

course superintendents over the past 35 years and have observed one traditional characteristic that prevails from the greenkeeper of thirty-five years ago through today's modern golf course superintendent and that is they have all been very very dedicated to their profession. It would be great if that tradition could be passed on to the future superintendents.

In closing it certainly has been a privilege working with the golf course industry the past 30 years and the strides have been tremendous. Thirty years ago the national superintendent meeting would be held in a single hotel with about a dozen suppliers and now it takes a convention center in our largest cities to have adequate room. Wisconsin Turf Equipment Corp. is geared for perpetuation and I hope thirty years from now one of our young employees will say I remember the day when we introduced the lightweight fairway mower and Rubigan to the golf course industry. With the strides that have been made in the past years it's unpredictable what the future holds.

JOHN JOANIS, CREATOR OF SENTRYWORLD, DIES AT 67



John Joanis, well known in Wisconsin golf circles, passed away on November 18 in a Marshfield hospital. He was 67 years old. Joanis gave a memorable speech to WGCSA members at the August 1984 meeting at

Stevens Point Country Club. His speech centered around his ideas on leadership. He was a dynamic and self-assured leader who once said he spent much of his time at Sentry Insurance looking into the next year, the next decade and even the next century. The daily operations of his companies were delegated to subordinates.

He made no secret of the fact that he felt image was an important part of leadership, and his attitude was reflected in most of what he did at Sentry, including the construction of the SENTRYWORLD golf course.

Joanis was born in Virginia and moved to Wisconsin as a child. He attended the University of Wisconsin—Madison as an undergraduate and also received a degree from the UW law school in 1942. He practiced law in Oshkosh before serving as an Air Force navigator from 1942 to 1945. John joined Sentry, then known as Hard-

ware Mutual Casualty Company, as a staff attorney in 1947. He became president and CEO in 1966, and in 1972 was named chairman of the board. Joanis took a small, financially depressed Hardware Mutual to an international insurance and industrial conglomerate. Sentry has 90 subsidiary companies in wide ranging businesses.

The **GRASSROOTS** is a bimonthly publication of the Wisconsin Golf Course Superintendents Association. Editor and Publisher — Monroe S. Miller, Editorial Staff and Business Affairs — Rodney Johnson — Sheboygan Country Club, and Michael Semler — South Hills Club. Printed in Madison, Wisconsin by Kramer Printing. No part or parts of the **GRASSROOTS** may be reprinted without expressed written permission of the Editor.

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