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NOER CENTER RECEIVES \$100,000 ANONYMOUS CHALLENGE GRANT!

By Monroe S. Miller

There have been some incredibly good developments in the effort to provide funding for the O. J. NOER CENTER for TURFGRASS RESEARCH at the University of Wisconsin-Madison. The project is now the recipient of a challenge grant of \$100,000. The Wisconsin Turfgrass Association has been informed that if the various segments of the turfgrass industry are able to raise \$200,000 through fund raising efforts, an anonymous donor will provide \$100,000, a sum which will make construction of the Center possible.

A second important and critical factor for the Noer Center has been its acceptance by the University of Wisconsin Foundation as an official University project. This means it is recognized by faculty, involved departments, College of Agriculture and Life Sciences Dean Leo Walsh and the Chancellor's office as an important segment of the State University's mission. In addition, Tom Harrison and I now have access to some excellent advice and counsel from Foundation staff members. This kind of help in organizing a fund drive has been sorely needed and should considerably shorten the time frame that will be required to get the project fund raising underway.

We've learned of another option available to us from the UW Foundation. In order to spread donations over time, for obvious reasons, givers will be asked to sign pledge cards committing them to an amount of money for each of three years. The UW Foundation considers pledge cards to be firm collateral and will loan a project money

against these cards. The advantage of this feature is that if construction of the golf course is underway sooner than anticipated, development of the Noer Center can begin also, with funds borrowed from the Foundation against the pledge cards. We could, conceivably, see the Center started as soon as pledge cards are collected.

So where does that leave us on July 1, 1987? First and foremost, convenient and thorough informational materials are nearing final development. As has been experienced by many WGCSA members, most potential donors to the Noer Center want to know what's being discussed. "What is it? Where is it? Why do we need it? How do I give?" The literature that is nearing completion answers those questions and many others as well. Included with these informational sheets will be pledge cards for people to sign and forward to the UW Foundation. By the way, the Noer Center has an "account" of its own at the UW Foundation. Donations given prior to actual construction earn a very respectable rate of interest.

Secondly, there are a lot of organizational efforts going on among the various groups that make up the turfgrass industry. Manufacturers and distributors, golf clubs, golf players, lawn care services, landscape contractors, sod producers and individuals will all be addressed on a personal basis and given an opportunity to offer financial support to the Noer Center. Golf tournaments are being planned. Other professional groups have indicated their support. Good organization is go-

ing to be a fundamental and key feature to this whole project.

There is also a lot of thought going into developing an appropriate way to recognize those generous and concerned people who extend their support to the Noer Center. It may be an "Honor Roll" of donors; we may have "clubs" recognizing various levels of giving; there is the possibility of presenting a memento to each and every participant. Whatever vehicle is finally chosen, it will definitely be one of class, distinction and good taste.

The question has been asked, "How was the \$300,000 goal determined?" The land, obviously, comes to us gratis, free of charge. The \$300,000 represents the cost of developing that property into an independent research

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facility. It will not be connected in any way with the golf course maintenance operation. The faculty involved in turfgrass research contacted their colleagues around the country for suggestions in creating a turfgrass research facility. Additionally, they've visited many of them and also have drawn from their own experience and expertise. As a result of these investigations, the following budget has been developed:

50'x100' metal building, finished	\$205,000
Sewer (septic system)	15,000
Water supply (well for building only)	20,000
Parking area (paved)	40,000
Landscaping (donated)	N/C
Contingency	20,000
TOTAL	\$300,000

The cost of the building, based on criteria recommended by faculty, was determined by an architect. A civil engineering firm determined the septic system cost, and a highway engineer estimated the cost of the parking lot. A contingency fund is

simply smart business. It should be evident that the \$300,000 goal is close to what we will need.

As the old saying goes, "our ducks are all in a row", and we are ready to proceed on this exciting project. Successful completion of the Noer Center will be a landmark accomplishment in the turfgrass industry in Wisconsin, one that will be of immense benefit to the golf courses and golf players in the state. It will require help from EVERYONE and that fact will make our success even more meaningful.

Let's get to work!

GEOFFREY CORNISH HONORED BY UNIVERSITY OF MASSACHUSETTS

Wisconsin's good friend from New England, golf course architect Geoffrey Cornish, has been extended a high honor by his alma mater, the University of Massachusetts. During spring graduation ceremonies Geoffrey was granted a doctorate degree in letters and sciences. And he was in powerful company. Governor Mario Cuomo from New York and Governor Michael Dukakis from Massachusetts also received the honorary degree. Geoffrey makes his home in Amherst, also the home of the University of Massachusetts.

Geoff has won a special place in the hearts of Wisconsin golf course superintendents. His visit to Milwaukee to address the Wisconsin Golf Turf Symposium 3 years ago was memorable for us. And there is still praise for the excellent design seminar he presented with Bob Graves this spring. We are fortunate to have had access to these opportunities to learn from one of the best golf course architects of all time. Geoff and his lovely wife, Carol, also make it to Madison on occasion to visit their lifelong friends, Professor and Mrs. Ted Kozlowski. Dr. Kozlowski is a well known botanist on the UW-Madison faculty.

Congratulations to Geoffrey for this well deserved honor. We in Wisconsin couldn't be happier for Dr. Cornish!

And speaking of Geoffrey Cornish, I'm happy to report that the new, 1987 revised, 4th printing of his book *The Golf Course* is just off the press. This

book, co-authored with Ron Whitten, is extremely popular all across America. The authors are continually updating information after each printing so changes can be incorporated in subsequent editions.

The latest is, as you might expect, better than ever. Ron and Geoffrey both feel they have not done justice to Wisconsin (Ron's ancestral state) and her golf courses, and are specifically asking all of us to forward them information regarding our golf courses. They seek the names of designers, whether or not a named golf course architect. For example, last year I sent them xerox copies of the remodeling plans drawn by A.W. Tillinghast for our golf course in 1937. The new edition of the Cornish and Whitten book includes that work by Tillinghast!

The fourth printing of *The Golf Course* is now available in bookstores at a variety of prices. Also, you can get it directly from W.H. Smith Publishers, Inc. Get enough people to go together and purchase 6 or more copies and you'll be able to buy it at a *greatly* reduced price. If you want to go this route for a new edition (they are *super* gifts) contact:

Judy Sisko
W.H. Smith Publishers, Inc.
80 Distribution Blvd.
Edison, New Jersey 08811
Telephone: 1-800-932-0070

No Golf Course Superintendent's library should be without this marvelous and informative book.

Speaking of The Noer Center What's New With The UW Golf Course?

The WGCSA has an interest in the proposed UW golf course because that property will be the site of the O. J. NOER CENTER for TURFGRASS RESEARCH. Also, the WGCSA connection to this project goes back to 1984 when seven members of the WGCSA were appointed by the Chancellor of the Madison campus to study the feasibility of that project. Their report was exceptionally well done and answered many questions that needed addressing at that time. Since then a lot has happened. The Bobby Jones firm was selected to design the golf course, plans have been developed and approved by the University and officials connected with the project are confident that it will soon become reality.

Ed Hopkin, a golf course committee member and campus planner, feels progress is on schedule and that construction might begin by late summer or early fall.

Two significant hurdles remain. First is the need to raise another \$400,000 to round out the estimated \$4,000,000 needed to complete the golf course. UW Foundation President Bob Rennebohm expects that the \$400,000 will be in hand by July 1.

The other work to be completed is approval by the state Legislature to proceed with construction. That also is expected, provided the final sum of money is raised. They are working out details for approval from Town of Verona and Dane County zoning officials.

Scheduled for a 1989 opening, the UW golf course is expected to be one of the midwest's finest.