



We really needed this business in the early years, 1962.

care of the Service Dept. and retail sales. Art Horst, known as Horst Engineering, was struggling as much as we were and we would team up and share a booth at the state park, cemetery and school shows. We worked very closely with each other in those early days of survival and after 30 years that working relationship still exists. Another contributing factor to the success of Wisconsin Turf was the relationship formed among our bordering Jacobsen Distributors which were all young, struggling and aggressive distributors. Spearheaded by Bob Johnson, President of Illinois Lawn Equipment, the Central United States Equipment Distributor organization was formed. Using the first letter of each word this organization is known as C.U.S.E.D. This original organization consisting of 10 Jacobsen Distributors and met twice a year to exchange ideas and how to survive in the turf business. This organization still exists and the last meeting was held Nov. 4, 1985 in St. Paul, Minn.

After surviving the first three years things started happening too numerous to mention. We have five different abstracts in acquiring property. We have six different building permits in expanding our operating facilities. We grew with more and more personnel. During all this growth and expansion we held successful field days, seminars, open houses and spring promotions. These were all great, but to be successful you have to be able to back up your claims. After

30 years, which seems like 30 days in this growing exciting business, I would like to submit my version of success.

It's too bad America's Industry contributes success to financial status. I agree its important—for 28 out of our 30 years Wisconsin Turf has shown a profit. Out of 28 years of business Wisconsin Turf has turned this profit back into retained earnings for growth. We are not the poorest kid on the block but by the growth standards of other industries and enterprises we are far from the richest. Personally, I value accomplishments far above financial status in success. In our own company we have

accomplished many things. In comparison to many other Jacobsen distributors we cover a small territory but Jacobsen has awarded us five times for our sales efforts. We have been given many awards for our service record. O.M.C. has recognized Wisconsin Turf seven times as quota busters. I was appointed as one of five distributors to serve on the first Jacobsen advisory panel. The greens king was developed through the efforts of the panel. Recently we were awarded a plaque from the Wisconsin Park & Rec Society for 20 years of support.

I have seen a man grow from being a mechanic to general manager. We no longer go to trade shows to try to acquire lines to represent, they come to us. Our financial status stems from our accomplishments and I am very proud of them and consider our company very successful through accomplishments. I briefly covered my version of success but when anyone asks what made you successful??? I can answer that question in one word—PEOPLE. Ralph Christopherson and Wisconsin Turf would be a nobody if it wasn't for people. The good Lord blessed me with so many people I can't name them all but I will mention a few. Some of our good customers that gave me their support in our first trying years were Fritz Reinhart, then superintendent of Morris Hills; Mike Lees' Dad, Tom,

continued on page 29

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one professional
to another...**



TALK ABOUT A GOOD FRIEND!

Tom Butler, sports columnist for the Wisconsin State Journal, had a nice visit with Andy North just before Andy flew off to New Zealand. He and his family were invited there for some competitive golf and some relaxation and, as he mentioned at our Symposium, they were there through Thanksgiving. The article written by Butler was really good and gave readers a feeling of what Andy North is all about. It was an interview that probably was much like North's luncheon appearance with us in Milwaukee last October.

North took the opportunity to express some thoughts that will flatter all of Wisconsin's Golf Course Superintendents. During the conversation about how much he loves and enjoys Madison and Wisconsin and how he intends to stay here, Andy got around to the subject of golf courses. He thinks the people of Madison and of Wisconsin are spoiled; they don't appreciate what they have here. "Even the golf courses, public and private, are superior to most

places," he said, "and people still gripe about them."

"I get tired of people complaining that this isn't right or that isn't right or there's nothing to do here in town or the golf courses are this or the Civic Center isn't very good," he said. "There are golf courses in Dallas and Los Angeles and on the East Coast where a membership at a course like Odana Hills (municipal 18 hole golf course in Madison) would cost \$20,000 a year."

Dr. David Cookson made some very similar remarks about the quality of the playing conditions on Wisconsin's golf courses in the Spring 1985 issue of the WSGA "Amateur Golfer." That same column was reprinted in the GRASS ROOTS' "A Players Perspective." These two men are in as good a position as anyone else to make these kind and valid comments about the job being done by Wisconsin's Golf Course Superintendents for the costs involved. We are fortunate they are willing to share their feelings publicly.

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**1986 WGCSA Dues
must be paid —
NO more separate
notices will be sent!**



Jottings From The Golf Course Journal

THE AMERICAN LIBERTY ELM

By Monroe S. Miller

I just returned from a walk on the golf course. It would probably take another Golf Course Superintendent to understand why, in the deep of winter, I need to do that once in awhile. It's been given over to Mother Nature for these months and if, by chance, I happened to see something that needed attention, She isn't going to let me interfere anyway. These wintertime walks seldom have specific determination; instead, they serve to remind one of his purpose and reaffirm peace of mind.

Except today. I had a specific reason to cross the railroad tracks from the shop and walk through the valley that divides the golf course east and west. My destination was the rough area behind the 15th green where, this past November, I planted my first elm tree ever. I wanted to be sure that it was alright and surviving the dangers of small wildlife and cross-country skiers. It was very symbolic to plant this American Liberty Elm; for the first time, I was able to experience the hope and joy and optimism from planting an elm instead of the sadness and tragedy that came from removing hundreds and hundreds of them.

Like so many other Wisconsin Golf Course Superintendents, I faced, in the early and mid-1970's, the horrible task given to us by the Dutch elm disease fungus, imported to America from Europe in the 1930's. The disease was spread by the elm bark beetle, which was also imported, and reached its destructive height in Wisconsin about the time I started at Blackhawk Country Club. It was nearly criminal to think that the

only cure for this dreaded disease of one of Nature's most elegant and beautiful trees was removal. We worked at taking out infected branches, using great care to maintain the integrity of their form at the same time. We were constantly disinfecting our equipment to be certain that we didn't become part of the problem in spread. And we started an extensive injection program, hoping to at least stave off the finality of the disease until newly planted trees were large enough to occupy some air space. It was through the fungicide injection program that I got to know the Elm Research Institute and the fine people on their staff. They gave hope to our terrible problem.



One of the reasons I visit New England each autumn is that these annual trips represent a sort of going home again for me. My seven-great grandfather, William Munroe, settled in Lexington, Massachusetts in 1652, an immigrant from Scotland. He and his son William are both buried near the green in Lexington and Cheryl and I visited their graves this fall. My five-great grandfather Phillip Munroe is pillowed in the mountains near the small New Hampshire village of Surry. We travelled to Surry to see the burial ground where he has been resting for nearly two hundred years. I'm really lucky because Cheryl is game for about anything on our vacations in the East and was as excited as me when I suggested we drive twenty or so miles down the road from Surry to another southwestern

New Hampshire village — Harrisville. Harrisville is the home of the Elm Research Institute.

We approached this little town of 700 from the north. It was one of those classic autumn days — the color of the mountains was at its peak, it was crisp and clear and the deep blue sky was miles high. Our first glimpse of the village was across a lake, and on this morning the water was perfectly still and reflected an exact image of the town. We were both overwhelmed. Harrisville is, in every way, pure New England. It is a handsome ensemble of small and modest red brick buildings — mills, homes and, of course, a steepled Congregational Church. The residents have great pride and have preserved the character of Harrisville by restoring many of the structures. The last textile industry in town left in 1970 and they were successful in attracting several small concerns to relocate there. The ERI is one of them.

It occurred to me that there is significant irony about Harrisville. Amidst the old and the picturesque are the new and the technological, vividly demonstrated by the Institute. Located in a renovated 19th century brick mill, the people of the ERI are using the latest technology to help solve a 20th century problem. The great work that they are doing makes them friends to all of America's golf courses.

Concern about dying elm trees inspired one man to take action. John P. Hansel was so troubled by the elms that were dying at his Connecticut home that he founded the ERI in 1967. Hansel, currently the Director of the Institute, saw that if the species was to survive, a national organization was needed to lead a crusade of research against Dutch elm disease. Since its beginnings the ERI has funded research grants which total over \$1,000,000. This research program provides a link between the American Liberty Elm and our land grant college, the University of Wisconsin in Madison.

Dr. Eugene B. Smalley is a professor of plant pathology and forestry at the UW—Madison and is known to many Wisconsin Golf

Continued

Course Superintendents. He has been a leader in the search for a solution to the problem with America's elms, and travelled to Anaheim, California in 1974 to address the GCSAA Conference on Dutch elm disease chemotherapy. In that talk he spoke of research work with elm treatments by trunk and soil injection of benomyl, the results of study of solubilized benomyl and its effect, and the potential of foliar sprays. In his continuing quest for other answers to the "cancer" of the tree world, Dr. Smalley helped in the development of a disease-resistant tree at the UW—Madison. Twenty years ago he had people from around the country send seeds from healthy American elms to him. He planted those seeds, cross-bred the trees, injected them with the DED fungus, cross-bred them again and injected that generation with the fungus to help ward off the disease.

Dr. Smalley sent the root cuttings from the third-generation trees to the Institute in November of 1983. Ezekiel Goodband, Chief Horticulturalist and Propagationist at the ERI, took over from there. He

cultivated the root cuttings until they began to grow. He then cut small leaves from the sprouts, dipped them in a rooting hormone and planted them in a special moss and sand mixture until they rooted and were ready to be planted in soil. He repeated the process over and over, until hundreds of thousands were ready. These small plants, the American Liberty Elm (*Ulmus americana libertas*) were then made available to the public and I feel proud to have one of them back "home" in Madison. I'm sure there are others that have been planted in Wisconsin.

The Elm Research Institute is very hopeful that the American Liberty Elm will go a long way in replacing the beautiful elms we've lost in the past few decades. As Dr. Smalley has pointed out, the trees are semi-resistant, but they are not immune. There are stages in their development when they are vulnerable, but it is when they are small. As they age and mature they lose that period altogether. The ERI is optimistic enough to offer those who plant this new elm tree a 10-year guarantee against DED and during the first ten years will replace any American Liberty Elm

lost to DED with another of the same exact size.

I am already dreaming about how big my tree will be in five and ten years, a statement of confidence when I look and see a plant less than a foot high on this cold winter day. I feel grateful that there are groups like the Elm Research Institute and people like Eugene Smalley that give us hope for the return of the majestic elm. You, too, can join the ERI and become an important part of the comeback story of the elm.

The Institute would love to see the Golf Course Superintendents of Wisconsin, each in his own way, become a "Johnny Elmseed."



BARRETT AWARDED WGCSA SCHOLARSHIP

The College of Agricultural and Life Sciences at the University of Wisconsin — Madison has announced that M. Daniel Barrett has been awarded the 1985-1986 Wisconsin Golf Course Superintendents Association Scholarship. Barrett, a senior Turf and Grounds Management student in the Department of Soil Science, has

five years of golf course experience at Monroe Country Club and a year and a half at Nakoma Golf Club. Dan hails from Monroe.

In an open letter to the membership of the WGCSA, Barrett writes:

"I would like to thank you for choosing me as the recipient of your 1985-86 Superintendents Association scholarship. This scholarship will help me in completing my education at the University of Wisconsin — Madison in turf and grounds management.

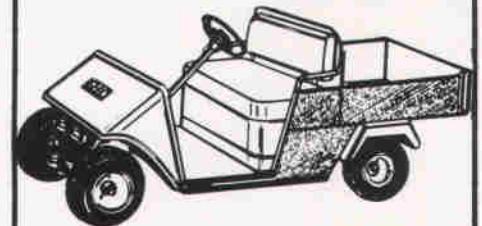
Upon graduating with my bachelors degree in May, I plan on pursuing a career as a golf course superintendent.

Receiving this scholarship from a fine group of professionals such as yourselves means a great deal to me. I again thank you and look forward to becoming an active member of your association in the future."

Sincerely yours,

M. Daniel Barrett

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There's no such thing as stress in the work place!

WHEN THE GOING GETS TOUGH . . . BEING TOUGH ISN'T ALWAYS ENOUGH

by Dr. Wayne Dyer

Stress does not exist in the world! There is no such thing as stress happening to you! Some situations in life are **not** more stressful than others! There is no such thing as an anxiety attack!

You are probably asking, "How can he say that stress does not exist in the world when so many people are uptight and full of tension?" The answer is deceptively simple, and also very important to you, if you are going to send stress, tension or anxiety (or whatever you choose to label it) out of your life forever. Stress does not exist in the world, but you are quite capable of thinking stressful thoughts. Keep this distinction in mind. There is no stress, only stressful thinking. Your job is to learn how to think more effectively in all of life's circumstances, and to stop blaming the world for being stressful. The world is just the way it is, regardless of what your opinion about it is. Your boss or green committee chairman is exactly who he is, regardless of what you decide to think about him. Your club or company policies are already in place, and what you think about them may cause you to be full of stress, not the policies themselves.

While there is no stress in the world, the results of thinking stressfully are evident everywhere. Many people are jumpy, tense, ulcer-ridden, nervous, twitchy, fearful, "uptight," and loaded with high blood pressure and other physical manifestations of stressful thinking. Once you place the responsibility for any stress that you are experiencing totally on yourself, you will be on your way to eliminating the painful and often destructive results of that thinking.

Take an example of two situations which many people tend to view as stressful, such as speaking before a large group of people and confronting your superior on the job. The crowded room contains no stress, it is simply a room full of people. Yet if you are the person who is going to speak before them, your mind might start working in ways which will produce stressful reactions. "What if they don't like me?", or, "What if I make a fool of myself, or forget what I'm supposed to say?" These kinds of internal sentences produce anxiety and stressful reactions. Similarly, the example of confronting your superior about a disagreement you have is stressful if you play the same kind of damaging tricks on yourself. Your boss is intimidating because you choose to view him that way, not because he possesses any distressing ingredients. In reality, people and things are just the way they are, and if you have stress in your life, it is because you choose to judge people and things stressfully.

With those ideas in mind, it is important for you to believe strongly that you can eliminate stress

completely from your life if you decide to go to work on it. You can't go to work on the world, only yourself. If you buy the notion that stress comes from stressful thinking, and that it exists only in you, not in life's circumstances, then you can take some specific steps toward not only understanding your stress, but ridding yourself of its devastating effects forever.

Understanding Your Stressful Thinking

Whenever you read an article about stress you will inevitably come to the section which talks about the most stress-producing situations, with rating points for evaluating your chances of having stress. You'll read that moving to a new location is worth a lot of stress points, as is going through a divorce, changing jobs, a death in the family, financial difficulties, or an automobile accident. The emphasis on this kind of writing is on situational stress and that to avoid stress one should obviously avoid these kinds of circumstances and activities. But this is not how stress works at all, and many people go through these kinds of life circumstances regularly and simply refuse to think in stressful ways.

In the composite below, I have listed the real causes of stress. The emphasis on these sources of stress is in looking at your own thinking and behavior, rather than blaming the setting (e.g., the golf course) or the activity for producing the stress.

Typical Attitudes and Behaviors That Create Stress

Being in an unresolved relationship. When you are always thinking about your relationship and wondering whether you are in the right place, or if you should bring the relationship to an end, or if your partner is leaving you, this kind of thinking generally takes precedence over everything else, and you will not be able to eliminate the stress until some resolution is forthcoming. Resolve it one way or the other and you will minimize the stress.

Worry and fretting behavior. When your mind is consumed about everything in the future, particularly those things over which you have no control, then you are setting yourself a stress trap. You can train yourself to become a non-worrier, just like you trained yourself to fret.

Impatience. When you are always expecting everyone else to get things done quickly, and to always do them your way, then you are using your body as a stress apparatus. By being impatient with others, you generally put the same standards on yourself, and you never allow yourself any peace because of your fussy and irascible personality.

An inability to relax. If you are always on the go, running from one chore to another and never giving yourself time for yourself, then you are setting up the same stress reaction for which business executives are so well known. You are the executive of your life, and if you run it on a hurry-up mentality, always flitting about and never able to quiet your mind and relax your body, you are building up that deadly stress momentum. Give yourself some time to enjoy your life and relax, just because you feel like taking it easy and for no other reason.

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A LAYMAN'S VIEW OF STRESS

By Monroe S. Miller

Most people unfamiliar with our business are surprised to learn that we work in what **can** be stressful conditions and situations. Golf courses appear to be calm, peaceful, and beautiful corners of the world, and it taxes a Superintendent's credibility when he talks of the stress and pressure and worry he has to deal with during the summer months. Most do not realize and cannot relate to the problems inflicted by the weather, disease pressure and cultural problems. They are unfamiliar with the demands of the game and the players and how they can be contrary to sound agronomics. Few recognize how closely economic limitations impact on the product we turn out and the frustration of wanting and needing to do more and not being able to, because of money. Hard work and long hours too often are not noticed. And so on, ad infinitum. But regardless of others' impressions, the fact remains that we do work in difficult situations and that stress can and has taken its toll among our colleagues.

I guess my interest in stress has been obvious. The GRASSROOTS has treated the subject a couple of different times in past issues. A two part article appears in this and in the next issue. And it's a condition that, quite frankly, I've learned to deal with in the golf course setting.

I saw stress in our rural community at a young age. Farmers are subject to some of the same uncontrollable situations we are — weather, insects, diseases, etc. Beyond that they confront interest rates, land costs, declining prices and sometimes worse. In fact, haven't you heard the old farm saying that, in reality, defines modern day stress — "I am in over five buckles deep and I don't own any six bucklers; and I have the sinking feeling I'm going to lose more than my boots!" I've felt myself and seen in other students the stress of college — life at a large University can be very trying as one struggles with classes, grades and competition.

But one never sees or feels stress like that which exists in military action. Many of the violations I saw as a Military Policeman on an Army base 20 miles north of Saigon were the result of stress — combat stress. Normally solid young men found themselves in varying degrees of trouble, too often as a result of the mental stress of war. I think of that frequently when fretting over some problem. It provides a reference point that quickly puts my small problems in proper perspective.

I do not profess any expertise in dealing with this problem. I'm merely sharing with you some things that have worked for me in handling the stress found in our profession. Pieces with medical and psychological advice will be left to people with proper credentials. But I hope there is some appeal to and interest in a layman's success with anything, even something as complicated as stress.

Medical science is finally zeroing in on how stress can make one physically ill. It has been

known for years that a wave of deaths follows a recession by three years. A second one comes in five to seven years. These are explained by the fact that heart disease takes a few years to catch up with you. Kidney failure deaths also lag. Death by stroke follows a recession by two to four years. Prime risk factors like high blood pressure and high cholesterol levels follow stressful conditions. And, when humans can least afford to, they turn to booze and tobacco and the concomitant risks they bring start to show up. Prolonged mental stress leads to more suicides, more traffic accidents and even high infant mortality.

And even though the evidence is still circumstantial, there is a belief building among some medical researchers that stress can weaken the body's immune system, which protects us from disease. Stress hormones may be involved. Although the whole complicated system is still in early stages of study, it is a fact that stress can induce physical ailments and disease. Beyond statistics and beyond medical research, that mind affects body is pretty well accepted by people in our age. I love Woody Allen's line in his movie of a couple of years ago — **Manhattan**: "I can't express anger; I grow a tumor instead!"

Recognizing that stress exists in our profession and realizing that it has a deleterious effect on our well being requires that each of us, in his own way, manage the stress that surrounds him. The first step I learned in handling mental pressures was to accept that there are really only two things to worry about: 1) what you can change, and 2) what you can't change. If you cannot change a situation, it must be accepted and made the best of. When Madison received 12 inches of snow in mid-November and I didn't have snowmold fungicides applied to some of my fairways, I didn't get all bent out of shape. There was nothing I could do about that much snow and no amount of grumbling was going to change it. Ten years ago I'd have worked myself right into a nervous sweat, but the situation wouldn't have changed a bit. All that came from the nervousness was a stomach ache, a headache, and fatigue accompanied by some sleepless nights. The fact is that we are confronted, by Nature itself, with many situations we have no control over and cannot change. I've quit worrying about them, accept them, hope for and make the best of them. I've relieved myself of a lot of unnecessary stress.

Fortunately, we face many potentially devastating situations that we **can** change. In these instances I form a plan of attack and usually write it down as a list on a piece of paper. Then I get to it. Cases like those do a curious and constructive thing to me. I find myself more energized than overwhelmed by the stress I know I can overcome by controlling and changing the situation. It works to motivate me and that in turn motivates my employees to more serious action. Rather than fuming to excess, steps or goals on my list are crossed off. It eliminates a lot of frustration and discouragement — progress is being made. Little time is spent brooding and most time is spent executing what usually ends up a successful

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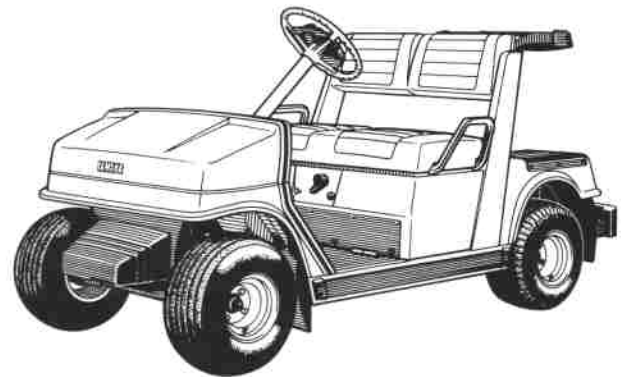
STRESS

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GCSAA CONFERENCE AND SHOW SET FOR JANUARY 27 THRU FEBRUARY 4

An estimated 10,000 golf course superintendents and others from around the globe will converge on San Francisco for the 57th annual International Golf Course Conference and Show sponsored by the Golf Course Superintendents Association of America January 27—February 4th, 1986.

Most major activities associated with the premier event of the golf turf industry will be in the Moscone Convention Center.

Retired Air Force General Charles "Chuck" Yeager — a World War II fighter plane hero, career test pilot and the first man to break the sound barrier — will deliver the keynote address during the Opening Session at 9 a.m. Friday, January 31.

Singer Dinah Shore will present GCSAA's prestigious Old Tom Morris Award to world golf ambassador Patty Berg, co-founder, charter member and first president of the Ladies Professional Golf Association (LPGA) during the gala GCSAA Banquet attended by dignitaries from the world of golf at 7 p.m. Monday, February 3, in the San Francisco Hilton & Tower. Entertainment will be provided by the Lettermen, a versatile and enduring popular singing group.

In another highlight of the nine-day conference, millions of dollars worth of the latest equipment, products and services used in the management of golf courses and grounds will be displayed by about 300 exhibitors at the Conference's big Trade Show covering more than 115,000 square feet. The Show will be open for 19 hours Saturday through Monday, February 1-3.

Throughout the Conference, nearly 150 leading golf course superintendents, educators, researchers and representatives of the industry will lead more than 350 hours of seminars and other educational sessions covering every facet of turfgrass management and many related subjects such as communication, the public golf course, personnel management, computer applications in golf course operations, landscaping, golf course design and many other topics of interest to golf course and turfgrass managers.

GCSAA will hold its annual business meeting and election of officers on Monday, February 3. Nominated for President is Riley L. Stottern, GCGS, of Park City, Utah. Running for Vice President are Donald E. Hearn, CGCS, Weston, Mass.; John E. Laake, CGCS, Columbus, Ohio, and James M. Taylor, Sr., CGCS, Midland, Texas. Vying for three director's positions on the Executive Committee are Gerald L. Faubel, CGCS, Saginaw, Mich.; Stanley Boraski, CGCS, Charlotte, N.C.; Stephen G. Cadenelli, CGCS, Toms River, N.J.; William R. Roberts, CGCS, Stevens Point, Wis.; and Kenneth A. Sakai, CGCS, Rodeo, CA.

Other awards to be presented to GCSAA members at the Opening Session on Friday by GCSAA President Eugene D. Baston, CGCS, include Chapter Newsletter Awards, Distinguished Service Awards and the Leo Feser Award for excellence in literary contributions to the Association's magazine, *Golf Course Management*, by a member golf course superintendent.

A Spouse's Program is also conducted in conjunction with the GCSAA Conference and Show.

The Association's Annual Member Golf Championship will be played January 27-28 at Palm Desert, CA. The tournament has been held since 1938, and will be played on the Palm Valley and Monterey Country Clubs. The women's tournament will be held at The Lakes Country Club.

Any WGCSA members wanting more information on the Conference should call toll free: 1-800-GSA-SUPT.



See you in

San Francisco

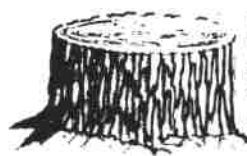
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**57th International
Golf Course
Conference & Show**

**Moscone Convention Center
January 27 - February 4, 1986**

It's a dying shame

American elms grow in every state in the Union except Hawaii. It is the most-planted urban shade tree in the nation. This year 5 out of 10 trees that line our streets are going to die of Dutch elm disease unless something is done. The shame of it is that many



people do not know it is happening. Others seem to think there is no hope.

Elm Research Institute has Elm Fungicide available to control the disease. It has proven to be 98% effective in the control of D.E.D. There is no cure at the present time. Dutch elm disease is a deadly fungus spread from tree to tree by a tiny beetle. It attacks the water conducting vessels of the tree which causes the tree to literally choke itself to death. And this is going to continue, unless something is done. You can get involved.



WHAT CAN YOU DO?

1. Learn the symptoms of Dutch elm disease. Brochures are available through Elm Research Institute.
2. Inject your tree with Elm Fungicide.
3. Plant a new disease resistant American Liberty Elm.

IDENTIFICATION.

The symptoms of the Dutch elm disease are quite obvious. Flagging appears which is simply die-back of the foliage in certain areas. The foliage will begin to drop as it turns brown. If these symptoms do appear, call Elm Research Institute at 1-800-FOR-ELMS any time of day or night.

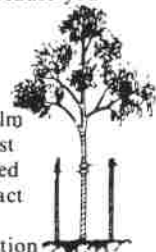


TREATMENT.

Elms, both healthy and diseased can be injected with Elm Fungicide. The treatment is simple to administer, and less expensive than dinner-for-two at a good restaurant. It can be done effectively by the concerned citizen, and requires a half hour of work to set up the equipment. Contact Elm Research Institute for information on Elm Fungicide and injecting equipment. Information is also available on starting volunteer groups for injecting neighborhood trees. With a regular injecting program you can control this dreaded "cancer of the plant world".

REFORESTATION.

For every elm that dies a new replacement tree must be planted. Elm Research Institute has developed, a disease-resistant, American Elm called the Liberty tree. And because you want the majestic vase shape of our beloved American elm, you should replant with the American Liberty Elm which can give you a fast growing tree of unrivalled beauty and grace. Contact Elm Research Institute today for more information about how you can get involved.



**ELM RESEARCH INSTITUTE
HARRISVILLE, NH 03450
1-800-FOR-ELMS
OR**

(Your Company Name Here)

Yes, I am concerned about the fate of the American Elm. Please send me more information.

Name _____
Address _____

I would especially like more information about: _____