

Fall Seminar Schedule is Set ...

The 1979 Fall seminar schedule is almost complete. GCSAA will offer five two-day seminars in Cincinnati, Ohio, on December 2nd & 3rd, 1979. The exact location within Cincinnati is yet to be determined. The following is a list of the seminars to be offered and the cost.



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The seminars are being offered immediately prior to the Ohio Turfgrass Conference. Members and non-members should plan to attend both if at all possible.

One Person's Definition:

Rugged Individualism

By Dave Shallenberger
Tri-County Apartment Association

A young man lived with his parents in a public housing development. He attended public school, rode the free school bus, participated in the free lunch program, played in State parks, swam in the City pool. He entered the Army and upon discharge kept his national life insurance. He then enrolled in the State University, working part-time in the State Capitol to supplement his GI check.

Upon graduation he married a public health nurse, and bought a farm with an FHA loan, and then obtained a Small Business

Administration loan to go into business. A baby was born in the County hospital. He bought a ranch with the aid of another GI loan and obtained emergency feed from the Government.

Later he put part of his land into the Soil Bank. His parents live comfortably on the ranch with their Social Security and Old Age Assistance checks. REA lines supplied electricity. The Department of Agriculture helped clear the land. The County agent showed him how to terrace it. Then the Government paid part of the costs of a pond

and stocked it with fish. He was guaranteed a sale for his farm products by a federal agency.

Books from the Public Library were delivered to his door. He banked money which a Government agency insured.

Then one day he wrote to his Congressman: "I wish to protest excessive Government spending and high taxes. I believe in rugged individualism. I am opposed to all socialistic trends and I demand a return to the principles of our Constitution."

President's Message

Along with the long hours we put into maintain and to improve our golf courses, many Superintendents are also involved with outside interests.

Many members put in long hours for the improvement of the Wisconsin Golf Course Superintendents Association, which is very much appreciated.

However it is important to be involved with your community.

There are many organizations in each community that is always in need of a helping hand. A little bit of your time with such organizations will mean a lot to your community and also you.

It will give you a better outlook on your neighbors and it will give your members a chance to see you care about your community beyond your job.

If you are not already involved, Try It. You will get a lot of pleasure serving someone without the thought of what's in it for me?

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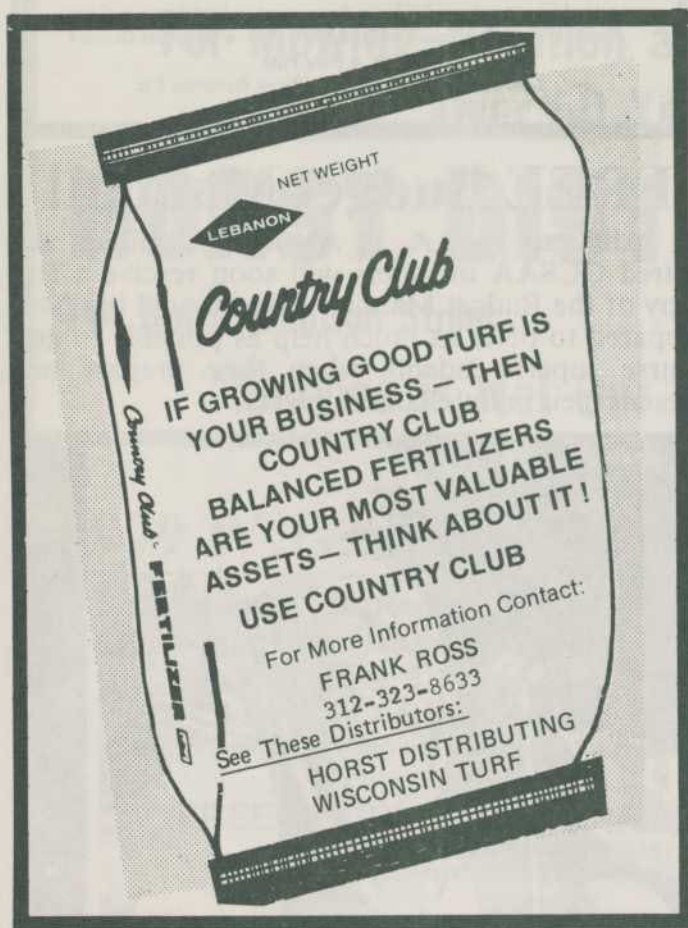
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Successful Speaking Made Easy!

Almost everyone has to make a speech at one time or another. This unfortunate fact of life has caused many a chewed fingernail, but it is not necessarily a thing to be feared. A good speech can inform or persuade, win your friends and influence, and generally help people to understand and sympathize with your point of view.

You may never have given a speech before, but if you do your homework and follow a few simple rules, your audience will never know the difference.



The first step is to learn as much as you can about your audience. What you say must be of interest to the people you address. The things you tell your local garden club may be of little interest to a commercial farmer. Retail merchants' interests are different from those of a mothers' club.

Nothing will make you lost your listeners faster than a speech aimed at the wrong audience or one full of misconceptions about the group you are addressing. A little advance questioning can arm you with a few key facts and issues of special interest. If you work these into the first part of your speech, the audience will be yours until you walk off the podium.

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On the other hand, you are an expert in your business, not theirs, so don't overdo it. Your audience wants to hear a different point of view, not something telling them how to run their business.

Next, you must decide how you can be helpful and interesting to your audience. Ask yourself why you have been invited to speak to this group of people. What can you tell them that they don't already know? What information about your subject can they put to use? If you can't contribute something useful, you might as well go home.

Make sure you have a clear purpose in addressing this group. What can you accomplish for your profession? Persuasion is one of the most important motives in public speaking.

Now that you have a goal in mind, start gathering facts. Make a list of all the facts, points, examples, quotations and statistics you can put together. Allow yourself enough time to research, write and edit your speech. Don't get off your subject and don't try to cover too much ground in one talk. Keep a notebook or file for your excess material so you can use it another time.

Make sure all your data are correct and up to date. If you talk about legislation and regulations, check for recent changes. You must speak with certainty and authority and if you are to be convincing. If you have doubts about some of your information, don't use it. Incorrect information can do more harm than good.

After you have gathered all the information you need, it's time to start writing. If you are not an experienced writer it might be best to write the entire speech out word for word. Start by arranging all of your various points in logical order. As you shuffle them around, one will seem to naturally follow another. If the order seems logical to you, then it will seem logical when you deliver it.

Remember that every member of your audience is an individual. When you are writing your speech, pretend that you are talking to just one of those individuals.

Next, read your speech through several times. If you have a tape recorder, read the speech into it and then play it back to see what further changes you want to make. Be picky. Cut out dull or superfluous remarks. Use only a few adjectives. Tone down exaggerations. Use short, simple words and sentences. Do not use slang. If you are not sure about grammar, look it up or go to someone who does know and ask for help.

Time your speech. Make sure it is under your allotted time. If you are to speak for 30 minutes, make sure you do it in 25. No matter how good, informative, or entertaining you are, your audience will love you more for finishing earlier than they had expected.

Finally, have your speech typed so it is easy to read without losing your place.

As you look back, you will find you have invested a good amount of time and effort on this speech, but you can get a lot more mileage out of it

in the future by updating and modifying it for other assignments.

Don't think you won't get those assignments. Good speakers are always in demand, and, as an expert on the subject, you are the man people want to hear.

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Maintaining Annual Bluegrass

by
J.M. Vargas Jr.
Associate Professor
Michigan State University

The problem of learning how to successfully grow annual blue grass (*Poa annua*) is one of educating or re-training. It has been considered an undesirable weed for so many years that it is hard for people to accept it as a desirable turfgrass. It is not a weed and if managed properly provides a satisfactory turf in the many areas of the cool season grass belt. Many golf course superintendents either refuse to admit they have an annual bluegrass or else deliberately under-estimate how much they have. Part of the reason for not admitting to having annual bluegrass is because of the stigma attached to it being a weed, therefore, if it is a weed I must be a poor superintendent if I can't control it. The reason for the stigma attached to annual bluegrass came from educators in the universities who were convinced it really was a weedy annual grass that died from high temperature during summer heat

stress period. Because of this attitude, little research has been done on cultural aspects, disease problems or insect problems on annual bluegrass for fear of being burned at the stake as a heretic or put away in a padded cell. Research was done instead on Kentucky bluegrass and creeping bentgrass which very few people actually had on their golf courses and the results transposed to annual bluegrass which more often than not didn't work.

On golf courses 10 or older in the northern region of the cool season grass belt annual bluegrass is the largest single component.

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Although most people wouldn't admit having it, it has been successfully grown on golf course greens for years, mainly because pest control programs have been practiced on the greens, just as such programs have been neglected on the fairways.

Many a golf course superintendent has spent a great deal of time, money, and effort trying to control annual bluegrass with the arsenical rather than trying to learn how to live with it. Most lost their fairway, many lost their jobs. The smart ones either got off arsenical programs or else never got on one.

Fairways vs. Greens

In spite of the fact that good pest control practices are carried out on annual bluegrass greens very poor pest control practices are carried out on annual bluegrass fairways. It is difficult to understand the logic behind this. If one knows they have to treat annual bluegrass greens for diseases and insect problems in order to maintain healthy turf, why should you not have to apply

the same treatments on the fairway in order to keep them healthy? But there is a logical explanation, and it deals with the long accepted belief that the annual bluegrass is dying from high temperature stress alone. As long as one is convinced high temperature is the primary reason for the grass dying, the method of preventing this will be through irrigation instead of pest control. However, it was clearly demonstrated high temperature alone was not the reason for annual bluegrass dying, but what was causing it was a fungus disease called anthracnose which destroyed the annual bluegrass during the hot weather. In addition, an insect problem caused by the *Ataenius* beetle grub has been shown to be responsible for the loss of annual bluegrass fairways during heat stress periods. Blaming the loss of annual bluegrass on high temperature alone prior to 1975 is understandable since the facts concerning annual bluegrass survival were not known but the information is available now and yet annual bluegrass fairways are still dying and the blame is still being placed on "that lousy annual bluegrass" dying in the hot weather.

If we further examine the history of the fairway watering we find that initially only golf course greens were watered. The green fairways of spring were allowed to go dormant in the summertime and they would green up again with the return of fall rains. These fairways were primarily common Kentucky bluegrass, colonial bentgrass and fine leaf fescue. Then

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someone got the brilliant idea that all that is necessary to have green fairways all summer long is to water them. So fairways are irrigated and mowed closer and the Kentucky bluegrass, colonial bentgrass and fine leaf fescue fairways soon became soft lush annual bluegrass fairways. What was overlooked was the pest control programs that were carried out on golf course greens in order to keep them healthy. Soon golf course superintendents observed common diseases like dollar spot or brown patch on their fairways and sprayed them when they became severe. The two problems that weren't recognized were anthracnose and the Ataenius beetle grub. These fell into the category of high temperature killing of annual bluegrass.

It is Expensive to Treat Fairways for Diseases and Insects!

What has happened in the past is understandable,

and if dollar spot and brown patch were the only major diseases on annual bluegrass fairways, the statement that it is too expensive to spray is understandable, even if I don't agree. What is meant is that dollar spot and brown patch are unsightly but occur slowly enough that they can be treated on a curative basis, but we are no longer talking about dollar spot and brown patch, we are talking about large dead areas of the fairway caused by anthracnose and the Ataenius beetle grub that must be treated if you expect "to have green grass on the fairways." With that in mind here is the part I don't understand.

From 50,000 to 500,000 dollars are spent to install an irrigation system "to have green grass in the fairways." In addition, thousands of dollars are spent each year on water "to have green grass on the fairways." Thousands of dollars are also spent on

miscellaneous equipment and supplies such as aerifiers, spikers, vertical mowers "to have green grass on the fairways." From a few thousand up to 15,000 or so thousand dollars are spent for the finest mowing equipment "to have well-manicured green grass on the fairways." Between three to fifteen thousand dollars is spent to fertilize the fairways, "to have green grass." But you can't spend between 5-10 thousand dollars a year to treat the fairways for disease and insect problems, because "it is too expensive" to treat on a preventive basis. You have over a half a million dollar investment for the purpose of "having green grass on the fairways," and you can't spend five to ten thousand dollars a year to protect it. But you wouldn't think of not watering on a hot day because it was too expensive. Why? Your answer would be something like "because the grass would die." And yet it is too expensive to treat with pesticides to prevent the grass from dying. What difference does it make

if the grass dies from drought or disease, or if the money is spent on water of fungicide in order "to have green grass on the fairways." The answer is "none" and you know it.

Put It in Your Budget

Put the cost of the fungicides and insecticides in your budget. Present a strong case for them. Ask them whether or not they want "to have green grass on the fairways" all summer long. If they turn you down, fine, shame on them but if you don't fit it in the budget because you think it is too expensive, then shame on you.



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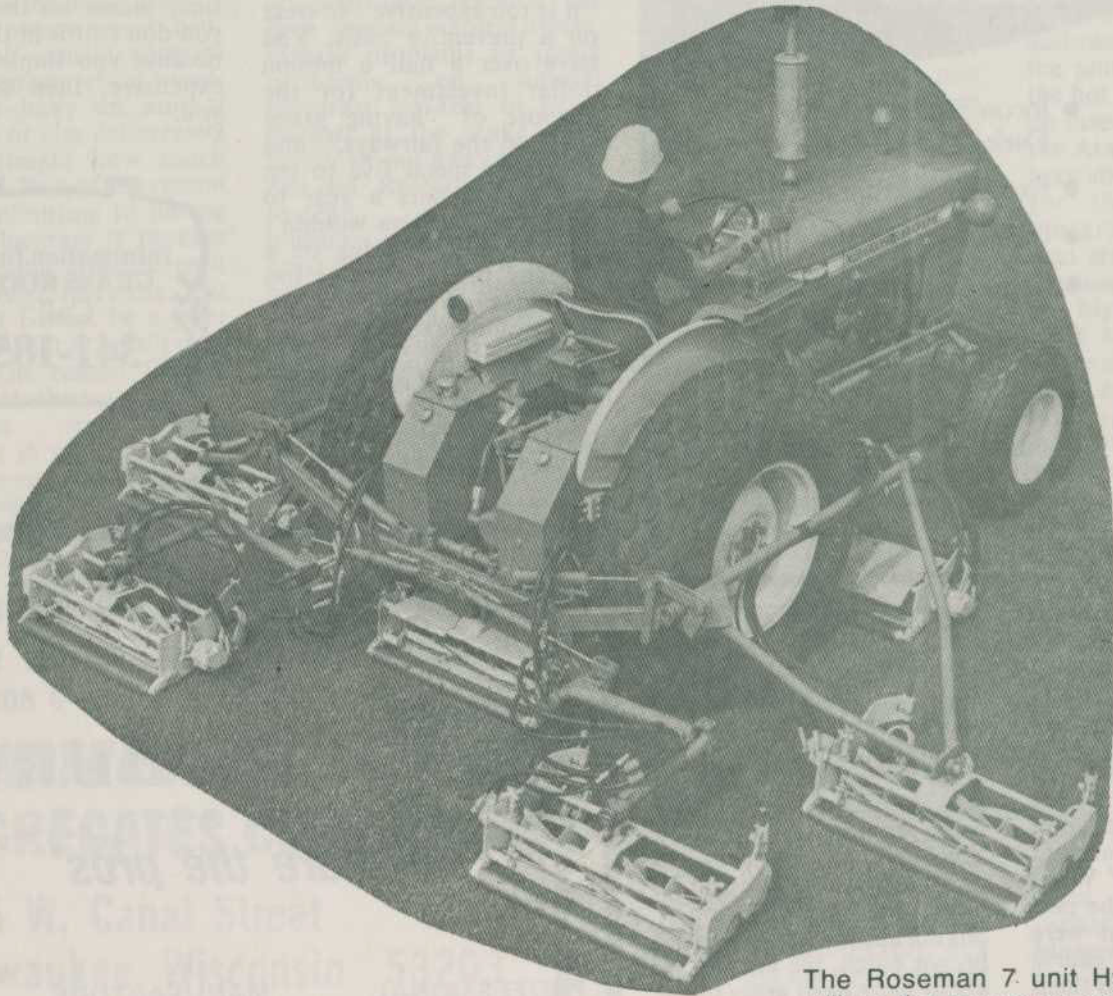
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