

Brown, assistant to Irv Johnson of Butte Des Morts CC, has this distinction. There may be more of this coming in the future. This is something that we will have to become accustomed to.

Al Vrana, CGCS
President

* * * * *

From the Golf Committee:

Tuscumbia Country Club was the setting of our first golf outing for 1976. Although the weather was not in "Mid-Season Form", the condition of Deke DeCramer's golf course was. A total of 31 golfers enjoyed the day in Green Lake, but 6 men enjoyed it a little bit more. The prize winners in the events were Bob Welch, who was the closest to the pin on a par three and Bob Alan for busting the longest drive into a gale. Irv Johnson was the farthest in two on a par five, while Les Verhaalen dropped the longest putt. Dan Quast and Jim Belfield shared the Blind Bogey victory at 75 while Irv Johnson grabbed a second prize with a second place finish in the Bogey.

Once again Deke, thank you for a great day at Tuscumbia. Hope to see a big turnout at Oconomowoc on May 17.

--Bill Douglas

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Price and Pride

by Jim Latham

A Dues paying member of the American Society of Agronomy

My preacher brother-in-law once said he would never again minister to a congregation that had no debts. He had one once and got only apathy from the members - no interest or participation. This seems to be the situation golf course superintendents associations find themselves today.

The state of the art is high. Wages are good. Budgets are acceptable. Maybe we have gone as far as we can go. Therefore, there is no challenge, no improvement possible and we can sit on our butts and take it easy.

It wasn't always that way. Consider the GCSAA in 1926, a newly formed group of greenkeepers trying to shed their overalls and solve the vexing problems of satisfying the golfers of the day. From the outset, one of the goals was to help the younger men grow in the pro-

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fession. Not just with the written word, but also in conversations at meetings.

Whenever membership in the Golf Course Superintendents of America or the Wisconsin GCSA is mentioned the question is always asked: "What's in it for me?" Then: "It costs more than it's worth". Usually the next statement is: "I'm a successful golf course superintendent already". Okay, but how did you get there? Who laid the foundation for knowledge from which you are reaping the benefits?

The American Medical Association, American Society of Civil Engineers, American Society of Agronomy members and others don't join for a gimme. They are members because it is expected that professionals continually try to improve themselves through continuing education. Basically, however, most feel that they owe something to the profession that provides their livelihood. A sort of professional mortgage that is repaid voluntarily.

It is ridiculous that of some 10,000 plus golf fac-

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ilities in the country, less than 6,000 golf course superintendents belong to local groups and just over 3,200 belong to the National. Are not the remainder also called superintendents? It seems that some folks are depending on the actives without any participation. May-be they come cheaper.

But what is in a GCSAA membership for you? Consider:

- 1. The best executive staff the organization has ever had.
2. The best magazine the organization has ever had (and I've read most of them.)
3. A rapid employment opportunity listing that really works.
4. An educational division interested not only in the Annual Conference but also intensive training seminars that are of great developmental value.
5. Group insurance that is valuable to some, if not all members.
6. Very useful publications on timely matters such as OSHA, contracts, resumes, job interviews and information to hiring committees desiring help in obtaining a good superintendent. Add to this an excellent library service.

7. A certification program for super superintendents that will improve professional standards greatly and impress prospective employers by proven proficiency in the field.

There is more - just ask a GCSAA member.

Professional pride is intangible but a necessity, if an individual wants more from a job than payday. The organizations available to Wisconsin golf course superintendents mirror that pride - at a price. The \$100.00 total price for the two is worth it, regardless of who signs the check. If the employer will include dues as a fringe benefit, great. It seems to me, though, that a superintendent who is not proud enough to pay it anyway is not very proud of his profession.

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A Game Worth Talking About GOLF

by Roy Henderson

Here in Wisconsin and the Upper Peninsula of Michigan, are 400-golf courses. Some big, some small, but every one dedicated to the golfer.

Almost 8,000,000 rounds of golf will be enjoyed on these courses during 1976. That's a bunch.

More than 58,000 acres of beautiful grassed golf land influence these golfers to spend \$24,000,000 in greens fees and about \$14,000,000 for the privilege to drive a golf cart around the course. These people will spend another \$30,000,000 to purchase golf balls, clubs, access-

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ories, golf bags, umbrellas and - you name it, These same people will spend another \$50,000,000 for food, beverages, and the use of other club house facilities during the year.

We're talking about 120 million dollars. Golf is a truly great game.

There is another end to the whole story. The golf course must maintain their acres of lush grass; their sand traps; the tennis courts and swimming pools, in an excellent manner to attract golfers to their particular "piece of the turf". They will spend \$100,000,000 this year to entice the golfer to their playing surface. They will employ 5,000 people - the combined payrolls will approach \$40,000,000.

When taxes, insurance and all other little things connected to this "industry" are totalled out, GOLF is responsible for more than \$250,000,000 business in our fair area of commerce. A quarter BILLION DOLLARS.

At a time in history when most people are quivering about "economic factors", the game of golf is enjoying the greatest year ever. Every golf course is pressed to accommodate the hoard of golfers who descend upon it - sometimes as early as 5:00 AM in the morning. Here, indeed, are the optimists of 1976.

Golf is a Game Worth Talking About ----

How about GOLF and the ENVIRONMENT? Every acre of well cultivated bent grass, blue grass and other fine golf course turf, generate sufficient oxygen each day, to sustain the lives of more than 30 people. This grass then replenishes oxygen for more than 2,000,000 persons during the golf season. In doing this, it absorbs an equal amount of carbon dioxide (an air pollutant), and magically transforms it by photosynthesis to food for the grass plant, and life giving oxygen for us.

Wherever possible, golf courses take advantage of the natural beauties of trees, hillocks, flowing streams and water impoundments. These features all lend character to a particular course. The original plans of mother nature are improved upon.

Golf is a purposeful method to get the average guy just a little bit "back to nature". Golf offers the same relaxation, exercise, and natural uplift, to the garage mechanic, the storekeeper or the president of the bank - it doesn't care who you are. Damm few riots originate when people are playing golf.

There are environmental pluses which just can't be disregarded, or minimized. We need desperately the influences of this sort to soothe the day-to-day problems which exist.

The people who generate the GOLF "industry" deserve some credit.

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At the last meeting the question came up about the Speaker and Business Meeting being held at the evening meal.

This policy must remain somewhat flexable due to consideration of the Host Club.

The board wanted to bring this policy to the members to find out how you would prefer it.

There are Pros and Cons for both, and I'm sure it has been hashed over many times. Equally, I'm sure that most people have their minds made up as to how they would like it.

There are 4 blocks numbered on your card. Check which one you prefer.

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2. Business meeting and speaker at lunch.
3. Business meeting at lunch. speaker at dinner.

4. Speaker at lunch and business meeting at dinner.

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