

## Summer Is Here!

By David Brandenburg, Golf Course Manager, Rolling Meadows Golf Course

After what could be called the slowest spring ever summer seems to be here. For us in Fond du Lac this had to be the latest the trees have leafed out in recent history. It seemed the Friday before Memorial Day we had no leaves and the Tuesday after the trees were full after some beautiful warm weather.

By the time you are reading this it will be mid June and time to think about when the student employees are heading back to school. Well okay, not quite but it really is not that far away and the summer months will fly by.

\*\*\*\*\*

We Are Golf, hosted National Golf Day on May 21st on Capital Hill. We Are Golf is a coalition of leading golf organizations including the Club Managers Association (CMAA), Golf Course Superintendents Association (GCSAA), Golf Course Owners

(NGCOA), PGA Tour, PGA of America, United States Golf Association, World Golf Foundation and U.S. Golf Manufacturers Council.

Jack Nicklaus was in attendance to speak at the First Tee Congressional Breakfast and participate in the kick off in the Cannon Caucus Room.

**NATIONAL GOLF DAY 2014 - #NGD14** **WEAREGOLF**

**GOLF'S FITNESS BENEFITS**

**WALKING 18 HOLES = 3½ MILE RUN OR 5 MILE WALK**

**Burn up to 2,000 Calories**

**10,000+ Steps in a typical Round of Golf**

@wearegolf wearegolf.org

**NATIONAL GOLF DAY 2014 - #NGD14** **WEAREGOLF**

**ENVIRONMENTAL VALUE OF GOLF**

**77%** of 18-Hole Courses have taken steps to conserve energy

Golf courses account for **2,000,000+** acres of U.S. green space

**AN AVERAGE 18-HOLE COURSE COMPRISES 121 ACRES**

ROUGH	FAIRWAYS	GREENS & TEES	FOREST	WATER
50 acres	30 acres	6 acres	24 acres	11 acres

@wearegolf wearegolf.org

**NATIONAL GOLF DAY 2014 - #NGD14** **WEAREGOLF**

**ENVIRONMENTAL VALUE OF GOLF**

**77%** of 18-Hole Courses have taken steps to conserve energy

Golf courses account for **2,000,000+** acres of U.S. green space

**AN AVERAGE 18-HOLE COURSE COMPRISES 121 ACRES**

ROUGH	FAIRWAYS	GREENS & TEES	FOREST	WATER
50 acres	30 acres	6 acres	24 acres	11 acres

@wearegolf wearegolf.org

**NATIONAL GOLF DAY 2014 - #NGD14** **WEAREGOLF**

**NATIONAL CHARITABLE IMPACT (2011)**

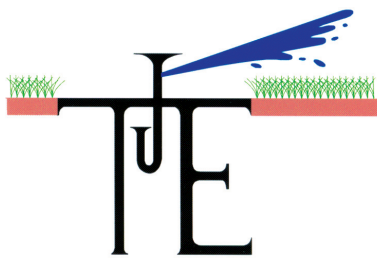
**GOLF'S CHARITABLE IMPACT** > **MLB** + **NFL** + **NBA** + **NHL**

**\$3.0 BILLION** in 2002

**\$3.5 BILLION** in 2005

**\$3.9 BILLION** in 2011

@wearegolf wearegolf.org



**T. J. Emmerich Associates, Inc.**  
Irrigation Consultants

W28620 Beverly Lane • Hartland, WI 53029

**262-538-2776**

Golf Course • Commercial • Master Planning  
System Evaluations • GPS Services

Thomas J. Emmerich  
Certified Irrigation Designer

The attendees participated in over 120 scheduled Congressional meetings and hosted a day long exhibit featuring live lessons for members of Congress and their staffs. Golf Channels Micahel Breed and LPGA Professional Dana Rader hosted a closest to the pin contest in a golf simulator along with a Republican vs Democrat putting challenge.

GCSAA had a turf educational display and focused conversations on environmental issues and proposed changes to the Clean Water Act.

The graphics on the previous page show the main points National Golf Day was promoting. The golf industry is a near \$70 billion dollar industry with \$4 billion in annual charitable impacts.

Golf's leaders shared the game employees over 2 million individuals and provides \$55.6 billion in annual wage income.

\*\*\*\*\*

We can promote the game all we want but in springs like this rounds will be down in the Midwest. According to Golf Data Tech rounds in May were up 14% in 2014 when compared to the also cold, often white April of 2013. 14% sounds great but not when compared to a normal year,

Jim Koppenhaver of Pellucid Corporation came out with end of the year numbers recently that shows the overall golfer base dropped by 5% in 2013 continuing a ongoing trend that had seemed to level off in 2012. He went on to show the biggest losses were with casual golfers who play 2-9 rounds per year and the involved golfers who play 10-39 rounds per year.

Koppenhaver is never one to beat around the bush or put a silver lining on

a dark cloud did have some encouraging news that female participation grew slightly. Time will tell if this is from the many womens programs being held around the country or a anomaly.

Jim pointed out it seemed to be counterproductive for industry trade associations to continue going on record saying all is well when the industry should be making changes. In advice to individual clubs and operators Koppenhaver offered "To control our own destiny, our facility-level focus must continue to be on winning the battle for a larger piece of the shrinking golfer and rounds pie."

\*\*\*\*\*

Congratulations to the David Jahnke, Washington County Golf Course, Dustin Riley, Oconomowoc Country Club, Scott Schaller, North Shore Golf Club and Jeff Barlow, Waupaca Country Club for recently renewing their Certified Golf Course Superintendent designation with GCSAA.

The association has over 1500 certified members who participate in at least 150 hours of continuing education and professional development every 5 years.

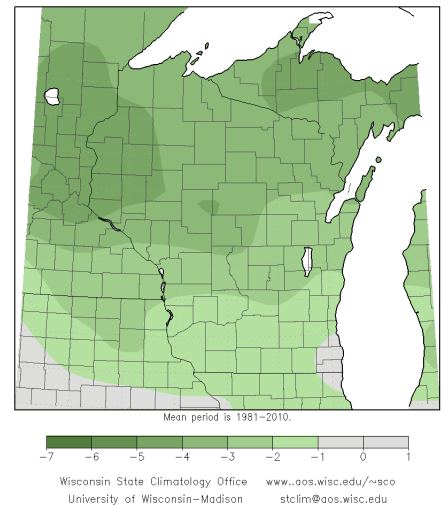
\*\*\*\*\*

Be sure to visit page 37 and try to welcome one of our new members to the association. Also check out the event calendar as it is loaded with great dates.

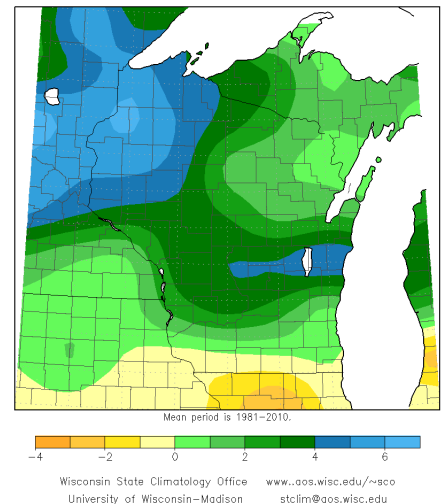
Next up is the tournament meeting at Brown Deer Park Golf Club on June 23rd. And no its only a serious tournament for the guy who wins. The rest of us are there for networking and education.

The WTA Field Day is July 29th with most of the golf turf research in the after-

Average Maximum Temp. (°F): Departure from Mean March 9, 2014 to June 6, 2014



Accumulated Precipitation (in): Departure from Mean March 9, 2014 to June 6, 2014



**The maps above courtesy of the Wisconsin State Climate Office show the past 90 days were cooler and wetter for most of Wisconsin than the 30 year mean period of 1981-2010.**

noon so we can work the morning and be educated after the lunch.

August 11th is the Joint WGCSA NGL-GCSA Meeting at Brown County Golf Course.

As the summer season continues be sure to get away and enjoy yourself and your families and friends.

Wishes of fairways and greens and soaking nighttime rains once a week to you and your staffs! 🌱



**Bayer Environmental Science**

**John M. Turner**  
**Sr. Sales Specialist - Golf**  
**Bayer Environmental Science**

**Cell Phone: (630) 215-6110**  
**Office: (630) 443-7807**  
**Fax: (630) 443-7839**  
**Email: john.turner@bayercropscience.com**