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## THE GRASSROOTS IS A WINNER!

*By Michael Semler*

The Wisconsin GCSA received national recognition for our newsletter, THE GRASSROOTS, from the Golf Course Superintendents Association of America at the 56th Annual International Golf Course Conference and Show in Washington, D.C.

THE GRASSROOTS was selected as one of the 10 best overall newsletters that are currently published by GCSAA affiliated chapters. In addition to the overall award, it was chosen for the Best Original Editorial Content Award, one of six additional recognition awards presented. There were 53 publications involved in the national competition.

In November, a panel of 4 in-

dependent, qualified judges selected the winners from the eligible, affiliated chapter newsletters. Monroe S. Miller, editor and publisher of THE GRASSROOTS, accepted the awards on behalf of the Wisconsin Golf Course Superintendents Association at the Opening Session of the Conference. The judges felt that the strengths of THE GRASSROOTS included good content, good use of spot color and a very good flag design. They also felt that the publication had interesting columns that were complemented by issues oriented reporting. They also specifically noted that "The Back Page" was a good idea. The 10 best overall newsletters are given this award based upon: overall excellence, scope and writing quality, editorial judgment, appropriate design and presentation. No individual ranking among the best 10 was given.

Awards such as those given to our newsletter do not just happen

by accident. The quality of our newsletter is directly related to the effort of many people, and there seems no better time or place to make note of them. It goes without saying that without the generous and continuing support of our advertisers we wouldn't have a newsletter. The best and most obvious way of expressing our sincere thanks is to maintain strong business ties with them.

Four individuals deserve particular note for their contributions. Dr. David Cookson truly offers us "A Player's Perspective" in each issue of our newsletter, and his thoughtful analysis and insightful commentary on a broad range of issues and topics that affect all of us — Superintendents and players — are helpful and most interesting to read. Thankfully, he has agreed to give us continued support for 1985. Similarly, Bob Lohmann always has an excellent column as a member of an allied profession — the golf course architect. We've come to expect to see "The Back Page" each time the newsletter reaches us. Bill Roberts does a great job of keeping us posted on what is going on in the WGCSA "family." And finally, Stan Zontek, in his column "From The Director's Desk," kept us abreast of the golf industry in the upper middle west. Jim Latham will continue the column for us.

Our land grant college — the University of Wisconsin in Madison — and the outstanding staff people associated with our industry gave generous support in 1984 to THE GRASSROOTS. In particular, thanks are extended to the following writers and their helpful advice on a variety of topics



M. S. Miller, 4th from left in front row, with other newsletter winners.



relating to golf course management: Dr. Gayle Worf, Dr. Dan Mahr, Dr. Jim Love, Dr. Helen Harrison, Dr. Ed Hasselkus and Dr. Alma Baron. Julie Nara, an entomologist from the Wisconsin Department of Agriculture, contributed two articles during 1984.

WGCSA members displayed their writing skills and their willingness to share information, ideas and opinions with their colleagues during 1984. Contributors were: Roger Bell, Bob Erdahl, Gene Haas, Tom Harrison, Rod Johnson, Mark Keinert, Ric Lange, Monroe Miller, Danny Quast, Bill Roberts, Bill Rogers, Jeff Ruesch, Steve Schmidt, Bill Sell, Michael Semler, Charlie Shiley and Bruce Worzella.

Many others with a strong interest in golf helped in 1984. This distinguished group included Helmut Adam, Suzie Bell, Jeff Brauer, Ed Devinger, Gerald Ebel, Dave Ibata, Mike Nelson, Dr. Harry Niemczyk, Jack Reif, Neil Richter, Dr. David Roberts, Ron Schumacher, Allan Schildnecht, Gerry Sweda, Roger Thomas, Tom Wentz, Russel R. Weisensel, Charlie Wilson, Pat Zurawski and Paul Zwaska.

Advice from the following people was extremely helpful in the past year and they deserve our applause: Jo Radder, formerly of the Wisconsin State Journal and a long time member of Blackhawk Country Club; Janet Seagle, Librarian and Curator for the USGA; Emily Wixson, Researcher at the Steenbock Library at the University of Wisconsin — Madison; Len Mauer, Professor of Agricultural Journalism at the University of Wisconsin — Madison; and the GCSAA for advice and counsel during the year.

Finally, but far from lastly, the staff of Kramer Printing in Madison for care and concern and dedication in turning out a quality product on time. Particular credit is due to Nell Stace and her creative ability that was invaluable.

THE GRASSROOTS for 1985 remains in the capable hands of Business Manager Danny H. Quast, who started the paper over a decade ago, and Editor and Publisher Monroe S. Miller. Both expect this year to be as fruitful and progressive for the GRASSROOTS as was 1984.



## **GCSAA Announces Mid-Year Conference and Show**

The Golf Course Superintendents Association of America has announced a mid-year Turfgrass Conference and Show to be held at the Hoosier Dome in Indianapolis, Ind., Sept. 19-24, 1985.

This new conference represents an extension of GCSAA's education program and will offer extra opportunities for improvement to those in the golf course and turfgrass management profession. It will bring some of the nation's top researchers, educators, golf course superintendents and turfgrass managers together for this unique educational conference.

The conference will feature seven of GCSAA's most popular continuing education seminars, staff technician training courses, a national 'selling and buying' type exhibition trade show, a turfgrass research conference, a golf/turfgrass market research workshop, an outside turfgrass equipment demonstration and a national golf championship to benefit turfgrass research.

"September is an excellent time for manufacturers and distributors of golf course equipment and supplies to demonstrate their products," said GCSAA President Eugene D. Baston, CGCS, "as this is the time of the year when golf course managers plan purchases. We believe this mid-year conference will be very beneficial to our members and to our advertisers and distributors," Baston explained.

"GCSAA members have expressed a need for information that will assist them in training their own staffs. With this conference, we will be answering those needs," said Baston.

The staff technician training courses will be 'hands on' instruction by the direct involvement of manufacturers. Courses will be offered in equipment repair and maintenance; irrigation equipment operation, repair and maintenance; pesticide safety and applications; and golf car repair and maintenance.

The trade show will allow companies to offer show discounts and purchases on site and will feature an outdoor equipment demonstration area where superintendents can actually test the latest equipment.

The turfgrass research portion of this mid-year conference will gather more than 20 of the nation's leading scientists presenting updates on all major turfgrass research being funded with GCSAA's support. Papers on other research will also be presented.

The GCSAA is making plans to present 7 of their most popular continuing education seminars. Seminar topics should include: Advanced Computer Applications; Negotiating; Golf Course Design Principles; Business Communication & Assertiveness Techniques; Personal and Managerial Productivity; Basic Turfgrass Botany and Physiology; Advanced Irrigation Systems Management.

A one-day golf championship will be played with the proceeds going to further turfgrass research. Many affiliated golf course superintendent associations hold similar golf championships, but this will be the first national golf championship specifically to benefit turfgrass research.

"We hope this mid-year conference, and the central location, will allow companies and courses to send more of their employees and staffs to participate in the hands-on training being offered," Baston said.