



President's Message

WHAT GOLF IS ALL ABOUT



By Bill Roberts

Twenty or so Wisconsin Golf Course Superintendents Association members were seated around the television set at Watertown Country Club after golf at our August monthly meeting. Greg Norman and Bob Tway are tied going into the eighteenth hole of the PGA Championship at Inverness Club.

Tway hits his drive into some very deep rough. Norman gets a "bounce" and his drive is in the fairway. Tway's second shot is short and in the bunker in front of the green. Norman hits an approach shot into the green that "backs up" twenty feet into the rough. Bob Tway hits a soft sandwedge onto the green. The ball bounces, settles and rolls into the hole. Bob Tway is jumping up and down in celebration. The television commentators, not normally known for a dramatic sense of silence, are speechless. The Inverness crowd is hysterical. Greg Norman is deflated. And the Golf Course Superintendents, watching the television at Watertown Country Club, are cheering as if we are there.

That shot really was and is part of the personification of what golf is all about. The opportunities taken and the opportunities missed. The preparation. The range of emotions from complete joy to utter defeat. Pressure, excitement, luck, skill. God, it was great.

Another "part" of what golf is all about was the superb condition of the

golf course at Inverness. Superintendent Tom Walker and his staff groomed and nurtured and manicured and managed that great old golf course to a state of perfection and it was reflected in the players scores and in the comments of all those who attended.

Yet another happening that is "part of what golf is all about" also took place at Inverness during the PGA Championship. It was a celebration of the 60th anniversary of the Golf Course Superintendents Association of America. 60 years ago, a group of very progressive "greenskeepers" joined together to form the National Association of Greenkeepers of America (NAGA). By the end of the first year over 400 individuals had joined the membership ranks. Two years later a trade show was held in conjunction with the NAGA Conference.

Twenty-two years later 800 attendees made their way to Los Angeles for the National Greenkeeping Superintendent Association Conference and Show. By 1951, we were known as the Golf Course Superintendents Association of America and over 1,000 attended the Conference and Show in Chicago. Membership grew to 3,000 by 1970. 1971 saw the introduction of the Certification Program. Regional seminars were introduced by 1972. By 1975, 4,000

strong could speak to membership in GCSAA. Today, over 6,000 members. Today, a \$3,000,000.00 a year association which is respected as an integral part of "what golf is all about."

I'm not sure what GCSAA's forefathers envisioned for the Association when they met 60 years ago but I have to believe they would be pleased. Membership continues to grow. Services are offered. Education, always a prime concern, is more available than ever. GCSAA is promoting our profession through the media. The association is maturing at a rapid pace. An individual membership is a worthwhile investment in one's professional growth.

Yes, the whole point is that golf is a tremendous game, a terrific business, a great profession, a fellowship, an avocation and/or a worthwhile endeavor. It is enhanced by membership in our national organization. Membership is a contribution to the collective strength of your peers, and yourself, on a national and state level. Wisconsin GCSA needs that contribution from you and your staff. Your contribution through a new membership in the Golf Course Superintendents Association of America offers an opportunity to be a part of "what the game is all about" and what our profession is all about. Take advantage and "get in the game."

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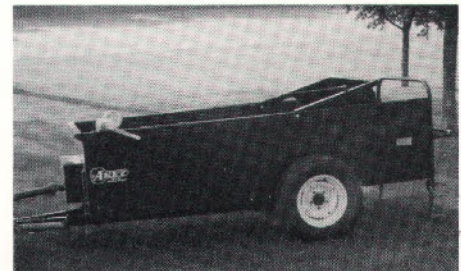
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