



Another new feature — *The Campus Connection*.
Check it out on page 19!



THE GRASS ROOTS

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IMPRESSIONS of the 1987 Symposium

The 22nd annual Wisconsin Golf Turf Symposium, held in Milwaukee on October 28th and 29th, addressed the subject of "Impressions". The consensus at the "Great Getaway" on Thursday was that this Symposium left everyone there with a great impression — it was a memorable day and a half meeting.

Bruce Schweiger served as chairman of the first session and, after opening remarks from WGCSA President Bill Roberts, introduced Mr. Roger Rulewich. Roger is a golf course architect for Robert Trent Jones Inc. and is the current president of the American Society of Golf Course Architects.

Mr. Rulewich, educated in civil engineering at Yale University, has been a golf course designer for 26 years. Because of his work over the years at Milwaukee Country Club, he is familiar with the Milwaukee area. The subject of impressions and memorability is one that was obviously important to Roger and he gave the conference many of his thoughts on the subject.

The key focus of Mr. Rulewich's remarks seemed to be his phrase "impression is the mother of opinion", and as we all know, golfers have strong opinions. First impressions, lasting impressions and even subconscious impressions (those from feeling and seeing with senses that do not register) are all addressed by a good designer. Further, Roger emphasized that impressions lead to memorability of a golf course and memorability is one of the key criteria for determining the greatest golf courses in the world.

Golf course architects frequently have opportunities to create impressions of a facility even before the golf player reaches the golf course. Roger spoke to the importance of well designed and well maintained parking areas, as well as the drive to the golf facility. Careful planning in the

clubhouse area is essential in creating a good impression — fitting the pieces together so that the golfer is comfortable. Practice areas that are not cluttered and that are

well maintained are important. Circulation to the first tee is significant because this is where the golf course architect really takes over. The trip to the first tee should be painless.

The number 1 tee should really be done well. Sight, visibility and the general environment needs to be dressed up.

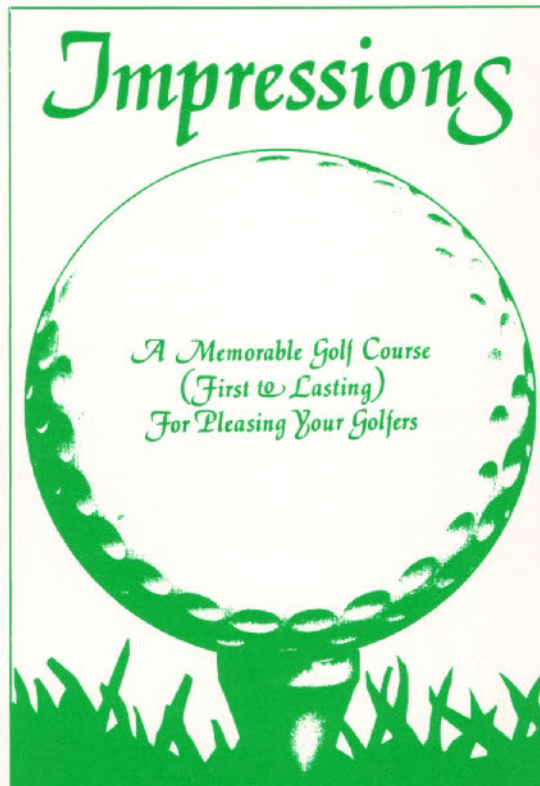
Mr. Rulewich spent some time in a general discussion of how critical quality construction is over the life of a golf course. Clearing and grading are the real essence of the architect's responsibilities and mistakes made during construction are expensive to correct in subsequent years.

Routing is an important factor in design that can leave a player with either a good or a bad impression. Likewise, considerations such as blind shots, layup holes, misaligned tees, out-of-bounds and cart paths influence how a golfer will feel about the golf course after his round of golf.

Cal Simmons is the Green Committee Chairman from the Interlachen Country Club in Edina, Minnesota.

Mr. Simmons, decked out in a Twins baseball cap, exuded as much enthusiasm for golf as most had ever seen or heard. He is a firm believer that top conditioning is a major factor in creating a good impression on golf players. His philosophy is that the Golf Course Superintendent should strive to provide a golf course that plays the same every day. To this end we should not work to peak just for tournaments. Minimum criteria should be established for green speed, fairway height, tee ground height, bunker sand firmness, etc. Flexibility in scheduling is important to meet the demands and goals of the players. A critical area that often does not receive enough attention is course

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set-up. The pin-setter should be very familiar with golf, preferably as a player, and have a definite program to work with.

Mr. Simmons also felt that many little things added together create favorable impressions. The prompt cleanup of messes, timely tree removal and proper pruning, green and tee shaping, and fairway contouring are but a few of these small things. He holds tightly to the belief that greens should not be taken out of play during the golf season for work—those projects should be done either early or late. Further, in making improvements on the golf course to make the game more fun to play, be sure to employ a golf course architect. Any improvements need a strong chairman along with a supportive golf professional and the USGA.

We have had some great luncheon speakers at the Symposium — Andy North, Frank Hannigan and Russ

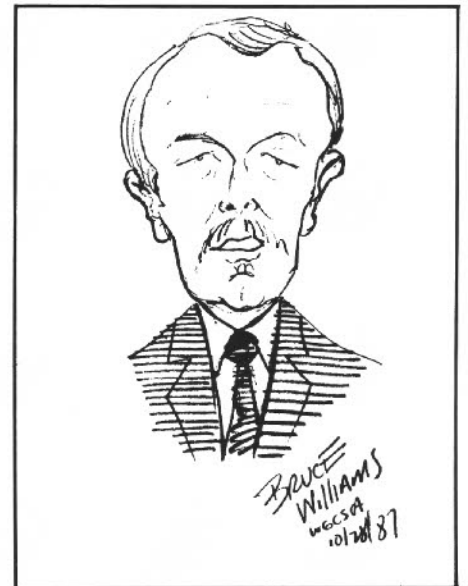
Weisensal come immediately to mind from recent years—and our speaker this year continued that fine tradition. Joe Luigs is a USGA Green Section Committeeman from the Crooked Stick Golf Club in the Indianapolis area. Many made his acquaintance several years ago when the Green Section Regional Meeting was in Milwaukee. Mr. Luigs took us with him via some excellent slides on his last trip to England, Scotland and Ireland. This annual trek he takes gives him a chance to visit and play golf courses around the world. He gave a most interesting and entertaining noontime presentation.

The first speaker presented by afternoon session chairman Bill Knight didn't need an introduction. Well known in Wisconsin for nearly twenty years as a golf leader and a great golf player, Dennis Tiziani spoke to "Impressions" not only as a PGA golf professional, but also as Vice-President and General Manager of Cherokee, Inc. in Madison. Dennis walked his way from the parking lot through the 18th hole and shared his opinions on those things that make good and lasting impressions. Receiving special emphasis were reception areas in the clubhouse, locker rooms and golf car fleets. Dennis stressed overall playing conditions, but picked out teeing ground and teaching areas for additional comments. He prefers simple tee blocks, tasteful furniture and signage, and explained his preference for "thin" teeing ground turf that accepted golf spikes. As a premier golf teacher in the state, it would be expected that Dennis placed particular emphasis on teaching areas. This is an important place for one-on-one relationships bet-

ween teacher and student and needs to be pleasant, quiet and well maintained.

The audience really listened up when Dennis commented that he always notices the condition and appearance of the golf course maintenance equipment. He believes that these pieces give a good hint of the attitude of the club. The appearance of golf course employees is equally important and he particularly likes uniforms for them.

Those of us working in Wisconsin know that we will always get to see Bruce Williams at least once a year. Seldom does he miss the Wisconsin Golf Turf Symposium. This year we were most fortunate to have him on our program. Bruce, the Golf Course Superintendent for the Bob O'Link Golf Club in metropolitan Chicago, demonstrated why he is in such demand as a speaker. He gave a talk that clearly showed his successes in creating first and lasting impressions at one of America's premier golf clubs. He spoke of how important neatness and simplicity are in stating the class his members enjoy around the club. Of particular note are his use of hole-in-one signs on the par 3 golf holes at Bob O'Link, signs that note those accomplishing this thrill over the years. Also interesting were a posting of USGA rules that apply in certain situations on the golf course. Imprinted in plastic, these rules are especially helpful to players and no doubt leave them with a most favorable impression. Bruce complemented his remarks with an excellent set of slides, some going back to the time when his father managed the golf course at Bob O'Link.



Delmar Lied initiated his remarks on the selection, management and care of plant materials with a compliment for Danny Quast. His opinion was that Dan has done an exemplary job of using plant materials at Milwaukee Country Club in the creation of very favorable impressions. With over 50 years in the plant materials business in south-eastern Wisconsin, Mr. Lied shared expertise with the audience that only such long term experience can bring. He observed that beauty impresses everyone and natural beauty is something all humans really need. This natural beauty can be amplified on the golf course by the intelligent and careful use of plant materials. Mr. Lied then presented a great slide show that visually brought home the importance of matching trees to soil type and conditions, and the changes brought about by the seasons to plants. It was excellent!

Tom Schwab, Golf Course Superintendent at the Monroe Country Club, chaired the Thursday morning session. His first guest was Mr. Dennis Scheer, a landscape architect from Lincoln, Nebraska.

Dennis' remarks came not only from a landscape architect (B.S. and M.S. degrees) but also from a person with summer experience on a golf course as a course employee and as a golf player. In fact, his golf course experience was a factor in choosing landscape architecture as a career.

Key among the points Dennis made in his lecture on the importance of landscape design in creating good impressions were:

1. Use the "I am" test to determine who the golfer is, why he is visiting a particular facility and

what his expectations are.

2. Always accomplish design within the context of the site, using views to and through the golf course.
3. Modify the existing natural landscape as little as possible (a point made by Roger Rulewich as well). Utilize existing topographical features — design to them.
4. Always remember that in a golf course, the landscape should dominate, not buildings.
5. Transitional spaces deserve design attention, a point made by most of the speakers.
6. Reveal the golf course a little at a time.

Mr. Scheer went into a discussion of his views on entrances, drives, parking, pedestrian approaches and transitional spaces. His talk was concluded with a great slide collection.

Tom Harrison was a natural choice as a speaker on this year's Symposium program. For the nearly 20 years that Tom has been at the Maple Bluff Country Club he has held the belief that creating a favorable impression is extremely important. A trip to his club will quickly demonstrate that he has been eminently successful in expressing that belief. Tom led us on a slide tour of Maple Bluff and complemented his slide collection with pertinent comments (and wit!) about the many things he has done there over the years.

Finally, the tradition of asking our USGA Green Section Director to summarize the Symposium continued this year. Jim Latham did it again with his usual skill and flair for both public speaking and cutting to the heart of matters.

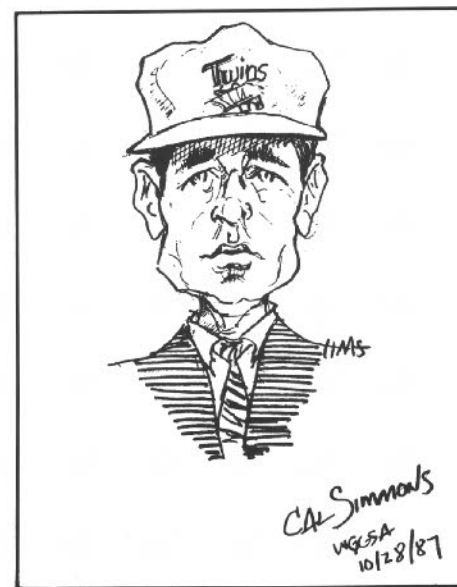
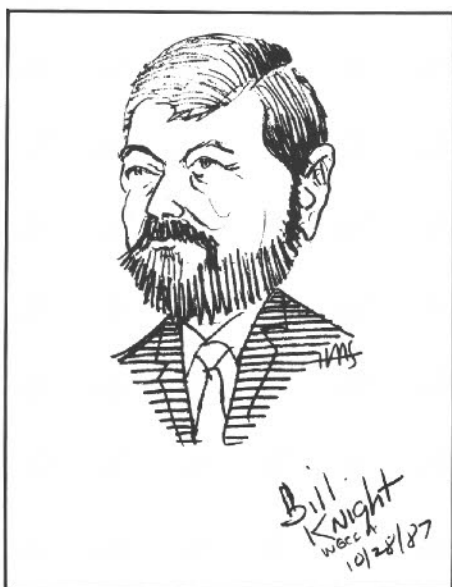
Symposium Committee

James Belfield	Tripoli Country Club - Milwaukee, WI
James Latham	USGA Green Section - Milwaukee, WI
Monroe Miller	Blackhawk Country Club - Madison, WI
Wayne Otto	Ozaukee Country Club - Mequon, WI
Danny Quast	Milwaukee Country Club - Milwaukee, WI
William Roberts	Sentry World Sports Center - Stevens Point, WI
James Spindler	Milwaukee Metropolitan Sewerage District - Milwaukee, WI
Robert Welch	Milwaukee Metropolitan Sewerage District - Milwaukee, WI

Wisconsin Golf Turf Symposia

First*	1966	Winter Injury (Bulletin No. 5)
Second	1967	The Physical Nature of Soils
Third	1968	POA ANNUA
Fourth	1969	Satisfying the Golfer
Fifth	1970	The Chemical Nature of Soil
Sixth	1971	Where are We Going in Golf Course Management?
Seventh	1972	Recycling Golf Course Wastes
Eighth*	1973	Thatch
Ninth	1974	Water Movement in Soils
Tenth	1975	A New Deal for an Old Course
Eleventh	1976	Living with POA ANNUA Species
Twelfth	1977	Keeping Your Head on Straight
Thirteenth	1978	Fast Grass
Fourteenth	1979	Research
Fifteenth*	1980	Sand-On and In Golf Greens
Sixteenth*	1981	Management Requirements for Sand Greens and Sand Top-Dressed Greens
Seventeenth	1982	Getting to the Roots of the Matter
Eighteenth*	1983	The Facts and Fallacies of POA ANNUA Management
Nineteenth	1984	Directions in Golf Course Management
Twentieth	1985	Grooming-The State of The Art-New Problems for New Times
Twenty-first	1986	The Micronutrients - Who Needs Them?
Twenty-second	1987	Impressions - A Memorable Golf Course (First to Lasting)

* Proceedings

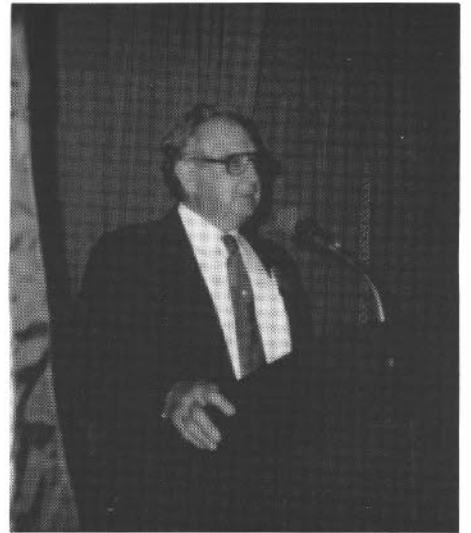




Bruce Williams



Dennis Tiziani



Del Lied

Impressions — a great subject for this Symposium. And if you ask the 200 or so golf turf managers there, they'd likely reply, "I was impressed!"



1987 Wisconsin Golf Turf Symposium Session Chairmen, Bruce Schweiger, Bill Knight and Tom Schwab.



Head table guests Gene Haas, Ted Woerhle, Bill Roberts, Jim Spindler and Joe Luigs.



Tom Harrison



Roger Rulewich and Cal Simmons.



Dennis Scheer