off to you, Ben, and to the national.

We have a lot of meetings dates to fill yet, as we have only three filled. The dates that are open are July, Aug., Sept., and Nov. So far this year we are meeting in May at Hartford C. C.—Jiggs Wenzel host, in June at Beloit C. C.—Fritz Reinhardt host, and in Oct., Walt Stepanic host at the Wausau C. C. At the next meeting we would like to see these dates filled, so check with your club.

There is a job opening at the Wagon Wheel, Rockton, Illinois. If you are interested contact Mr. W. Williamson at the above address.

Would you be interested in a sell and

swap column? If so send me some information.

In the last *Super Talk* I gave all the credits for the notes at the symposium to Dr. Daniel of Purdue. That was not the case, as Charlie Wilson, Jim Latham, and Bob Welch are responsible for the greatest amount of them.

On the same subject of the symposium Alan Kress, Joe Deschler and Jerry Faubel were again nominated to the coordinating committee to work with the Sewerage Commission and the educational committee. The symposium will be held again next year at the same time in December on the 13th and the 14th.

In the area of educational assemblies, why did the superintendents of Wisconsin show themselves so poorly in both the symposium and the University Turf Conference? The attendance at the symposium was terrible. Out-of-staters far outnumbered the Wisconsin group. Maybe we in Wisconsin know so much that we don't have to attend these any more.

The University put on a very successful turf conference while touring the state. Again the superintendents didn't attend—only 18 to 20 out of a total attendance of 250. I have even heard that in the Milwaukee area this conference was boycotted by some superintendents.

That is something for us to be proud of! I don't know about you but if that is the type of people we have in our organization, then they do not belong in our field nor in our organization. To my way of thinking it would do us all good to attend any educational programs we come across, no matter who puts them on.

At the Bowling Blind Bogie sponsored by R. L. Ryerson at the last meeting, Fritz Reinhardt won with a 451 and Les

Verhaalen came in second with a 475.

Don't forget the meeting May 8th at the Hartford C. C. Lunch is available if desired, and golfing in the afternoon. Dinner is in the evening with an educational program and the business meeting following.

Let's see you all there at our first golf outing.

Editor's Letter?

Mr. Smart,

I think your off fairway play put the Factory Rep. in a bad light. I have been a factory man for 20 years and while we have our faults... the Superintendent is not without blame... too many of them are unreasonable, crude types given to violent action and who can't speak a dozen words without swearing.

Factory Representative

Factory Rep,

How would you like a punch right in the sonofabitchen snotlocker, Buddy.

WS

—Reprinted from the HVGCSA Newsletter, New York

Irv Graf Jr. Is Hospitalized Here

Irv Graf Jr., Superintendent at the new city of Madison 36 hole golf course, has been hospitalized in Madison since the first part of February.

He just had an operation, and will be at the V. A. hospital for another three weeks.

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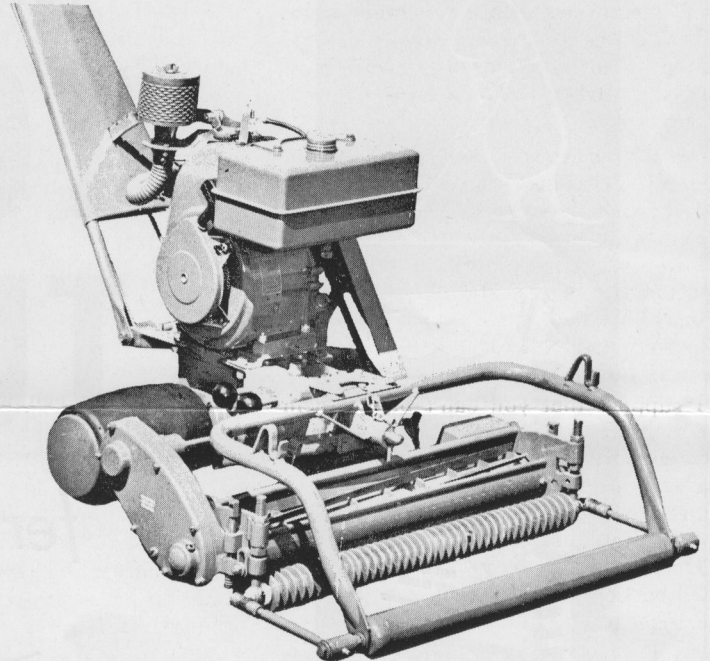
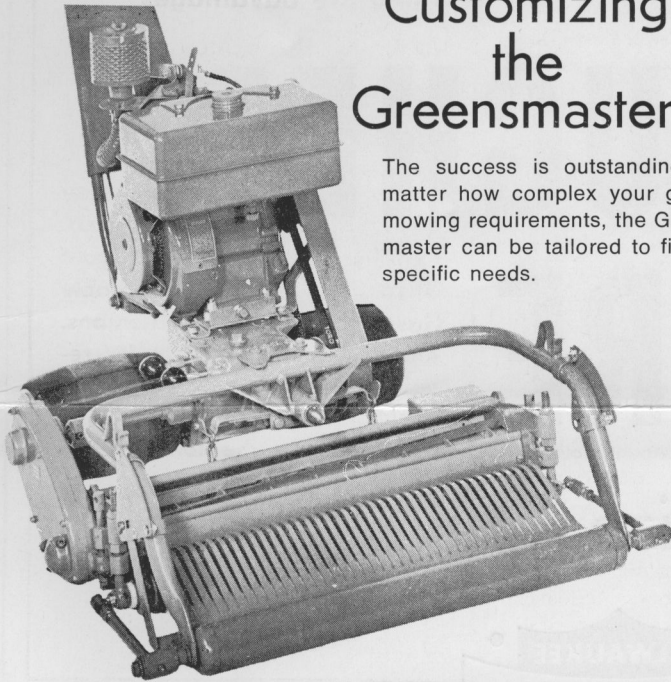


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D.D.T. and a Watering System

I thought I had a brilliant idea, spray my 174 elm trees with a helicopter using D.D.T. It was relatively inexpensive comparing it to the hydraulic method of spraying, saving \$225 by using the helicopter.

We waited until a calm night and up went the helicopter. About two minutes later the telephone rang. We at Nakoma are surrounded on three sides by the Arboretum of the University of Wisconsin. You can guess who the phone call was from. I have had phone calls from people who were mad, but this took the cake. He was furious.

I suppose that you can't blame them for disliking D.D.T., but I think that I have something to stand on too. By spraying with a helicopter you should get far better coverage than you can with a hydraulic sprayer. Because of this, less D.D.T. has to be used, somewhere in the neighborhood of $\frac{1}{4}$ # per tree rather than the $1\frac{1}{4}$ # the hydraulic method requires.

So if you are going to use D.D.T., this

is probably the most efficient way, and the least harmful to birds and insects, etc. Behind all this there is a moral to the story: be careful when you spray, and if you use D.D.T. inform or talk over your use of with the people around you.

The second subject concerns our new watering system, and along these lines how many of you have tried to start a new fully automatic water system? If you have it is a nightmare. It might be worth it later on but right now you seriously wonder.

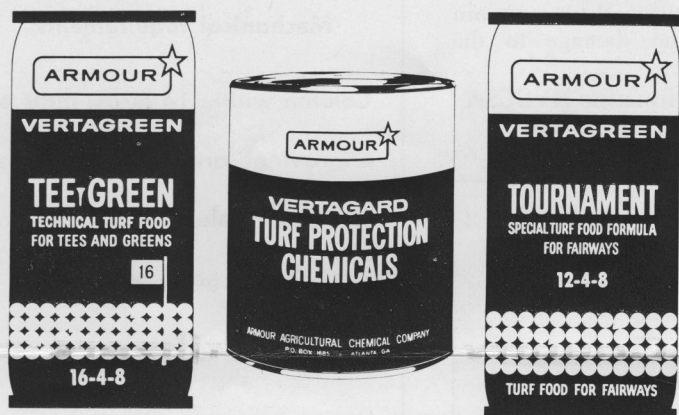
If you are like me you pick the coldest possible day, then with 6 sprinklers in quick couplers in the ends of lines, and 6 pop-ups stuck open and 5 walkie-talkies and about 6 men you are on your way to, in this order, freezing to death and starting a new watering system.

Actually it looks like it is going to work fine, no leaks, knock on wood. At least, though, it is going to be an interesting summer.

**There are advantages
to being the editor
of a newsletter . . .**

I have just become an Honorary Citizen of the state of Nebraska, compliments of Mrs. Harold Glissmann and the Honorable Governor Norbert T. Tiemons. Along with this honor I also received two \$3 bills from the bank of Desoto. Thank you, Mr. Glissmann, for the honor.

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Golf Club Operation Archaic—MacKinnon

MacKinnon, a former president of Nashawtuc County Club, claims that country clubs are being operated financially on an archaic basis and are at least 50 years behind the time in proper management procedures.

He feels that the hiring of business managers would put more clubs on a profit-making basis. The business managers, according to MacKinnon, would follow the same operational patterns used by the Page Brothers in Stowe and George Page of New Seabury and Colonial Country Club who keep their privately owned clubs running at a profit.

As a further improvement MacKinnon recommends that club personnel be given training programs, incentives, and security. Now that the growth of the sport has made golf courses big business MacKinnon feels the superintendents group must be versed in human relations, salesmanship and management.

According to MacKinnon, the ten worst hazards on a golf course are:

1. Greens committee members whose own lawns are filled with crab grass, instructing superintendents on how to improve greens and fairways.

2. Club members who eat at the local beanery and fail to understand why a country club must charge \$4.95 for

steaks which cost the club \$2.49 before cooking.

3. Members who make great 19th hole speeches on reform but turn mute at policy meetings.

4. Committees which allow outings for once-a-year golfers who cause more damage than can be repaired by superintendents.

5. Members who have clients play as guests and are therefore reluctant to tell their guests not to pull carts through traps and over greens.

6. Litterbugs.

7. Casper Milquetoasts who want to advance the starting times for women to 9 a.m. every day, including weekends and holidays.

8. Members who think all employees of a club are lackeys and give orders in a loud voice so that they can impress their friends and guests.

9. Retired service brass who write letters to the board of governors when employees fail to recognize them by their service rank.

10. Members who want the course open from March to January, then complain about footprints and damage to the greens.

—Reprinted from the HVGCSA
Newsletter, New York

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