

Conference and Golf Industry Show," GCSAA President James R. Fitzroy, CGCS, said. "We greatly appreciate Bayer's continued support of this program and recognizing the role of the golf course superintendent in the success of a golf facility."

Golf course superintendents who did not attend the last two GCSAA Education Conferences and Golf Industry Shows (San Diego 2010 and New Orleans 2009) are eligible. Those interested should complete and submit the online application at <http://www.gcsaa.org/conference/education/grantapplication.aspx> or contact GCSAA member services at 800-472-7878 to receive an application via fax.

Entries will be accepted through Oct. 12, 2010. The winners will be selected through a random drawing, and the EIFG will notify winners by November. Only one application will be accepted per person. GCSAA membership is not required. Call 800-472-7878 with any questions or for assistance with the application.

Each grant will cover expenses for airfare, hotel accommodations for five nights, conference full-pack registration, two education seminars, and \$200 spending money.

GCSAA Members Recognized as Industry Leaders

Golf Course Superintendents Association of America (GCSAA) Class A members Sandy Clark, Bob Farren and Tim Hiers are among Golf Inc. magazine's annual 20 Most Admired Operators list showing how GCSAA members are critical to the success of their facilities and the industry as a whole.

Golf Inc. surveyed more than 100 golf industry leaders, including developers, management company executives, consultants and brokers, and had them rate golf course operators based on "how well they have demonstrated consistent excellence in successfully directing operation at a golf course." Previous honorees have not been eligible in the past, but this year the magazine placed all previous winners on the ballot, along with new nominees submitted by readers.

Clark is the GCSAA certified golf course superintendent at Barona Creek Golf Club in Lakeside, Calif. He was named to the 2007 Golf Inc. Most Admired Operators list and is a multiple GCSAA/Golf Digest Environmental Leaders in Golf Awards recipient, including the 2004 national resort winner. A 20-year GCSAA member, Clark has been the superintendent at Barona Creek Golf Club for 10 years. Located 28 miles from downtown San Diego, Barona Creek encompasses more than 200 acres, with playable terrain totaling 90 acres. As a certified Signature Audubon Cooperative Sanctuary, primary consideration has been given to protecting the wildlife habitat located around the course.

Farren, a GCSAA certified golf course superintendent, is the director of golf course and grounds man-

agement at Pinehurst (N.C.) Resort and Country Club. He was named to the 2008 Golf Inc. Most Admired Operators list and helped Pinehurst win the 2007 GCSAA President's Award for Environmental Stewardship. A 30-year GCSAA member, Farren has been at Pinehurst for 25 years. He oversees the sprawling resort grounds and the nine golf courses, managing a staff of 180 to 240 people, depending on the season, as well as more than 150 interns over the past 20 summers. Farren also hosted Green Links, highlights from EDGE, a monthly feature on The Environmental Institute for Golf's (EIFG) website in 2008.

Hiers is the GCSAA certified golf course superintendent at The Old Collier Golf Club in Naples, Fla. A 32-year GCSAA member, Hiers has been the superintendent at Old Collier for 10 years. He won the 2009 GCSAA Excellence in Government Relations Award. Hiers has helped supply the U.S. EPA with economic impact data related to the loss of methyl bromide, and assisted with submission of annual critical use exemption applications to the agency. The Old Collier Golf Club has been featured in the Sustainability Case Study Series, a collection of Florida-specific teaching cases produced through the Educational Alliance for Sustainable Florida. Hiers is also working with the EIFG's energy conservation working group to examine existing best management practices and identify performance statements for the entire golf facility as part of Golf's Drive Toward Sustainability.

GCSAA Chief Executive Officer Search

Golf Course Superintendents Association of America (GCSAA) President Jim Fitzroy, CGCS, has announced that Kansas City-based Tryon & Heideman, LLC has been appointed to facilitate the identification of candidates and the selection of a new chief executive officer.

The position description and application process will be posted on the GCSAA website and advertised in numerous publications and online resources. The plan calls for a mid-October release of the position announcement. The position came open June 22 when Mark Woodward resigned to pursue other business interests.

Once the position announcement is released, contact Tryon & Heideman at 816-822-1976 or gcsaa@tryonheideman.com concerning more information on the position and process.

Wisconsin Turf Industry Loses a Leader

James Huggett, founder of Long Island Farm, Inc (now Paul's Turf and Tree Nursery) in Marshall, WI passed away Wed. Sept 8th following a brief illness. He was born Feb. 5, 1935, the son of Dow and Verena (Keilen) Huggett in St. Johns, Mich. In 1952, he graduated from Rodney B. Wilson High School in St. Johns,

Mich. After completing the farming short course at Michigan State University in 1953, he moved to Marshall, Wis., to start his own farm. On Oct. 8, 1958, Jim married Edna H. Harr at St. Mary's Catholic Church, Westphalia, Mich. Together they lived in rural Marshall, and established Long Island Farm, Inc., now Paul's Turf and Tree Nursery, Inc.

They raised peppermint, spearmint, turfgrass and nursery trees. He was also active in many trade and business organizations; he was a past Town of Medina board member, a former director of the Farmers and Merchants State Bank in Marshall-Waterloo, a founding member of the Wisconsin Turfgrass Association, and also a board member of the Wisconsin Sod Producers Association and the American Sod Producers Association, now Turfgrass Producers International. In recognition of his many contributions to Wisconsin agriculture, he received an Honorary Distinguished Award from the UW-Madison College of Agriculture and Life Sciences in 1991.

Jim and Edna enjoyed travelling together and became citizens of the world, visiting over thirty countries. After his retirement, he enjoyed wood carving at The Clearing Folk School in Door County, helping his son, Paul around the farm, and gardening. He was a kind and good-natured man who made friends wherever he went; a gentle man who was always a gentleman. Most of all, Jim will be fondly remembered for being a kind, loving and dedicated husband, father and grandfather.

The following quotes were from the August issue of Jim Sullivan's Fundamentals E-Newsletter. The issues cater towards the food industry but they offer tips and inspiration everyone in the people business can use. (You can find the full newsletter at Sullivan.com)

Cost Control: The fastest way to make a buck is not to spend it.

Motivation: You can do the work of two people but you can't be two people. Instead you have to inspire the next person down the line and get them to inspire their people too. —Unknown

Diminishing returns: When times get tough the first thing inept operators do is penalize the customer by cutting labor or training. If you're "saving money" by not training and then seeing your sales shrink, remember that it's not what you pay people, it's what they cost you.

Tenacity: Fall seven times; stand up eight.

Resolving Service Mistakes: The size of a problem changes based on how it is handled. If the reaction is worse than the action, the problem usually increases.

Preparation: Since you don't really know on which day success will occur, you have to be ready every single day.

Persuasion: Giving people objectively proven facts is not an effective technique for stimulating change in behavior. If this were true 65% of Americans would not be overweight. -Alan Deutschman

Measure what matters: In tough times you survive on strong controls.

Self-Improvement: It's not that the other teams are that much better than us it's because we're not as good as we can be.

Hire Smart. It's the most talented, not the least talented, people who are continually trying to improve.

Working Women: There is no such thing as a non-working mother.

Leadership: The first responsibility of a leader is to define reality. The last is to say thank you. In between, the leader is a servant. -Max De Pree

Execution: Getting and having the job means nothing. Doing the job means everything.

Change: People are very open-minded about new things-as long as they are exactly like the old things.

Focus: "If you don't give employees a plan, they presume that you don't have a plan". —Mike Dell'Angelo

Preparation: Expecting trouble isn't negative thinking, but rather a more evolved form of positive thinking. —Unknown

Procrastination. The easiest way to get rid of a difficult task is to do it.

Perspective: It's easy to make a buck. It's a lot tougher to make a difference.

By the time you read this we will be well into the official fall. The summer's weather troubles will be behind most of us as turf areas start to heal and the shorter days bring us more family time.

Unfortunately a new challenge will emerge as budget cuts and layoffs will again become an issue as golf operations struggle to make ends meet after a troublesome year. A year that started with such promise with record early openings and great weather quickly turned negative with rain and lower revenues from less rounds and lower green fees as courses yearned to increase play.

It is a great time to be a daily fee player as the discounting started right after Labor Day with a vengeance. Ad's offering non-aerified greens, \$25 for 18 holes riding and buy a 2011 membership now and play all this fall filled local newspapers.

After multiple years of budget cuts and frugal spending there is not much left for many owners and turf managers to cut except key staff. Hopefully fall will be long and warm for a lot of extra play!

Take Care and I look forward to seeing all of you at the 2010 Wisconsin Golf Turf Symposium. 🌱