



President's Message **WITH EXUBERANCE!**

What an exciting prospect! Wisconsin Golf Course Superintendents Association member and officer Bill Roberts — GCSAA Director; it is a dream that can become reality, if we want it to. And my sense, after untold conversations with our members, tells me that we **do** want it. We want it not for Bill, not for the WGCSA, but for the GCSAA and for the welfare of our profession.

It is a natural. First and foremost, we have an ideal candidate. Bill is bright, hardworking, and devoted to whatever cause he assumes. He chose his education curriculum at Penn State with one goal in mind — proper training for golf course management. He knew at an early age what he wanted to do with his professional life, he prepared himself for it, and has become one of Wisconsin's (and America's) premier Golf Course Superintendents. He has shown the capacity and ability required of a GCSAA Director through his activities as a Director and Officer of the Wisconsin Golf Course Superintendents Association. His base of experience in our state organization has prepared him very well to move on to the GCSAA level.

And although we all have great respect and affection for the GCSAA, there is always room for improvement. This is true for any organization. There is always a place for that exceptional and far-sighted member. There is always a need for creative and imaginative input. It will always be necessary to choose the very best people to guide and direct a professional

association — not just the GCSAA, but **any** professional group. Bill Roberts is, quite simply, among the best that our profession has to offer.

We have the organization and leadership to accomplish our dream, to make it become a reality. From Bill himself to the election coordinator, from the committee chairs to the committee members themselves and through our entire membership, I see one overriding trait — commitment. It is a commitment that is complemented with exuberance. Commitment in the final analysis to the GCSAA, where it belongs, and a commitment that is manifest in our candidate. If we do not succeed in our goal, it will not be for a lack of effort or a lack of ideals. If we falter it may be a result of our naiveness or our inexperience in national politics or our relatively modestly sized chapter. But it will not happen because we lack that sense of dedication and commitment or because of a shortfall in excitement or exuberance. That is our inherent nature and our state of mind in this cause, or any other cause we choose to undertake. We don't know how to do it any other way.

The WGCSA has an edge that I feel will carry us to success and victory — we are hard working, and there is indeed a lot of hard work to be done in this endeavor between now and convention time. This may be, curiously, the easiest part for us. The hard work that has to be done will get done. And our participation level will undoubtedly spread the work load on enough shoulders so that no single person or small group of members will have to do the lion's share of the work. It will not be a lonely battle!

There are many other reasons why this campaign should follow a path to success fruition. Bill has the total support and encouragement of his employer. SENTRY-WORLD officials recognize the importance of professional alliances and are enthusiastic about his determination to become a GCSAA Director. Pat has given Bill the kind of help and understanding any candidate would like to have from his wife. She understands the time and travel requirements are in addition to those already required of a demanding profession. Bless her heart! The staff that Bill supervises in managing SENTRY-

WORLD are fully prepared to do what they have to during a term of office as a GCSAA Director, and have expressed to me the same kind of excitement and hope for Bill that I hear from our WGCSA members.

It also seems to me that there is another logical reason that Bill's candidacy should receive serious consideration. It may be an tangential reason and one that is dwarfed by the fact that Bill himself is the principal reason for election, but the WGCSA has not had an elected member of the Board of Directors of the GCSAA in a long time. It has been about fifty years since Ray Rolfs, the "Greenkeeper" at North Hills C.C. in Menomonee Falls was a Director of the National Association of Greenkeepers of America. We are also proud that Mr. Harry Hanson was a founder and charter member, but that was even longer ago. So it seems to me that this puts tradition on our side, along with the "fairness" issue.

The stage is set; the goal is clear; the responsibilities are defined; the workload is understood. Let's go for it!

With exuberance!

Monroe S. Miller
President

There's No Time Like The Present...

to join the GCSAA. The benefits to you are enormous, and every vote for Bill Roberts is needed. So if you've been putting off sending in a membership application, get Bill to sign it and mail it to the GCSAA today.

"It is well for a man to respect his own vocation, whatever it is, and to think himself bound to uphold it, and to claim for it the respect it deserves."

—Charles Dickens

AN INTERVIEW WITH BILL ROBERTS

It is essential in any campaign for any office that those individuals whose votes are being solicited know and understand the platform and the attitude of each candidate. This editor interviewed Bill Roberts and the result should show clearly why he is deserving of widespread national support.

1. WHY IS THE GOLF COURSE SUPERINTENDENTS ASSOCIATION OF AMERICA IMPORTANT?

I think the Billy J. Shelton article in the August, 1984 issue of "GOLF COURSE MANAGEMENT" outlined the tangible benefits pretty well.

Education through the structured offerings such as the Conference and Show, Seminars, "GOLF COURSE MANAGEMENT" magazine, the literature available through Headquarters, is primary.

Other tangibles such as the insurance plan, employment referral, tournament admissions, the merchandise program and travel discounts and such are fine and should become more available as we grow. GCSAA's importance, however, was best described as a group of individuals working toward a common goal. I think we all basically want the same things in terms of our profession and that is to do the very best job possible, and I've never seen a group of individuals as intense about that as we are. We want to produce the best golf courses possible, and, like everybody else, we want to be treated fairly and to be recognized for the effort we put in.

Now, education is getting us the best golf courses possible, and, as we continue to realize that, collectively, and as GCSAA gets us together and continues to further disseminate information, that is, education, we continue to get better, and we continue to gain credibility which I think is a key to recognition.

Further, our credibility grows every day and we know that. We tell ourselves that every day, individually, and every year, col-

lectively, at conference time. GCSAA, through the Executive Committee, committee members, through chapter leadership and through staff needs to tell the industry and the golf community that every day until it is assumed, and that "telling" needs to be done from a posture of leadership.

"We need to continue and enhance our support of scholarship and research."

2. WHAT IS YOUR PERCEPTION OF GCSAA AT THIS POINT? ISN'T IT ASSUMING A POSTURE OF LEADERSHIP?

Basically, it's a solid organization; it's growing, it's improving, and it's essential for the reasons we just discussed; our common goals, education, professionalism, recognition. However, it's also my perception that we, at times, tend to get hung up on the specifics of some issues, Executive Directors and such and may be creating some ill feelings in the industry or, at least, a lousy perspective of what we are all about. That certainly doesn't exhibit much maturity or leadership.

GCSAA has enough challenges to face without getting sidetracked into these "squabbles." Relocation of GCSAA headquarters, along with the short and long range implications of such a move, is not a dead issue. We need to continue to work on upgrading membership services, to provide those services in an incredibly timely manner. (We need to continue and enhance our support of scholarship and research.) We need to push harder for recognition. We need to deal with allied associations in a cooperative frame while emerging, somehow, as a leader in that cooperation. We've come a long way in the years I've been involved, and we need to step up the pace and accelerate the momentum. Bob Osterman, in his March, 1983 President's message, told us about the Massachusetts Golf Association's "vision and initiative" in seating the President of GCSA of New England as a regular voting member on its Board of Directors. We require

more of that. Our input needs to change from a courtesy to an assumption because we are partners in this game called golf.

3. ALL RIGHT, SO WHY ARE YOU SEEKING ELECTION TO THE GCSAA EXECUTIVE COMMITTEE?

Let me digress for just a moment. A few members will sit back and criticize and complain without offering to put forth any positive effort in order to help formulate and implement solutions to the challenges I've just mentioned. And you know, I think that criticism is, as often as not, valid and we should have some of that. It keeps the conversation level up, gets people excited, and, whether it's obvious or not, eventually leads to new ideas. That is a contribution. A lot of members, the majority, I think, contribute by supporting their Association through belonging, by attending the Conference and show, by participating in Seminars, some through Certification, being active at the state and local association levels, communicating with other superintendents, improving their overall talents and skills and improving others' perceptions of us as professionals. Now, for myself, I think it goes back to putting something into a profession that has been very good to me. It has been my good fortune to be one of a group whose members are dedicated, vital and proud, both individually and collectively, and I want to see us get further. I seek to play a different role in making sure we stay current educationally, continue to grow professionally, and, ultimately, I want to see us finally gain the recognition for the contributions to the game of golf we have been making all along.

One other point on why I am fully aware of an Executive Committee member's responsibility to represent the entire membership of GCSAA. However, I'd be less than candid if I didn't admit to some Chapter pride being involved here. Harry Hanson is a retired Superintendent from Wisconsin who is also a founding member of GCSAA. I believe we have had one other

Wisconsin member run for the "National" over the past 50+ years. I think it's a sign of Chapter maturity that we're ready to pursue this at this time. (We've got an excellent group in Wisconsin interested in GCSAA and we're all approaching this with enthusiasm), and we feel the experience, the meeting new people, the exchange of ideas and perspectives is going to make this a very rewarding and exciting endeavor.

4. THAT GIVES US A PRETTY STRONG INDICATION OF YOUR DESIRE TO SERVE, BUT ARE YOU QUALIFIED?

Yes, I think the environment I work in, day in and day out, and have worked in, particularly in the last 3½ years, has prepared me well to seek election in a national association. Listening, communicating, and managing, particularly managing time, money, and people in an effective manner, are integral skills I see a member of the Executive Committee needing and I have those skills.

Also, as I've stated elsewhere previously, I feel my interest in the "National," as evidenced by Conference and Show attendance in seven out of the last eight years, my participation in the Seminar and Certification programs, my tenure on the GCSAA Public Relations/Awards Committee, and my contribution to "GOLF COURSE MANAGEMENT" magazine along with several speaking engagements at various functions, my experience as a past Director of the Wisconsin GCSA, as a past Editor of the Wisconsin GCSA newsletter, and as current Secretary of WGCSA has prepared me to serve, on balance, the ultimate interests of all GCSAA members.

5. HOW DO YOU SEE YOURSELF FUNCTIONING AS A MEMBER OF THE EXECUTIVE COMMITTEE?

With enthusiasm, hard work, and time. I may be somewhat naive, but over the past few years and particularly over the past few months, I've read and heard comments about how hard it is to get people to pursue

election to the Executive Committee. I have a hard time accepting that because, as I mentioned before, there are a number of ways to contribute to GCSAA and more than a few can contribute through pursuing the Executive Committee route.

As a member of the Executive Committee, I think it would be foolhardy not to rely on input from past Presidents, former Executive Committee members, those Superintendents who work directly with the "National" through the election process, that is, the delegates, other GCSAA Committee members and so on.

(Ultimately, however, it's the regular membership that is going to determine where we want to go and how fast we want to get there.) Again, those Superintendents who strive to grow professionally, through GCSAA, through state and local Chapters, through interacting with other Superintendents on every level, those are the people who will decide, on balance, our professional futures and the Executive Committee is there to see that those decisions are implemented through the Committees and through our staff.

6. YOU MENTIONED HARD WORK AND TIME.

If one is charged with and accepts a responsibility, one either follows through with those duties or honestly admits they don't have the interest or whatever and relinquishes the role. If you commit to something, you do it the best you possibly can. That is, one works hard, pays attention to what is going on, and the results are there.

Now, about time. Do I have the time? Quite frankly, no. I have a family. I manage an 18 hole golf course, park areas and other recreational amenities. I supervise anywhere from 12 to 50 employees and all that goes with that. I'm very active in our state Chapter. I've been fortunate enough to be asked to speaking engagements recently, and I have community commitments, so I don't really have time for a lot of the things I do. However, for those things I'm doing, I'm willing to make time

and I'm committed to making time in order to participate through the Executive Committee of GCSAA because it's worthwhile; it's important.

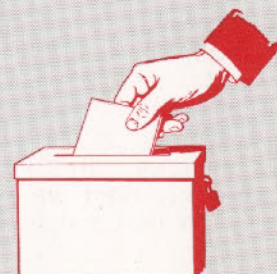
7. WHAT ABOUT YOUR FAMILY, YOUR EMPLOYER, AND YOUR STAFF? ARE THEY AWARE OF WHAT'S INVOLVED?

I talked to my wife, my employer, and my staff before making this commitment to seek election, and they couldn't have been more supportive. My wife is behind me 100%. My employer supports not only the contribution I want to make but also the learning process we all realize I'll undergo as a result of participation. My staff is enthusiastic and, more importantly, very competent. They know what our operation is about and what's expected when I'm gone, and I have a great deal of confidence in them.

"We've got an excellent group in Wisconsin interested in GCSAA and we're all approaching this with enthusiasm."

8. WE ARE THEN, BOTTOM LINE, TALKING ABOUT COMMITMENT.

Definitely. As I've mentioned to others, our future is limited only by ourselves. I believe we are on the verge of limitless and exciting times for the Golf Course Superintendent. Having long been a believer in the old adage, "You only get back what you put in," I trust that my time, dedication, energy, enthusiasm, and talents may be of use to our Association in realizing the resolution of the challenges presented by such exciting times. I'm committed to that and I look forward to it by seeking election to the Executive Committee of the Golf Course Superintendents Association of America.



(Continued from page 1)



SentryWorld

July 9, 1984

607 North Michigan Avenue
Stevens Point, WI 54481
715 345-1600

has participated in five GCSAA Pre-Conference Seminars and has completed the requirements for classification as a Certified Golf Course Superintendent. Roberts has also participated in various company sponsored management courses and seminars while at the same time attending numerous state and regional golf and golf turf educational conferences. Beyond the 1984 GCSAA Educational Program, he has been a speaker at the Midwest Regional Turf Foundation Conference, has served as Session Chairman at the Wisconsin Golf Turf Symposium in 1981 and 1984, and will be on the programs at both the North Central Turfgrass Exposition in Illinois and the Minnesota Golf Course Superintendents Association Conference in the fall of 1984.

Roberts and his wife, Pat, are active in the Stevens Point community and St. Joseph's church. He is a member of the University of Wisconsin — Stevens Point Booster Club and serves as Secretary-Treasurer of the Community Alcohol and Drug Abuse Center Board of Directors. The Roberts have three daughters; Jennifer, 6, Megan, 4, and Erin, 2.

As one obviously dedicated to the profession of golf course management, when asked about his commitment to GCSAA, Roberts readily replies,

"Our collective future is limited only by ourselves and I feel that we are on the verge of limitless and exciting times for the Golf Course Superintendent. Having long been a believer in the old adage, 'You only get back what you put in,' I trust that my time, dedication, energy, and talents may be of use to our Association in realizing the resolution of the challenges presented by such exciting times."

The Wisconsin Golf Course Superintendents Association is, according to WGCSA President Monroe S. Miller, particularly proud to nominate William R. Roberts because, simply stated, "He is the very best we have to offer. We think that makes him the best candidate nationally."

Mr. Monroe S. Miller
President
Wisconsin Golf Course
Superintendents Association
200 Bishops Way
Brookfield, WI 53005

Dear Monroe:

It is with a sense of humility that I seek the support of the Wisconsin Golf Course Superintendents Association for nomination for the Office of Director of the Golf Course Superintendents Association of America in 1985.

I feel my interest in the "National," as evidenced by Conference and Show attendance in seven out of the last eight years, my participation in the Certification program, my tenure on the GCSAA Public Relations/Awards Committee and my recent contribution to "GOLF COURSE MANAGEMENT" magazine via an article, along with the very valuable (and quite rewarding) experience I have gained as a past Director of the Wisconsin GCSA, as a past Editor of the Wisconsin GCSA newsletter and as the current Secretary of WGCSA, has prepared me to serve, on balance, the ultimate interests of all GCSAA members.

My sense of humility is mixed with the intense pride I have always felt as one of a profession whose members are the most dedicated, vital and hard-working group of individuals it has ever been my privilege to know. Our collective future is limited only by ourselves and I believe that we are on the verge of limitless and exciting times for the Golf Course Superintendent. Having long been a believer in the old adage, "You only get back what you put in," I trust that my time, energy and meager talents may be of use to our Association in realizing the resolution of the challenges presented by such "exciting times."

With the complete support of my family, my employer and my staff, I seek the same commitment from the Wisconsin Golf Course Superintendents Association in taking this first step in what I believe will be a very rewarding experience for all of us.

Respectfully,

Bill
William R. Roberts, CGCS
Golf Course Superintendent
afTH1b



WISCONSIN GOLF COURSE SUPERINTENDENTS ASSOCIATION

Bishops Woods
200 Bishops Way

Phone (414) 786-4303
Brookfield, Wisconsin 53005

August 15, 1984

Mr. James A. Wyllie, CGCS
GCSAA Headquarters
1617 St. Andrews Drive
Lawrence, KS 66044

Dear Mr. Wyllie:

On behalf of the officers, directors and members of the Wisconsin Golf Course Superintendents Association, it is my distinct pleasure to submit the name of Mr. William R. Roberts as a candidate for Director of the Golf Course Superintendents Association of America. Bill is the Golf Course Superintendent at SENTRYWORLD in Stevens Point, Wisconsin.

Bill's decision to seek a directorship in the GCSAA has been met with great excitement and enthusiasm by our entire membership. Amidst the applause and cheering at our August meeting, when the announcement was made, was a motion to offer the full and total support of the WGCSA. This support will be manifest in hard work by our membership, modest financial support by the chapter, and moral support from all of his peers and colleagues in the Wisconsin golf industry. We are particularly proud to nominate him because he is, simply stated, the very best we have to offer. We think that makes him the best candidate nationally.

I am serving as the campaign coordinator for Bill and would appreciate having appropriate correspondence directed to me.

We are very much looking forward to introducing Bill Roberts to the GCSAA membership and are confident that, once this is accomplished, we will experience the pride many other chapters have felt in having one of their own helping guide and direct the fate of our profession.

Sincerely,

Monroe S. Miller

Monroe S. Miller
President, WGCSA

afTH1j

Enclosure

cc: Lee C. Dieter, CGCS
Don Tolson
Warren Stringer
Bruce Wolfrom, CGCS

LAST MINUTE INTEREST? NO WAY!

A perfectly legitimate question to ask about Bill Roberts and his candidacy might be, "Does he have a long standing interest in the GCSAA?" We can, of course, answer with a resounding "yes." Evidence of that is amply demonstrated by the following article, reprinted from the June 1977 issue of the GRASSROOTS.

GCSAA — THE WAY I SEE IT

By Bill Roberts

Golf Course Superintendent
Stevens Point Country Club

At the risk of implying "that tired worn out question, What is the National going to do for me?", I would like to take this opportunity to question some of the motives and/or directions of GCSAA. A "tired" and "worn out" question, indeed, for those who are not active members of GCSAA. However, this very primary and necessary inquiry should be asked by all those associated with the National.

The Golf Course Superintendents Association of America is a worthwhile organization dedicated to the production and maintenance of fine golf turf. Time, effort and money supplied by GCSAA Members have made it possible to produce playing conditions never imagined attainable 50 years ago. I am proud to be associated with GCSAA and urge all members of the Wisconsin GCSA to consider becoming allied with the National.

However, I wonder if we are not sacrificing education for this somewhat vague attribute called "professionalism." It seems to me that ability begets professional image and not vice-versa. I find it somewhat incredible that in 1976 the conference proceedings from Minneapolis were not made available to the membership. Granted, in 1977, the Portland proceedings were published but only after much commotion and payment of a \$3.00 charge. Granted, again, the 1978 proceedings will be made available without charge to those who request the publication. This comes only after two years of discussion. For two years I re-

ceived a steady supply of "Recruit a Member" cards, ads for business cards and blazers through GCSAA and other assorted trivia. In this instance, did education take precedence over "professionalism"?

Another area which leaves me somewhat bewildered is that of Certification. Without implying any value judgement about those who have become certified, I must take exception with the claim that "by becoming certified," a superintendent, "has proven to himself, and his peers and the golf world, that he has achieved a specified level of excellence, required of his profession."

To assert that an arbitrary number of years in our business and successful completion of a written examination is evidence of excellence is somewhat hard for me to accept. When the requirements for certification require more than a certain degree of longevity and memorization of a study manual, then CGCS will become indicative of proficiency.

At the national level there is a mounting, and apparently to be sustained, membership drive. While I do not agree with some who call for mandatory certifica-

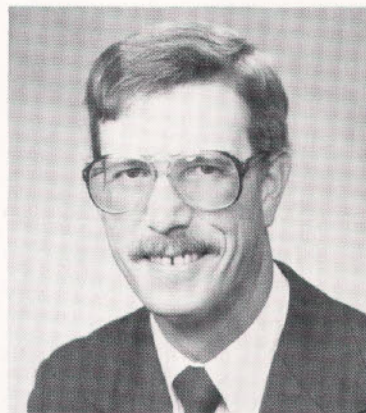
tion and/or some sort of Degree for entrance into our Association, it seems that by striving for quantity we may be sacrificing quality. To paraphrase and agree with Dan Quast (Grass Roots, March, 1977) I do not want my dues channeled into programs and activities for the sake of accommodating "fair weather golf course superintendents."

It would seem that money spent for membership promotional materials could be better invested, if say, a copy of the Conference Proceedings were sent to prospective members. By proving the benefits of GCSAA Educational Programs, it may seem more worthwhile to the prospective member, interested in producing quality conditions at his course, to join our ranks. I doubt if a term life insurance policy or GCSAA blazers or business cards have much selling power.

In conclusion, let me say once again that GCSAA is a very worthwhile venture for anyone concerned with producing quality golf turf. However, without constant and constructive criticism by the National Membership our goal of a "professional" image by way of EDUCATION will not be realized.

I'd Like You To Get To Know Bill Roberts...

If you have GCSAA friends that are members of other local chapters, please introduce them to Bill Roberts and his candidacy for GCSAA Director. You can do it by letter, through a telephone call or by sending a copy of this issue of the GRASSROOTS. Then pass his name on to one of the members of the campaign committee for follow up.



Candidate Bill Roberts

"Every man owes a part of his time and money to the business or industry in which he is engaged. No man has a moral right to withhold his support from an organization that is striving to improve conditions within his sphere."

—Theodore Roosevelt

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A BIT ABOUT SENTRYWORLD

The SentryWorld Sports Center was constructed on a 270 acre "Rock Farm" in North Central Wisconsin and is a wholly owned subsidiary of Sentry Insurance, an international corporation comprised of over 90 companies. Initial construction began in 1977, but was tabled until March of 1981 when Robert Trent Jones, II, was re-commissioned to finalize plans and William R. Roberts was asked to participate as Project Manager and Golf Course Superintendent.

The golf course site was, basically, low "swamp-land" with soil types ranging from 4 feet of muck overlapping bedrock to marsh sand. Native trees include white birch, white pine, ash, maple and oak. Field rock, present throughout the property, was utilized for lake bank stabilization, retaining walls, and paving material after crushing and mounding. Total time for construction, from start to finish, was realized in just 14 months, including the "grow-in" period.

Roberts manages a championship, 6,891 yard golf course, which is open to the public, with the assistance of a staff which includes 11 "full-time" and up to 35 additional seasonal employees. Responsibilities are delegated to six "lead-supervisors" who report to the Golf Course Superintendent. Included are "leads" who implement Robert's programs in the following areas: golf course (2), parks and lakes, irrigation, and mechanical and flowers.

The Golf Course "lead-supervisors" are responsible for daily maintenance operations required to keep the facility in top-playing condition. Penncross greens and tees, Penneagle fairways and Kentucky Bluegrass — Creeping Red Fescue roughs are maintained by up to 20 seasonal staff members from April through October. The parks and lakes staff, including one "lead-supervisor" and 6 seasonal employees, maintain approximately 40 acres of park including picnic areas, a swimming beach located on a "trout-stocked" four acre lake, a fishing dock located on a 20 acre "smallmouth bass-stocked" lake,

a playground area, a ball diamond and the golf practice area. Roberts and Kevin Roland, the parks and lakes "lead-supervisor" also have maintained a working relationship with the local university in monitoring lake water quality and groundwater flow throughout the property.

The irrigation "lead-supervisor" and three irrigation technicians implement Robert's irrigation programs and have responsibility for the repair and maintenance of a system utilizing two pumping stations which can deliver 2,800 gallons of water per minute to 4,000 sprinkler heads through approximately 850 valves in 37 zones. Additionally, a "pottable" water system must be kept functional to serve four shelters on the property and to re-charge the lakes which serve to retain drainage and supply the irrigation system. The irrigation system is controlled from a central "computer" station

located in the SentryWorld Maintenance Building.

The 52,000 square foot maintenance building also houses Robert's office area, staff locker rooms and lunch room, equipment, pesticide and fertilizer storage. Further, the mechanical "lead" and three assistant mechanics perform virtually all preventative and remedial repairs to the SentryWorld equipment inventory from this location.

Although only 3 years old, perhaps no one facet of the operation is more readily identified with SentryWorld than it's flowers. Roberts works closely with the "greenhouse-gardener lead supervisor" through all phases of design, planning and planting. Beginning with the late Wisconsin spring, approximately 40,000 tulips bloom and eventually fade giving way to more than 250,000 annual flowers including, but not limited to, marigolds, petunias, geran-



Roberts with Golf Course Supervisor Rick Fedie. Penneagle fairways at SentryWorld are maintained at 7/16 inches.