



# THE GRASS ROOTS



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## EXAMINING A WINNER... *The Grass Roots, Step By Step*

By Diane M. Behncke

Being recognized by one's peers is always one of the best ways to boost your ego. It is also one of the best ways to help others in your field. For the last four years, Monroe Miller and *The Grassroots* have been tools of learning that many have looked toward for guidance. Starting out modestly, *The Grassroots* has grown to an award-winning publication, earning high honors for the last three years across the United States. This is due mainly to the writing expertise and journalistic flair for words by its editor, Monroe Miller. He does get help, though, and he goes right to the authorities on whatever subject it is that he means to get across. Dr. Gayle Worf, Russ Weisenthal and Bob Lohmann are only a few of the people he receives regular articles from, on everything from putting greens to weed control to equipment.

But it's not only the content that helps bring top honors to the W.G.C.S.A. The concept involved in the design holds your interest and creates the finished product the reader wants to see. Part of that reason is due to the efforts of Monroe, constantly searching the newspapers, magazines and publications for new and innovative ideas; the other part of that reason is the efforts put forth by many of the employees at Kramer Printing. To paraphrase a customer of Kramer's, "It seems like magic, how I bring in the idea I want, describe it to you, you take that idea, and magically a blank sheet of paper is printed with just what I was looking for."

I suppose it does seem like magic to someone who's never seen the steps in the printing process, and exactly what is involved in producing something as detailed as *The Grassroots*. Herein lies the reason for this article. Hopefully after reading this article, you'll have some idea as to what happens when you bring in the concept, and a printer makes it happen.

Much of the reason for the success of *The Grassroots* is in its coordination. Monroe starts putting together the next newsletter as soon as the current issue is published. He brings down each article, with pictures if provided, and a design is established. Monroe works mainly with the Art Director, Denise Suchomel. She has taken the articles, added her own flair and your interest is peaked, and you'll want to read cover to cover.



Editor, Monroe Miller, explains the articles and layout of the "Grass Roots."



Art Director, Denise Suchomel, pastes up an article for "Grass Roots."

Denise and Monroe work together to lay out the articles in a logical order, considering color and content. After the design is decided on, Nancy Stenz typesets the copy on Kramer's most recent equipment change - the MCS8400. It may sound like the newest line of tractor or mower, but it's actually one of the most recent innovations by Compugraphic Corporation. The MCS8400 is like a typewriter and computer all in one. It can take typewritten copy and typeset it from 5 points high (about 1/16" tall) to 72 points high (about 3/4" tall). Using computer discs, Nancy can change typestyles with the touch of a button. With the touch of another button, she can expand or condenses

*Continued on page 13.*

### TABLE OF CONTENTS

Examining A Winner .....	1
President's Message .....	2
Response to "Caveat Emptor" .....	3
A Weighty Matter .....	5
Don't Go Near Our Water .....	8
Results of 1986 Gypsy Moth Trapping Program ...	11
Columbia ParCar — Building a New Generation ..	19
The Cell Components: Back to the Basics .....	26
Welding & Oxyacetylene Cutting .....	31
WGSCA Co-Sponsors March Seminar .....	34
Flowers on the Golf Course .....	35
Spreading the Breeze .....	40