

## An Editorial

# MEET O. J. NOER

What an experience! Numerous weeks of searching for O. J. Noer, of trying to understand who he was and what he accomplished in his life, of visiting with those who knew him and cared for him, have given me a perspective on this man and what an integral part of our history he is. And through the NOER FOUNDATION and the SYMPOSIUM and the NOER TOURNAMENT, he lives on. This trip has given me a new friend — I feel as though I **do** know him, even though I never was privileged to meet him.

My part in this search was insignificant. We owe this issue to Charlie Wilson, Jim Latham and Bob Welch. These men knew O. J. better than anyone and out of respect and affection for him they spent many hours putting together the story that will make this issue a cornerstone in the written history of the WGCSA. And the story of O. J. Noer, as told in the pages of this GRASSROOTS, would have been incomplete without the help of Dr. Jim Love, whose successful program at the University of Wisconsin — Madison was influenced by Mr. Noer, a UW and Soil Science Department alumnus.

The written record of Noer is important for historical reasons, no doubt. But it is equally significant for those of us who never knew him because it will give us a clear view of why we must carry on those traditions that carry his name. Such a task will be easier when we know and understand their roots — the memory of O. J.

So here's your chance to make a new friend and to get to know Wisconsin's own Mr. Turfgrass. He was a good man.

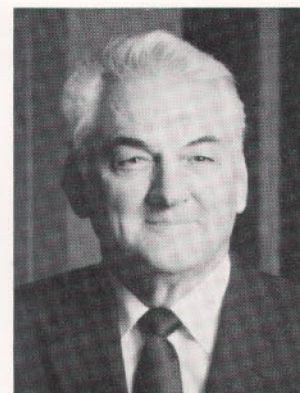
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## JOHN JOANIS WELCOMES WGCSA TO STEVENS POINT

August 13, 1984 will be remembered for a long time by WGCSA members that travelled to Stevens Point Country Club for our August meeting. Jeff Bottensek had everyone marvelling at the truly excellent condition of the golf course. For those of us who didn't play, it took Bill Sell a full 15 minutes to describe the great job of preparation by Jeff and his staff for our meeting. The evening meal was delicious and the business meeting was highlighted by the announcement that Bill Roberts was seeking nomination as GCSAA Director.

And the fitting end to a perfect day was provided by our speaker, Mr. John Joanis — President of Sentry Insurance Co. and President of SENTRYWORLD. It was fascinating to hear such a successful businessman — and devotee to golf — share his attitude and philosophy about managing and supervising people. Many left the Club that night with a new motivation and fresh ideas that will find their way into golf course operations across the state.

Mr. Joanis expressed the need, before worrying about subordinates, for a manager to look at himself first. Too many managers manage themselves poorly and need to solve that problem first of all. When one has prepared himself, he can then look at other people. Mr. Joanis felt strongly



that the following points formed the foundation of a successful management formula:

1. Honesty and fairness, with honesty having less judicial meaning and more personal meaning. For example, people aren't the same everyday and fairness dictates recognition of this and an open mind to deal with it.

2. People **must** enjoy their work. If they do not, they should change direction. The same is also true for any supervisor or manager.

3. The most important part of the formula is the giving and receiving of affection. It also may be the most difficult part.

Mr. Joanis made several other comments regarding management. He feels it is important for managers to help the **poorest** person on the staff and to spend more time with those kinds of people to help them improve. He is also a great believer in management flexibility, allowing leeway in work time. The most important consideration is getting the work done without error.

The final thought in John's remarks was how absolutely critical happiness is to everyone. It is essential. Life is happening and we must be happy!



John Joanis at WGCSA meeting at Stevens Point Country Club.