



THE GRASS ROOTS

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Even in Phoenix,

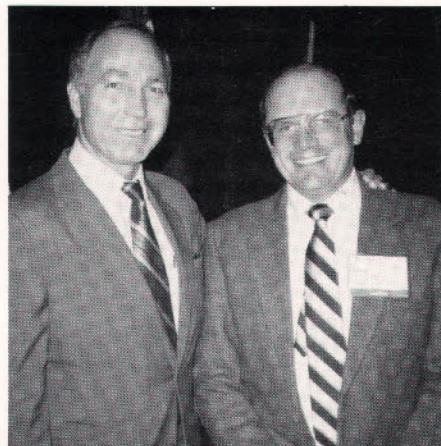
WHEN YOU SAY WIS • CON • SIN YOU'VE SAID IT ALL

By Michael Semler

The Golf Course Superintendents Association of America's 1987 Conference was held in Phoenix during the week of January 26th through February 3rd and if it hadn't been for the warm weather, you could have been mistaken and thought you were back in Wisconsin. Members of the Wisconsin golf course industry were present in such large numbers and with such force and visibility that making such a mistake was easy. The WGCSA long ago decided that greater involvement and higher visibility on the national level was essential to our continued success and that we needed to provide some leadership at the national level. The Phoenix conference, once again, proved that we have reached that goal and are maintaining it.

The Conference started in grand style on Thursday evening with the opening session. Three Wisconsinites - former Green Bay Packer quarterback and coach Bart Starr, retired University of Wisconsin-Madison Soil Science Professor Jim Love and UW-Madison student Michael Lee were present front and center on the stage of the Phoenix Symphony Hall. They were prominent among the honored guests.

The highest honor the GCSAA can give to anyone is their Distinguished Service Award. The list of previous honorees is impressive. The name of Dr. James R. Love will now rightfully join that select group. No one, in my mind, could be more deserving than Dr. Love. His dedicated involvement with students has been an example and inspiration for all of us and sets a standard for the industry. In his acceptance speech, Dr. Love expounded on how solid the



A dream come true... the Editor meets one of his heroes, Keynote speaker Bart Starr.



Mike Lee accepts his GCSAA scholarship from Director Jerry Faubel at the Opening Session. Professor Love watches with great pride.

program in Wisconsin at the UW-Madison is and gave the audience a few insights into the reasons the UW program is as strong as it is. His receipt of this award set the stage for the rest of the week in the visibility of Wisconsin's

leadership in the golf turf world.

Another Wisconsinite, Mike Lee, received a scholarship from the GCSAA. The scholarship is based on several criteria, including excellence in studies, dedication and interest in the golf turf industry, and personal accomplishment. Mike, a senior in the Soil Science Department's Turf and Grounds Management program, joined six other students from around the country that were so honored. For the second year in a row, a "W" man has received a scholarship under the new approach given this program by director Jerry Faubel. There is now broader recognition of the undergraduate education program at Wisconsin and all of the fine graduates that have come from there over the years. Make no mistake, there

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will be more and more alumni establishing themselves on the regional and national level in the years to come.

The opening session concluded with another well-known Wisconsinite - Bart Starr. Mr. Starr presented the keynote address. His prominence in the National Football League as head coach and as quarterback of the Green Bay Packers certainly drew attention to the GCSAA Conference. Mr. Starr spoke with feeling and sincerity on the importance of making us aware of ourselves, our values and our goals in life. Someone might have expected stories on his life and experiences in the NFL, but a first class person like Bart Starr chose to highlight his speech with advice on "ourselves" and took himself from the spotlight. He limited his use of NFL references to those that emphasized his central theme.

The opening session concluded with an informal gathering outside the Civic Plaza with a band and favorite hors d'oeuvres and refreshments.

All day Friday was devoted to the Concurrent Educational Sessions, with another good lineup of speakers and timely topics. The general feeling was that there was something for everyone with substantial amounts of practical and informative education for attendees to take home and put to use.

Saturday morning saw the Golf Course Superintendents spend most of the day at the Trade Show. And what a show it was! If a product has even a slim thread attaching it to the golf course industry, it was there with a booth. And even at that, the rumor was

that about fifty other exhibitors wanted to buy floor space but were unable to because it was sold out. Sales, marketing and engineering staff were present for questions.

Speaking of the Trade Show, did you notice how many exhibitors had reprints from our newsletter, *The Grass Roots*, as a part of their handout material? I counted six! That was about six more than any other newsletter. I don't believe there could be any question concerning the amount of notoriety and good will this brings the WGCSA, as well as the local distributors who graciously buy ad space from us.

Once again, *Grass Roots* Editor Monroe Miller accepted an award from the GCSAA on behalf of the WGCSA for best overall newsletter. The award was presented at a luncheon during seminar week on Wednesday and he also received recognition at the opening session.

The Trade Show demonstrated a real Wisconsin flavor, too. Could you, or did you, count the number of exhibitors and manufacturers who had direct ties, if not headquarters and plants, in Wisconsin? I would guess it was well over thirty. The Trade Show added to the prevalent feeling that we were a driving force at the Phoenix show.

Sunday morning started off with the Major Speaker Sessions. Superintendents were given the choice of attending one of three prominent speakers who addressed us on "Time Management," "Goal Setting" and "Success on Our Terms." All of the sessions were well attended and appeared to be well



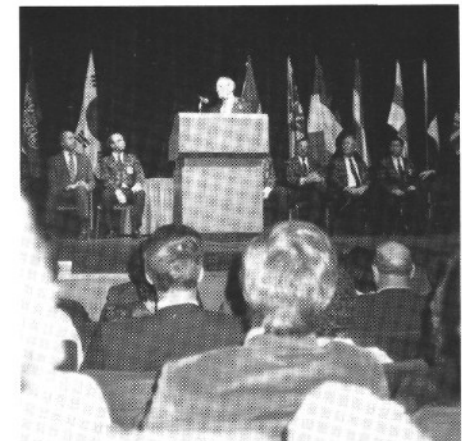
GCSAA Director Steve Cadenelli presents GRASSROOTS award to editor Monroe S. Miller.



Jim Love accepts the GCSAA "Distinguished Service Award" from President Stottern.



The 1987 GCSAA Scholarship winners. The UW-Madison's Mike Lee is seated on the far right.



Dr. Love gave an acceptance speech; notice how all are intently listening. He was back in the classroom for a fleeting moment!

received. Most of those who went were hopeful this feature will be continued in the future.

On Sunday afternoon, an additional forum was added to discuss the now famous "Black Layer". The "standing room only" crowd demonstrated that there is a lot of concern about this problem. Be sure to read Jerry Kershasky's summary of the forum elsewhere in the *Grass Roots*.

Nights were usually reserved for the ubiquitous hospitality rooms. They were everywhere! The Wisconsin GCSA once again did its thing on Sunday evening by putting on one of the classier rooms in town. It was a lot of hard work and planning by Jerry Kershasky and Randy Smith; they deserve a lot of credit. It was a worthwhile experience and provided a place for old friends to gather and visit.

The USGA Green Section Conference was convened on Monday morning, and they did another outstanding job of education. For Wisconsin, it meant another opportunity to "strut our stuff". On the roster of speakers were two of our own: Jim Latham shared thoughts about his best turf tip of 1986 and Monroe Miller spoke on the subject "Environmentalism - Friend or Foe?". Both talks were very well received by the audience and as far as I am concerned, with my bias up front, they were by far two of the better talks given. The USGA does such an excellent job and serves such a critical role for America's golf courses that you just expect the kind of program they gave us again this year.

Who could forget GCSAA director and WGCSA president Bill Roberts? Even with his hands full of the responsibility of two offices, Bill misses no details of either job. His position on the GCSAA Board is one of the greatest assets we have, and he has brought the goals, philosophy and operation of the GCSAA "home" to us. It is a real privilege.

The GCSAA Conference ended on Monday with the gala annual banquet. Along with introductions of guests and dignitaries of the golfing world, new officers and directors are presented to the membership. Highlighting this year's evening was the presentation of the "Old Tom Morris Award". The award went to the most famous golf course architect in the world - Robert Trent Jones. His selection was a worthy one. Entertainment for the evening was provided by the lovely Marie Osmond and the Osmond Brothers. They delighted everyone in the audience and were

followed by an evening of dancing. The banquet gave people one last time to get together, frequently for the last time until next year. Most departed on Tuesday.

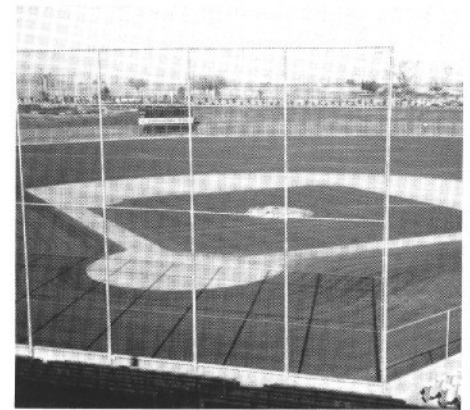
The 1987 GCSAA Conference and Show will most certainly go down in history as a great success. Wisconsin's state motto - "Forward" - could definitely apply to it. The GCSAA is moving for-



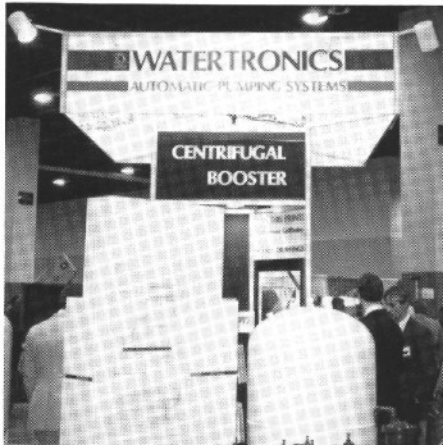
GCSAA Director and WGCSA President Bill Roberts (R) in conference with Jerry Faubel, GCSAA Director from Michigan.

ward and gaining respect and stature in the golf industry. The same motto could apply to the WGCSA as well - we are moving forward and assuming more of the kinds of roles we are capable of.

As the last people were leaving the hall for the final time, an unmistakable tune pierced the warm and still Phoenix night - ON WISCONSIN! How sweet it was!



Spring training home of the Milwaukee Brewers is located in Chandler, southeast of Phoenix.



Dick Reinders displays his "Watertronics" at the National for the first time.



Bob Ueker's broadcast booth during the Brewer's spring games in Chandler.



Randy Witt and Pat Norton checked out ASU's Sun Devil Stadium in Tempe. Randy likes Lambeau Field much better!



Bill Roberts visits with Bart Starr while Dr. Jim Love congratulates one of the GCSAA scholarship winners.