



NEW READS

(All with a Wisconsin Connection!)

By Monroe S. Miller

The book I have been waiting for hit the shelves at the University Bookstore on April 10th. Within minutes of seeing it, I had purchased my copy.

Its appearance was long awaited by many of us here in Wisconsin because so many have met the authors. Both have been speakers at the Wisconsin Golf Turf Symposium, and a number of us have attended a GCSAA seminar instructed by one of the authors.

I am speaking, of course, of Geoffrey Cornish and Ron Whitten and their new book *"THE ARCHITECTS OF GOLF"*.

The book, successor to their eminently successful first effort—*"THE GOLF COURSE"*—is a monumental work. I thought the same about the first book; it was packed with information never before gathered in one

place. The authors used 319 pages to share this lode of golf information they had collected.

The new book is almost exactly twice the size—648 pages. There is so much material that the printer used a lighter weight paper for the new book. Had the same paper used in *"THE GOLF COURSE"* been used in *"THE ARCHITECTS"*, it would have been difficult if not unmanageable to comfortably read.

The new book is a little less showy—no color photos, for example—but more readable, in my opinion. The new book has a larger type with fewer characters per inch in the narrative sections. It is lots more readable with this type (which may, as I think about it, be a major reflection of my age).

Take this advice: don't sit down with *"THE ARCHITECTS"* unless you have time to read the first couple of hundred pages. I found it to be one of those books I literally couldn't put down.

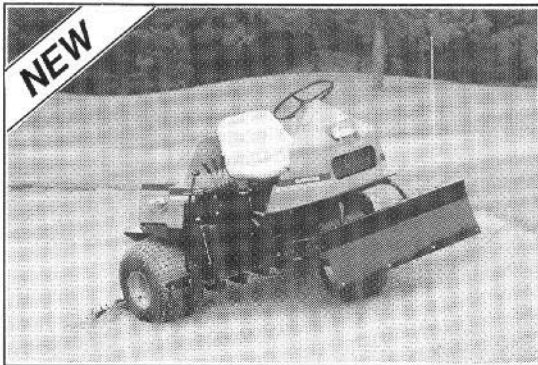
Frankly, even though *"THE GOLF COURSE"* has an excellent collection of photos, I like those in *"THE ARCHITECTS"* better. They are nicely integrated into the copy and accent the narrative perfectly.

Best pictures for me were of Old Tom Morris (p. 10), A.W. Tillinghast (p. 59), early construction equipment (p. 65), and the John Deere tractor with R.B. Harris aboard (p. 129).

The authors, writing in the preface, draw an analogy between this book and it predecessor, and golf courses. With golf courses and their natural aging processes, one can choose from three options—reconstruct, restore or renovate.

They felt the same about *"THE GOLF COURSE"*. It first appeared in 1981. Change has taken place; details have emerged; new information has come to light. What to do—recon-

Trapped in the sand?



**Hanley's of Sun Prairie
will get you back on the
fairways fast, with the
all new Cushman
Groom Master.**

The Groom Master offers maneuverability with features like hydrostatic drive, a tight turning radius, and 2 or 3 wheel drive. A 16 hp engine, 40 inch blade, 73 1/2 inch rake, and 64 inch cultivator provides the production you need. The versital Groom Master will push, smooth and cultivate sand or soil. Up to 10.5 mph forward speed makes it very transportable.



Get out of the Sand - Call Hanley's.

Power Equipment & Turf Sales

641 W. Main Street • Sun Prairie, WI 53590

(608) 837-5111 • (608) 279-1422

Toll Free 1-800-279-1422



CUSHMAN

Driven to be the best.

struct, restore or renovate? Rewrite, reprint or review?

They decided on revising. And they did it with style and class and intelligence and accuracy as those who know Cornish and Whitten would realize.

Choosing a gift for birthdays and Christmas this year will be a lot easier now. Or, if you are looking to treat yourself to something special, get a copy of *"THE ARCHITECTS OF GOLF"*. It's a great book and deserves a place in your library.

Chad Eberhardt's articles in *THE SPORTING GREEN* feature of *THE GRASS ROOTS* has garnered lots of comment, both from our Wisconsin members and those from beyond our borders. In fact, as Rod Johnson noted recently, Chad's articles have been reprinted in other chapter newsletters more than any other of our columns in the past year.

Eberhardt hit a responsive chord for a lot of golf course superintendents and students. Derek Van Damme's close examination as to the reasons why, as written in the last issue of *THE GRASS ROOTS*, merits rereading.

You can imagine why, then, I thought Chad had authored a new book when I saw a copy of *"THE CORPORATE COACH: How to Build a Team of Loyal Customers and Happy Employees"*. A close look showed it was written by Jim Miller—no relation.

There is a Wisconsin connection in this book, too. Miller is a Milwaukee native who graduated from Marquette High School and attended Marquette University (although he never graduated from MU). He also got his start in business in Wisconsin.

He bought a bankrupt Texas office supply business in 1967 and since then has lived there. In the 25 years he has owned the company, it has grown from 3 employees to 600 and from \$50,000 in sales to over \$150 million.

In his book, Miller credits his employees and his management style. He treats workers like family, encouraging camaraderie and sense of common mission. Put another way, Miller (and Eberhardt) views that group as his team.

He espouses a philosophy of listening to customers (players for us) and working to meet their expectations for success.

At his company, Miller has a teamwork style to both training and working. Teams compete with each other on quality issues, productivity goals and general welfare of everyone in the business.

Like Eberhardt, his goal is enthusiasm and a positive working atmosphere. He keeps goals and competition at reasonable levels to prevent an excessive amount of job pressure.

His business, like ours, is mainly a service business where a feeling of importance among employees is often transferred to customers (golfers, for us).

The book is organized logically and is easy to pick up, read a bit and set down again. I like the "Coach's Checklist" at the end of chapters.

Some fairly impressive people have endorsed the book. From our own state come kudos from Ray Nitschke, Bart Starr, Merle Harmon and Lindy Infante. The CEO from Northwestern Life Mutual Insurance Company liked the book. So did Roger Staubach.

And who wouldn't be impressed by the fact that any and all profits are going to charity?

So, for any who doubted or questioned whether Eberhardt's system works (it does), here is evidence that others share Chad's teamwork philosophy. The ideas work for a crew of a few to a staff of thousands.

So head to your favorite bookstore and get a copy of this book, Coach. It should be in your professional library.

It hardly seems almost a quarter of a century has gone by since *"TURFGRASS SCIENCE"* was first available. It was a source of a tremendous amount of information and some valuable references.

But as with other sciences, those in turfgrass have grown enormously in the past two decades. Some of the information in that book is outdated. It seemed time for a new edition.

A new book, simply and appropriately titled *"TURFGRASS"*, has been available for almost a year now. Like its predecessor, it also is an Agronomy Monograph, published by the American Society of Agronomy, Soil Science Society of America and the Crop Science Society of America, located in Madison.

The book is not just an update of the 1969 book. It offers a lot of new information on old topics, and it offers up a lot of new topics. It's divided into five sections: The Turfgrass Industry, Turfgrass Physiology, Soils and Water, Management, and Research Methods.

Those who have attended recent GCSAA conferences have likely heard lectures from the book's co-authors—Dr. D.V. Waddington, Dr. R.N. Carrow, and Dr. R. C. Shearman.

Even more likely is that we've all heard lectures from one of the chapter authors, a list which reads (as it should) like a "Who's Who" in the turfgrass sciences.

"TURFGRASS" isn't entertaining, in the sense that the two previous books reviewed here are. But it is a premier reference book, running 800 pages, that you absolutely should have immediate access to; it should be on a shelf in your professional library.

The interesting thing about all three volumes reviewed here is that each has a Wisconsin connection. That tells one, especially if you are a WGCSA member, something. Lots, even. 🙌

4
fl. oz/1000² ft

+

4
oz/1000² ft

**Outstanding, longlasting
control of dollar spot,
brown patch, pythium
and more.**

RHONE POULENC AG COMPANY
P.O. Box 12014, 2 T. W. Alexander Drive
Research Triangle Park, NC 27709
919/549-2000