



## President's Message

### A LUCKY MAN

I am in one of those moods we all get into once in awhile — something more than just a good mood. It is a mind set that is very reflective and expansive and frequently one that is difficult to describe. Such moods usually occur at very specific times, as I think about it. Usually I find these feelings sweep over me when I am, for a brief moment, enjoying the sight of the golf course and of Lake Mendota and of the whole of west Madison from high on top of the hill where the clubhouse is located. It is, easily, one of the most beautiful views in North America, and I am fortunate to be able to enjoy it just about whenever I want. I usually do not stop and look and enjoy this spot — my favorite spot — often enough. It isn't that I take it for granted, but I am honestly most normally too busy, hustling from one place to another tending to golf course business. I find that I am in one of these moods, most of the time, in early autumn. There are lots of reasons to explain why this happens now and not, for example, in April or July. I think that this is the time because it is when the pace has slowed a bit, the color of the trees is just beginning to appear and mellow days are ahead.

What I was thinking about is this — managing a golf course is probably the most continuously interesting occupation I know or that I can imagine. It seems funny that I would think about this during the season when there is so much work to do — usually too much work. But the list of ac-

complishments for the season is long and a feeling of satisfaction begins to reign. And the variety of jobs and work done this season and many others past is so diverse and so different that it becomes easier to understand why overseeing and managing a golf course is the interesting work it is. Doing forty or fifty different kinds of work in any given month has to, at the very least, add to the interest. Nearly everything that most people call someone else in to do we do for ourselves. We have to, or the Club probably wouldn't be in business. It is the old "jack of all trades" story.

I feel I am qualified to make a good judgement on what is interesting work because I had the good luck to be raised within the environment of the **second** most interesting profession—farming. I have mentioned before that this rural and agrarian background probably sparked my interest in golf courses in the first place. And I would have to footnote this with the thought that it would have to be farming as it was in the fifties and sixties — the days when Oliver 77's, Farmall H's, Ford 8N's and John Deere 60's provided the power, and when the milk truck came everyday to pick up 25 full milk cans, and when the herd of milk cows had to be gathered from a pasture several miles away. That was interesting. I don't think it is as much so today with farmers plowing fields of hundreds of acres in the enclosed air-conditioned cab of a 150 horsepower tractor (with stereo!); bringing the herd in from the dry lot next to the barn to milk them in the milking parlor where the milk goes from the cow's udder directly into the pipeline and on into the 1000 gallon milk tank. Good grief — how do you tell the good animals from the poor ones when you don't even lift the milking machine to see if it is full of milk! No wonder golf course management finishes ahead of farming these days.

Bill Bengeyfield, National Director of the USGA Green Section, has feelings on this subject that are similar to mine. He and I have exchanged some correspondence the past couple of years, and in one of the letters I received from him last year he said this: "Golf Course Superintendents and those of us in the Green Section surely

have many things in common, but there is one overriding bond between us — we love the challenge of growing grass for golf! We are close to nature and plants and the outdoors. We see the results (and sometimes the failures) of our labors. We are farmers, but not as lonely as the farmer." I've wondered many times if Bill also has a rural background. Even if he doesn't, he recognizes this same parallel to farming I have noted for years.

And I had another thought at this same time, on this same day and at the same spot. It may not be profound, but it was a notion that hadn't occurred to me before and that makes it at least unusual. Our work is rewarding not just because we are able to follow the seasons, and not just because we accomplish so many trades, and not just because we work for some of the finest and most successful people in all endeavors of life, and certainly not because it is a way to make a lot of money. It was the thought that we spend our whole working life producing a single work of art — the golf course itself. I was admiring how absolutely perfectly the sand traps we built ourselves in 1977 for our tenth hole complemented the beautiful setting. My mind then thought of all the chasing around I've done over the years to find native trees to plant on the golf course, even removing small hickory whips from the woods and carefully transplanting them into rough areas. Those whips are now twenty feet tall and have beautiful spring flowers and gorgeous yellow fall color and have served their real purpose of influencing the play of the ninth hole. The very functional maxi-tie and rock walls built over the years for the betterment of golf at our Club seem to get more beautiful every year. Same for the rods and rods of split rail fence. The mowing patterns of the different playing areas are a beautiful site to behold, seemingly created by an artist. So on and so on and so on, for all of us on our golf courses.

Those people who spend a lifetime doing strictly paperwork have to envy us for our artwork. Some of these people express themselves by putting all of their energies into making the lot around their home a piece of art —



they are too limited. Some focus on their home itself, adding outside trim and cute additions and filling the inside with furniture and pictures and other niceties that are expensive and worthless at the same time. They have no scope. I've got a couple of neighbors in these two categories. Some just plain miss the emotion completely — how depressing to have such bad luck. Everything each of us does on our golf course in some way adds to its artistic value and

to its beauty. And it is an influence that will be felt for generations. That tree you planted this past spring will be leafing out and bringing joy to people a hundred years from now. And how many people go back to their place of work after dinner, in the summer, like we do? Not always because there is something that needs to be done, but maybe to enjoy what we accomplished and created in the past days and weeks; to enjoy, in effect, our work of art.

We are lucky people, those of us in this profession. We can be proud of the impact we have on our neighborhoods and communities and on the game of golf itself, because of our creations. And we can feel fortunate to be among those who can afford to judge aesthetics and natural beauty with salary and be proud to claim that our profession is indeed a way of life for us.

Back to work.

Monroe S. Miller

## An Architect's Opinion

# LANDSCAPING THE DETAILS

By Bob Lohmann



Landscape design for the golf course has two distinct phases. The first is the tree planting plan, which has an impact on how the golfer plays his game. Large tree plantings are positioned throughout the golf course for definition of target areas, strategy, depth perception, and safety. These trees should be deep rooted, high and open branching, and relatively litter free.

The second phase of landscaping the golf course is the detail planning, which provides the most visual and functional value to the golfer. These plans should include use of smaller structured plant materials including ground covers and flowering shrubs. Also included are retaining walls, planters, paths, mounds, and all other unique design features. These items should have a visual impact on the golfer without affecting the way he plays the game.

Color, texture, form, and scale are the characteristics of detail landscaping that provide a pleasant atmosphere for the golfer during the golf round. If he fails to notice the beauty of these design features, his golf game will not be affected.



Interesting tee landscaping.



Curbed cart path.

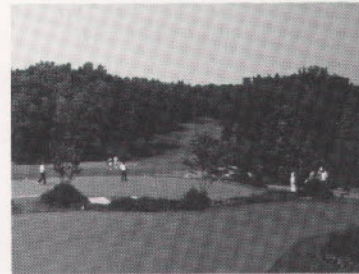
adjacent to greens, fairways, or areas that are in-play for the golfer. These colorful plantings may be aesthetically pleasing, but they hinder the game by causing slow play and forcing local rulings.

The functional impact of detail landscaping is evident through the use of materials that direct circulation patterns. A curbed cart path, a heavily planted mound, or a raised flower bed can direct traffic to eliminate wear areas or unsafe conditions. The use of mulch beneath flowers, shrubs, or tree plantings eliminates grass cutting and reduces maintenance. Stone or timbers placed on creek or lake banks eliminate erosion problems and minimize the maintenance of cutting grass or removing weeds.

Similar to tree plantings, the detail landscaping plan must include all the proper techniques. Neglecting any of the design elements can result in a golf course that is merely decorated with plants. Detail landscaping designed and implemented in balance will accent the golf course design and create a completely shaped exterior space.



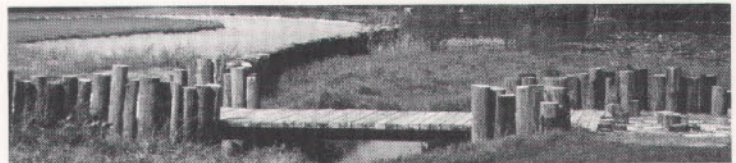
Timber and rock lake treatment.



Landscaping around putting green.



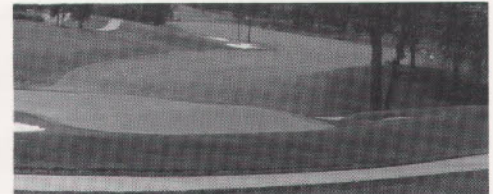
A fine example of an open branched tree.



Unique cart path crossing.



Cart path through woods adjacent to fairway.



Good use of cart path curbing and open branched trees around a green.

The majority of the visual design features should be placed in the clubhouse area or adjacent to tees and other out-of-play but not out-of-site areas. Flower beds and shrub masses should not be placed





**Editorial**

## A BAD MOON ON THE RISE

*By Monroe S. Miller*

Not all topics appropriate to this editorial feature need to focus strictly on golf or turfgrass management. Our society is faced with a myriad of problems that affect all of us, some more than others. There are some proposals floating around our nation's capital that I think impact particularly hard on Golf Course Superintendents and I'm hoping to persuade all of you to write to Senators Proxmire and Kasten and to your own Congressman to express your concern over some of these proposed changes in our tax laws.

The items that have me hot under the collar are both part of the Administration's tax reform program. I have to believe that I am one of President Reagan's strongest supporters, but he's off base on these two (and maybe more) portions of the proposed legislation. The Congress and the President need to be persuaded of the wisdom in 1) preserving the current tax treatment of employee benefit programs, and, 2) removing the provisions to disallow club dues, entertainment and certain club fees as tax deductible business expense from the President's new tax plan.

The second item affects WGCSA members at private and semi-private golf courses more than those who are not. But the first item affects all of us. I'm sure we agree that the Federal government needs to get the budget deficit under control. But it makes no sense to try to help do that by raising revenue from increased taxes on employee benefits. The meager or modest financial "empire" those of us at middle age in the middle class have tried to build

was done by one set of rules. Changing the rules and telling us we won't end up paying more or going without is the wrong approach and probably isn't true. Having politicians and bureaucrats tell us that we will prosper and pay less tax under these new rules is a little like the captain of the TITANIC telling his passengers not to worry because, "We are just stopping to take on a little ice." Current employee benefit plans of most Golf Course Superintendents are remarkably varied and, by and large, provide us flexible and comprehensive programs that give some financial security now as well as upon retirement. Not only do we risk having benefits like health insurance, life insurance, retirement plans, meals at the clubhouse, transportation to and from work, and educational assistance programs taxed, you can almost be assured that the level and availability of those benefits would be reduced, in spite of the fact that our need for them will not go away. And I'm willing to bet some of our employers would be inclined to even drop some of the benefits they now provide. The bottom line result for us is that there would be fewer benefits. It's like Hobson's choice — the old 17th century livery-man who made every customer take the horse nearest the door. The choice we may be faced with — seeking replacement benefits or going without — is no choice at all. And such a tax is regressive, affecting those who are least able to afford it and who will need the benefits the most. The more I think about this, the angrier I get. Regardless of arguments for tax reform, it is social and economic folly to tax employee benefits. The current treatment of my benefits has helped meet current family needs and plan for future responsibilities. The job's not getting any easier and I resent the changes in midstream.

I'm certain that in the golf club world there is universal feeling that the enactment of legislation eliminating the deductibility of club dues, fees for golf cars and green fees, as well as putting a cap on the amount of dining expense for tax deduction purposes, would be devastating. I've read that this proposal would cause a decrease in club revenue of something over

\$500,000,000 and the loss of somewhere between 50,000 and 100,000 jobs. This is translated into a revenue drop of about 20% and a job loss of nearly 20% for golf clubs. These figures don't even include losses that would be suffered by golf manufacturers, golf course equipment and supplies manufacturers and distributors, as well as revenue and job losses that would result from a substantial decline in corporate patronage of golf tournaments at the local, state, regional and national level. Charities would also suffer significantly from this. Like it or not, monies spent by American business on meals, golf cars and green fees, as well as many other related items, are legitimate business expenses. These investments are every bit as important to a business as are the acquisition of raw materials, advertising and the employment of people. Elimination of the deductibility of these items is unfair and the potential negative impact on golf clubs is nothing short of frightening.

It is untrue that there is nothing we can do about these issues. As president of the WGCSA, I've written to our senators and congressmen to express concern. I've done the same as a taxpaying citizen.

Won't you join me and express your concern, please, before it is too late?

### **WGCSA FALL EXTRAVAGANZA Dinner and Dance October 4 & 5 Stevens Point**

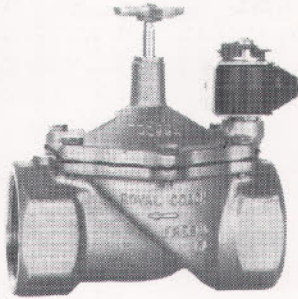
Details will soon arrive in an Invitational Letter.

The **GRASSROOTS** is a bimonthly publication of the Wisconsin Golf Course Superintendents Association. Editor and Publisher — Monroe S. Miller, Blackhawk Country Club. Business Manager — Danny H. Quast, Milwaukee Country Club. Printed in Madison, Wisconsin by Kramer Printing. No part or parts of the **GRASSROOTS** may be reprinted without expressed written permission of the Editor.

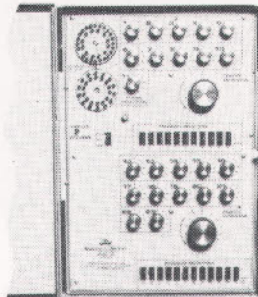


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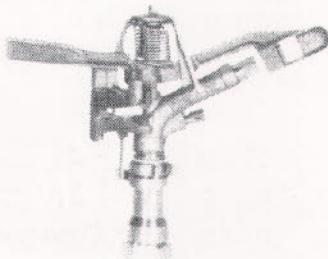
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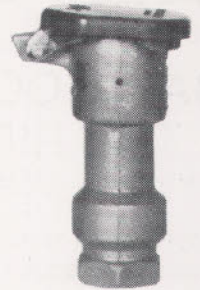
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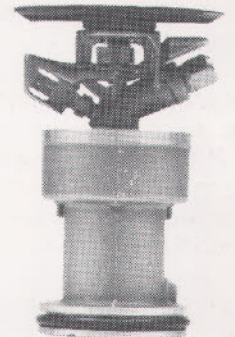
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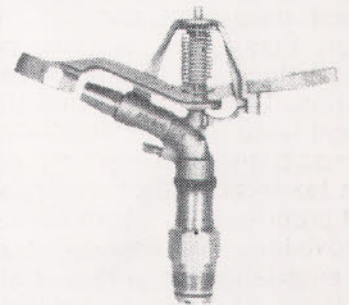
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## HOW SWEET IT IS!

From the August 21st sports page of the **Sheboygan Press** comes a quote from a true gentleman. The gentleman is Jeff Radder, green committee chairman at Sheboygan Country Club, and the comment came following a second round of golf in the state open at Brynwood Country Club which gave Jeff a 5-shot lead. He had fashioned the lead with some outstanding putting (30 putts in the first round and 31 putts in the second round) and was very complimentary of Brynwood and Steve Blendell. The quote, however, was also directed toward Rod Johnson. Radder credited his putting and the work of Rod Johnson, Golf Course Superintendent at his home in Pine Hills, for his two sub-par rounds.

"The greens at Pine Hills are as fast and hilly as these and Pine Hills is in such good shape that I didn't have to change anything to play well here," said the soft-spoken Radder.

Jeff has a strong connection to golf course management. After a degree in business from Purdue University, Jeff considered a career change that would get him closer to golf. He took course work at the UW—Madison under the guidance of Dr. Jim Love and worked part-time at Blackhawk Country Club. From there he moved to Brynwood to work with Bob Bolz for a period of time. Since then, he has devoted himself to the Pine Hills golf course. It has obviously paid off.

Asked for a reaction to the quote, Johnson only said, "Some things are better than sex or money!" Many of Rod's friends are wondering what that "ink" cost him.

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## "ARNIE DAY" AT SENTRYWORLD

By Bill Roberts

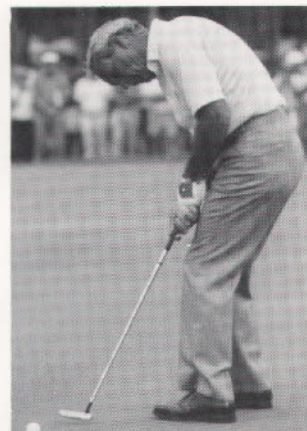
Although officially billed as the Sentry Challenge Cup, there was never any doubt that the main event at SentryWorld on August 27th was Arnold Palmer. The man who became the game came to Stevens Point, along with five other "names" from the world of golf and played for \$50,000.00.

Actually, when the sixsome finished the match, which pitted Palmer, Betsy King and David Marr against Jan Stephenson, Miller Barber and Bob Toski, King and Company left with \$53,000.00 to split for the day's effort. The 5,000 plus sellout crowd left with an even greater respect and appreciation for "the man" and his game and the SentryWorld staff stayed with pride in knowing that they had provided the ideal environment for the event.

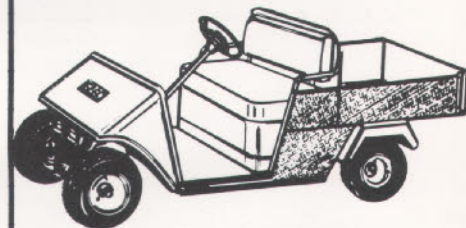
The Challenge Cup was a great motivator, an occasion to point for and, in the end, a lot of fun to be a part of. Logistically, there was parking and food stands and pro shops and staking and roping and signs and camera angles. Course preparation called for double cutting greens and tees and fairways and all roughs mowed within two days and proper pin placements and yardages and "trimming around all those trees." Timing of assignments and coordination and transporting of staff was imperative. The match was not the "challenge," preparation for and implementing the event became the challenge, and it was met by people like Rick Fedie, Kevin Roland, Mike Burns, Gary Tanko, Jane Johnson, Joe Wozniak and John Stack and the rest of the SentryWorld Golf Course/Grounds staff.

Once the day started, and there was really no stopping it anyway, the long hours, lack of sleep and endless meetings were forgotten. The thrill of standing on a tee and seeing 2,000 people surrounding a Par 3 or 4,000 people lining a Par 5 as they waited for Arnold Palmer to hit his next shot became the reward.

The golf itself was not the National Open. The men, playing from 6600 yards were led by Palmer's 75, followed by Barber's 76, Toski's 80 and Marr's 81. Betsy King, the 1984 LPGA leading money winner, beat the field with an outstanding 70, two under par while Stephenson slipped to 74 after a 34 on the front side. The scores ultimately, however, did not matter to the galleries or to the staff. Arnold was there and Miller, David, Bob, Betsy and Jan helped out. Jan Stephenson definitely helped out. But the Sentry Challenge Cup was unofficially known as "Arnie Day" from the beginning and that is the way it will be remembered.



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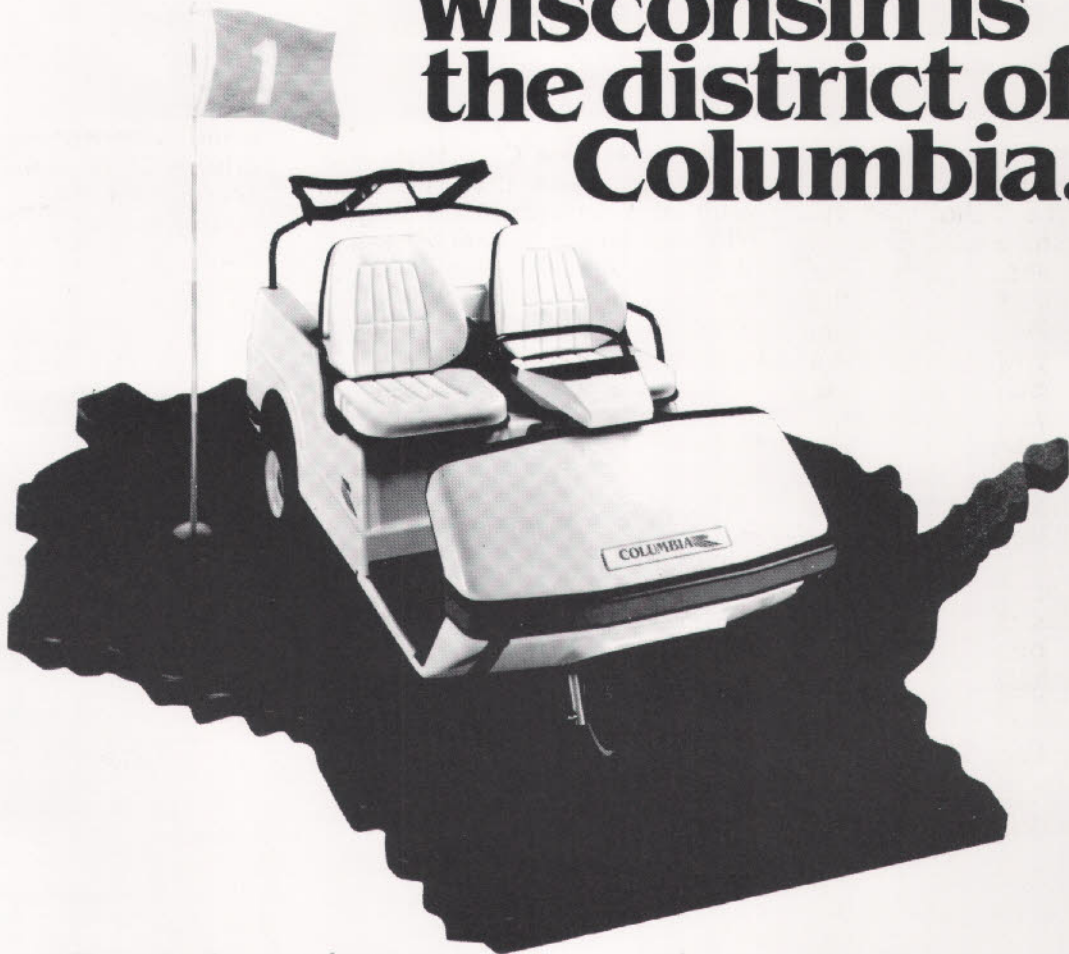
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## A Player's Perspective

# MAINTAINING COMPETENCE

By Dr. David Cookson

I know this column is entitled the "player's perspective," but this time I am going to be writing from the point of view of the green chairman and responsible club official as well as the player. My concern is the continuing education of the green superintendent.

Now I know all of you have had excellent preparation in fine academic institutions for your current position, if you are relatively young; and if you are older you have undoubtedly been fortunate enough to have learned the ins and outs of your profession under the tutelage of one or more wonderfully experienced and erudite teachers of the art and science of green keeping, but in either case, I hope you are regularly taking advantage of the myriad of opportunities to remain abreast of current thinking and innovation pertaining to your job. One can get by with the knowledge one brings to his job for a certain period of time, but to continue to work to one's best ability, one must be continually learning, questioning, and seeking better ways to achieve top performance. This demands continuing education, both informally by reading trade journals, but

also formally by attending regional and national meetings. One must retain an open mind to new ideas and concepts, and this cannot occur unless one presents oneself to a situation where these concepts are being discussed and evaluated, not only by those lecturing or advising but by the equally important experience of discussing common problems and solutions with fellow green superintendents that one meets at such gatherings.

In this sense, your profession and mine are similar. A physician may go a long way relying only on his past experience and training, but eventually he becomes but a mediocre practitioner at best if he ignores the opportunity to renew his fund of knowledge and expose himself to fresh insights. I know personally the feeling as one gets older, that perhaps time spent traveling to a meeting is really wasted, that "I won't learn that much anyway," and "I already know most of what will be discussed," but these thoughts must be resisted and overcome. Nearly always one feels after going to a meeting or seminar that it was worthwhile, and indeed something of value did

occur. A good physician seeks consultation readily when confronted with a difficult problem; similarly the green superintendent; and educational seminars, or utilizing the USGA green section consulting staff, can provide this much needed assistance toward top grade turf maintenance.

Lastly, the green chairman and club officers appreciate the effort of the green superintendent to remain current in his field. We like to know that our superintendent is actively exposing himself to different thoughts and new ideas, and can present us with the best of current concepts to aid solution of difficult problems. Most importantly of all, the green superintendent who is well versed and up to date in all phases of his work creates genuine self respect and a feeling of confidence and competence in doing his job, which by itself enhances his performance. This is, of course, too the most important result from the player's perspective.

*David Cookson*



# WGCSA NOMINATES ROBERTS FOR GCSAA EXECUTIVE COMMITTEE



William R. Roberts, CGCS, Golf Course/Grounds Manager at SentryWorld in Stevens Point, Wisconsin, will seek nomination for election to the Executive Committee of the Golf Course Superintendents Association of America.

Roberts, in a letter to Wisconsin Golf Course Superintendents Association President Monroe S. Miller stated;

"Our honest, intense effort in the GCSAA election process in 1985 has served to reinforce my commitment to this goal. Further, I believe WGCSA made great strides in gaining recognition on a national level and in strengthening the cohesion of our group on a local level. It is my intention to pursue the office of Director in San Francisco, if nominated, with the same hard work, planning and first-class approach we employed in Washington, D.C."

A member of GCSAA for 10 years, Bill Roberts, has served the Wisconsin GCSA as a Director,

Newsletter Editor, Secretary and is currently Vice-President. In addition, he has headed up several Association committees. A column, written by Roberts, appears in "THE GRASSROOTS," an official WGCSA publication.

His involvement with the Golf Course Superintendents Association of America includes having served on the Public Relations/Awards Committee, the Scholarship and Research Committee and he is presently seated on the Standards Committee. Roberts has authored several articles for "GOLF COURSE MANAGEMENT" magazine and was a speaker at the 1984 GCSAA Conference and Show in Las Vegas.

Further, he served as Secretary for the University of Wisconsin—Madison Select Golf Course Study Committee in 1984. He has attended eight out of the last nine GCSAA Conferences and Shows, has participated in 6 GCSAA Seminars and has completed the requirements for classification as a Certified Golf Course Superintendent. Roberts has been a

speaker at the Midwest Regional Turf Foundation Conference, served as session Chairman at the Wisconsin Golf Turf Symposium, appeared on the programs at the North Central Turfgrass Exposition in Illinois and the Minnesota GCSA Conference. He is tentatively scheduled to address a Golf Course Management session during the 1986 GCSAA Conference and Show in San Francisco.

President Miller, in his letter to GCSAA Nominations Committee Chairman, Robert W. Osterman, GCCS, declared that;

"Bill's decision to seek a directorship in GCSAA is supported by the entire Wisconsin GCSA membership. We have had the benefit of his experience and insight and believe he can contribute actively to what is best for our national organization, and in short, to what is best for the Golf Course Superintendent. Once again, 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."

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# SCHWAB HOSTS OUTSTANDING JULY WGCSA MEETING

Tom Schwab, Golf Course Superintendent at Monroe Country Club, provided his WGCSA colleagues with an almost perfect day and absolutely superb playing conditions for the July meeting. Concern about the proximity to the Fourth of July and the previous meeting was unfounded — fifty-four people played golf on Tom's golf course and sixty-four were present for dinner. Those returning to Monroe Country Club for the first time in a few years were able to see the impact Tom Schwab has had on the management of the golf course.

Thanks to PGA Golf Professional Mike Muranyi and his Pro Shop staff for the excellent job they did in organizing the day's golf event. The event for the day was something a little bit different. It was a 1, 2, 3, 4 man best ball with handicaps. In this event the teams used the best ball for the first four holes, the best two balls for the next four holes, the team's best three balls for the next five holes and all four scores were recorded for the final five holes. The winners were as follows:

#### First Place — 172

Steve Schmidt  
Dick Evenson  
Andy Kronwall  
Jim Brady

#### Second Place — 173

Dewey Laak  
Gary Monfre  
Al Vrana  
Ray Mertens

#### Fourth Place — 178

Bill Sell  
John Krutilla  
Bruce Worzella  
Woody Voight

#### Third Place — 175

Tom Schwab  
Pat Norton  
Mike Semler  
Steve Erickson

(This group should have been disqualified — Erickson and Norton grew up playing golf at Monroe C.C. and Schwab has "inside" info!)

#### Fifth Place — 182

Brad Wagner  
Don Feger  
Eric Peterson  
Jim Knapp

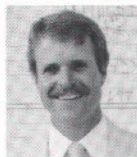
Flag Event winners were:

#### Closest to the pin

Hole #2 Steve Schmidt  
Hole #6 Brad Wagner  
Hole #12 Ralph Christopherson  
Hole #14 Charlie Kisow  
Short Drive on #3 Palmer Duerst  
Long Drive on #13 Don Feger  
Long Putt on #9 Mike Semler  
Long Putt on #18 Al Vrana

Not only did Tom Schwab provide first class playing conditions, he provided beer and soda for lunch and golf, personally. He also took the time to solicit monies from the Monroe area for turfgrass research, and presented a check of nearly \$400 to Dr. Gayle Worf as a contribution to the Wisconsin Turfgrass Association. Mike Muranyi, Monroe's Golf Professional, gave \$100 of the amount.

The evening speaker was WGCSA Honorary Member, Dr. Gayle Worf. He complemented his excellent presentation with a slide review of summer diseases and a couple of handouts that summarized his remarks. Gayle's appearance gave many of those in attendance the chance to question him about specific problems they were experiencing with turfgrass disease problems.



Host Golf Course Superintendent  
Tom Schwab.



Dr. Gayle Worf,  
speaker at the July  
meeting.



Members and guests enjoyed the "Swiss" hospitality of Monroe Country Club.

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