

or southwest side of the trees during the day, but when the sun goes down in the evening the temperature of the tree trunks may drop very quickly. This alternate freezing and thawing can cause rapid cell expansion and contraction, which may result in splitting of tissue.

Frost crack, on the other hand, is caused by internal mechanical stress in tree trunks during extreme cold. The bark and wood split apart. It is not always on the southern side of a tree, but it is characteristically a longitudinal crack in the trunk or a major branch. You may actually hear the crack if you are nearby.

Both of these problems can be largely prevented by protecting the trees from extreme fluctuations in temperature. Apply a plastic or paper tree wrap in late fall, to prevent the winter sun's heat from penetrating. Such protection may be left on the trees for two or three

years, until the bark develops into a stronger protective mechanism. There is little you can do to remedy winter sunscald or frost crack after the fact. Frost cracks may heal over in time, and may be successfully held together by implanting a rod or bolt.

Some evergreens require attention in fall. Multistemmed Arborvitae often break apart from heavy snow. This can be prevented by loosely wrapping them with a spiral of rope, which will cause the snow to fall around the plants rather than into their centers.

Few broadleaf evergreens are grown in the upper Midwest, but there are some, such as Oregongrape Holly, true Hollies and Boxwood. These plants often lose a dangerous amount of water throughout the winter, causing their leaves to dry and "burn" the following spring and summer. This desiccation can be minimized by following preventative measures in the

fall. Erect a protective structure on the northwest side of the plants where the wind is likely to be most damaging. Use a burlap screen or a length of snow fence to reduce the winter wind's damage. Or, apply an antidesiccant spray in early winter. These products produce a waxy coating on broadleaf evergreen leaves to reduce the amount of water lost. A second coating may have to be applied in midwinter.

#### Plan for 1988

Perhaps the most enjoyable task for fall is to review the year and plan for 1988. Consider plant selection, installation and maintenance procedures. Be critical about what was good and what was bad. Keep the good and improve on the bad. Remember, the seed catalogs are just around the corner, bringing hope for the new year!

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## SOME IDEAS TO IMPROVE THE SUPERINTENDENT'S IMAGE

By Rob Schultz

Standing behind a one-way mirror, the GCSAA's Bob Still couldn't believe what he was hearing as several golfers involved in a focus group talked about golf course superintendents.

"Very few people understand the superintendent's role or his education level," said Still, the GCSAA's media director, who helped conduct the three focus groups in Los Angeles, Atlanta and New York. "They understand the superintendent's importance and almost all agree they're important to the golf course...But they don't understand the profession it's becoming."

"They understand they need the degree nowadays to be able to do what he's doing. But they don't understand the complexity of the job."

The whole idea for the focus groups came from the GCSAA's desire for a new advertising campaign to better promote the image of the nation's superintendents. The GCSAA hired an advertising agency to develop print advertising and it is planning to change its TV ads that were done before Still came on board last January. The advertising agency, in a quandary concerning just how to set up its campaign, hired a research company to set up the focus groups to find out where the problems lie.

"One of my concerns is: Is it just the superintendent himself who's worried about himself or did the public perceive a problem?" said Still. "As you read position statements where people have to disagree or agree to certain statements, one of the statements is, 'Do you think superintendents wear blue jeans and just drag hoses across golf courses?' People immediately think of Bill Murray (who played Carl, the crazy assistant superintendent in 'Caddyshack'). And they all agree that isn't the case. The Bill Murray character is the extreme that was done for humor and comedy. They know where to draw the line so to speak; the public understands that part of it."

The trouble is, they don't understand much else.

The focus groups were set up with several golfers of various handicaps—half of whom played at public courses—sitting in a circle with a moderator in the middle. The golfers had no idea that the function was sponsored by the GCSAA. The discussions began with the golfers talking about their games and what they like about the sport. Still sat behind a one-way mirror so the golfers couldn't see him.

"We found out that people play golf because they love to be outdoors and they love to be in a beautiful setting," said Still, who joined GCSAA after a long stint with the Kansas City Chiefs' public relations department. "That was the number one thing that was coming out of this. The second thing was the camaraderie they get with their friends."

The moderator then asked the golfers what they didn't like about golf.

"The country club golfers said it takes too long," Still said. "The public golfers said there is a lack of tee time availability. The public golfers also said that they spend all this money and the courses don't put it back into the golf courses; that they let the courses get all torn up. They say the greenskeepers don't have the money to do their job because the city takes the money and spends it somewhere else and they're not recycling the greens fees money."

Next, the moderator asked the golfers who they felt was the most important person was at a golf course. "More than half said the greenskeepers," Still said. "They never call them superintendents. They call him a greenskeeper or a groundsman. People don't put that word 'superintendent' yet toward the profession."

The other golfers had some surprising answers. "A couple of golfers said they thought the starter was the most important," Still said.

When one golfer was pressed as to why he didn't think superintendents were important, Still said the golfer answered, "Oh, I'm sure that groups like ChemLawn do seminars for those

guys.' That's obviously one of the great misconceptions; he was the only one in the room that said that. But he perceived that our guys aren't as professional as the yard people."

After a few more questions, Still said that the members of the group were asked if they ever heard of the GCSAA. "Several said yes," Still added. "That's a positive. They said they saw our commercials on ESPN. We then asked them what they thought the message was saying and they had an unclear answer."

That has prompted Still to change the adds. "But I don't know what we're going to do yet," he said. "We have another focus group to go and then we'll go with some suggestions made by the agency. They don't need for us to tell them how good the superintendent is, rather they just need to be reinforced of his important role. I think we could do that better with a spokesperson."

Still added that spokesperson may be a famous golf course architect or a player on one of the tours. "(Tom) Watson's name was brought up, so was Palmer's since his father was a superintendent."

Still also said any superintendents should call him if he or she has ideas to better promote the GCSAA.

"The message we need to portray is that he isn't just a good guy or that kind of stuff," Still explained, "but that he is a highly skilled professional and the job takes somebody who's extremely dedicated—it's not a 9 to 5 job—and creative."

On a local and state level, Still said the best way to improve a superintendent's image is through communication.

"Every individual has to pull their own share. They have to communicate, not just with their members and with their club, but the local media," he said. "One of the things I try to push for and tell superintendents is that if you're rebuilding a green or doing something to your golf course that's unique or new, tell your reporter about it. A reporter can't drive by the course every day and figure it out for himself, you have to tell them."

"I think the number one fear superintendents have is that if they call a reporter, the reporter will think he's bragging or is a publicity seeker. Superintendents are very shy about such things, they don't want to come off as a hot shot or egomaniac. But that's not the case. Nobody knows you're doing a good job unless you tell them sometimes."

Still said it also helps to let the public or members of your club know your schedule in advance. He used Pebble Beach as a perfect example.

At Pebble Beach, the maintenance staff is set up in advance so that when a golfer calls for a tee time in advance, the club will let he or she know what the superintendent's crew is doing that week. "So a golfer has a choice to decide whether to play while some

heavy work is going on on the course or just wait a month. Golfers really appreciate that and recognize it," Still said.

Pebble Beach also explains on its scorecards what maintenance work is going on. "They're digging up some fairways right now because of a grass problem. They let golfers know on the scorecard just what they're doing in this three-year plan to get rid of the problem. They even identify the bad grass so golfers can find it while they're playing," Still said.

"It's a great thing because it shows that superintendents really care about what they are doing and they also bring attention to the work that has to go on. Sometimes I think people think the golf course just lies there. They don't realize it's an ongoing 24-hour process

to keep the courses the way the golfers want them."

Finally, Stills said there is a way for state superintendents associations to get more notoriety while at the same time, help raise money toward turf grass research. "They could host a tournament at their club or in the community where a portion of the entry fees go toward the GCSAA/USGA turf research programs," he said.

All of Still's ideas are set up to create a little bit better awareness of all you do. "And as the awareness increases, so do all the other things that are positive with any profession," he said. "Salaries will increase probably and the general respect of the individual will go up."

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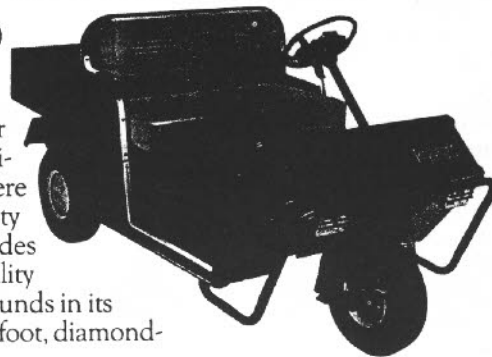
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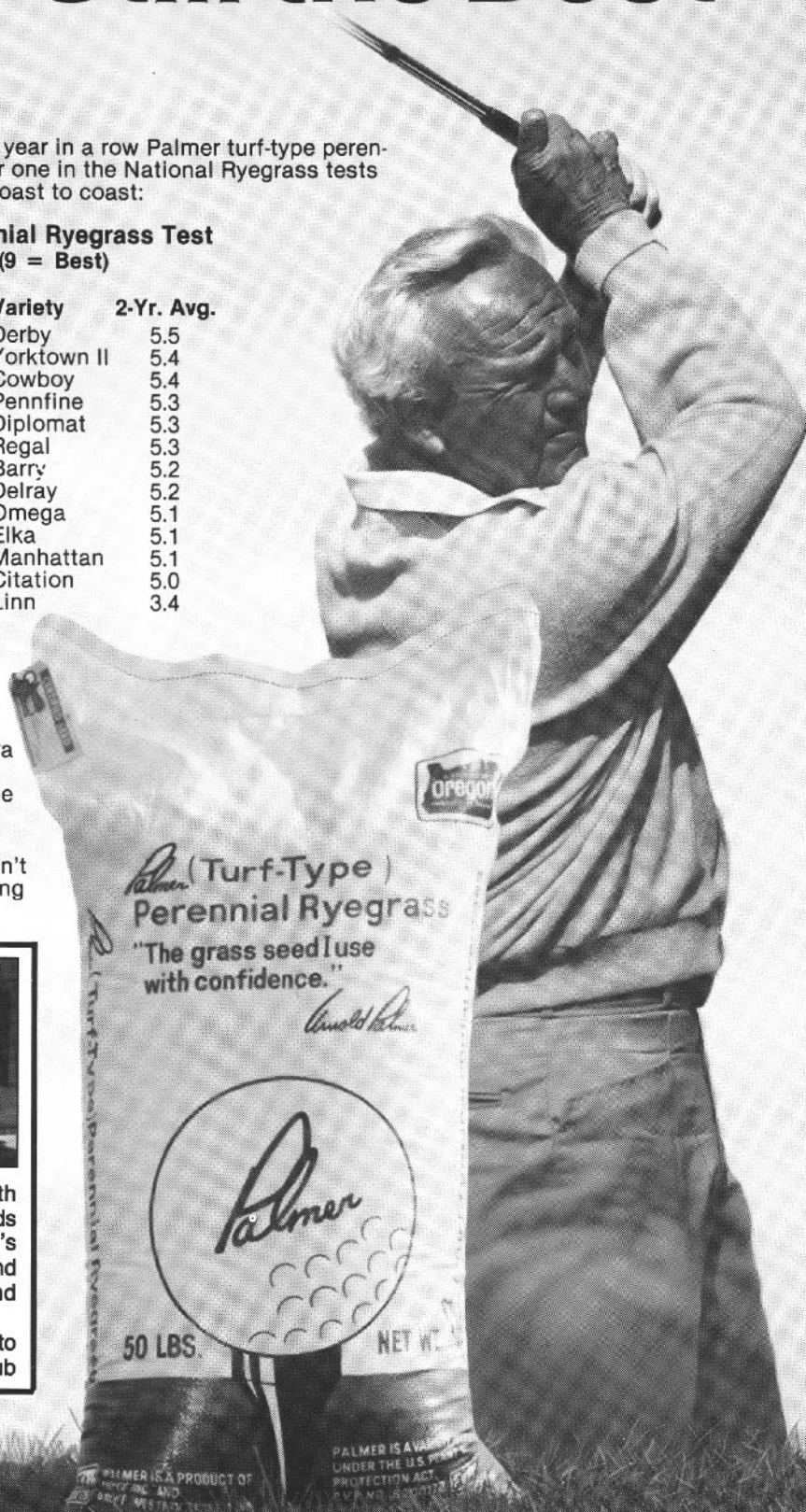
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# WGCSA RULES OF GOLF SEMINAR HELD

By Pat Zurawski

An 'Intermediate Rules of Golf' Seminar, sponsored by the Wisconsin Golf Course Superintendents Association, was held at Milwaukee's Pfister Hotel on October 27, 1987. The seminar was conducted by three highly qualified instructors—Gene Haas, Executive Director of the Wisconsin State Golf Association; Paul Becker, Assistant Executive Director of the WSGA; and Jim Farrell, USGA Midwest Regional Manager.

Seventeen individuals attended the seminar. The size of the group was very beneficial as it gave the instructors the time to answer the many and inevitable questions. It is to the credit of Gene, Paul and Jim that they took a potentially bland topic and turned it into one that was not only educational, but very enjoyable as well. Their extensive use of slides and drawings was well received.

This was an important seminar. It may well be that the most important knowledge taken home by the attendees was an awareness of how *little* we actually know about golf's rules, in spite of the fact that many thought they were well versed.

Should you have been there? Take the following quiz and answer that question for yourself. The *correct answers found on page 22!*

## Rules Quiz

1. In stroke play, there is a bunker between a player's ball and the hole. The player walks into the bunker and removes a rake which has been stuck in the sand on his line of play. As he walks out of the bunker, he smooths the footprints he made, restoring the line to its original condition.

A. The player incurs a penalty of two strokes.

B. The player has proceeded properly.

2. A player's ball comes to rest touching a mound of pine needles piled for removal. After dropping away under the procedure for ground under repair, he finds that the pile intervenes on his line of play and removes it.

A. The player has proceeded properly.

B. After employing the dropping procedure, the player is not en-

titled to remove the pile because of interference with his line of play.

3. In stroke play, a fellow-competitor marks and lifts a competitor's ball on the putting green without the authority of the competitor.

A. The fellow-competitor incurs a one-stroke penalty for lifting the ball without authority.

B. There is no penalty and the competitor must replace the ball.

C. The fellow-competitor must replace the ball and there is no penalty.

4. In stroke play, a player's ball is on a putting green with casual water intervening between his ball and the hole. In obtaining maximum relief, he

drops the ball off the green into the rough.

A. The player has proceeded properly.

B. The player incurs a two-stroke penalty.

C. The player incurs a one-stroke penalty.

5. In stroke play, two competitors putt simultaneously on a putting green and their balls collide.

A. Each player incurs a penalty of two strokes for striking the other ball.

B. There is no penalty and both putts are replaced.

C. The balls are played from where they came to rest after colliding, with no penalty on either player.

## Kussow Honored By UW-Madison CALS

Dr. Wayne R. Kussow, professor of Soil Science at the University of Wisconsin-Madison, was honored recently by the College of Agricultural and Life Sciences. He was selected as the 1987 recipient of the College's "Excellence in Advising" Award. Kussow is the undergraduate advisor for students enrolled in the UW-Madison's Turf and Grounds Management Program.

Long an advocate of an open door policy for his advisees, Wayne has also developed the ability to listen to students and understand what they are saying. Careful listening makes the decisions of what to do and how to help his students much easier. His familiarity and clear understanding of the College's rules and regulations are a real plus for his students.

Kussow works at ensuring his undergraduate advisees in the Turf and Grounds Management Program re-

ceive a well-rounded education. This includes not only classroom instruction but the vocational aspects of the profession as well. He strongly believes that student work experience is essential for Turf and Grounds Management students and insists that they participate in those work areas during the summer months.

An area where Wayne has been especially helpful is that of scholarship. Many of his students have been awarded scholarships as a result of his encouragement and help in application. A key word is "deserving"—he recognizes the difference between financial aid and scholarship. He makes certain that students only receive what they have earned.

Dr. Kussow joined the faculty at the UW-Madison in 1969 and is currently and advisor to the Wisconsin Turfgrass Association.

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## A Player's Perspective

# AUTUMN REFLECTIONS

By Dr. David U. Cookson



As part of my involvement with golf, I have found myself in nearly every part of the country this past summer. Travel is broadening, and some conclusions I have drawn will serve for this issue's article.

Golf course maintenance throughout the nation continues to be highly variable. Overwhelmingly the major problem is maintaining good quality putting surfaces and fairway turf, be it bentgrass or *Poa annua* which is being nurtured. Most of the country persists in overwatering, thereby compounding the problems caused this year by difficult weather conditions, and despite the solid evidence and extensive discussion that excessive water use is counter productive. We in Wisconsin are way ahead of most in recognizing this, and this year our golf courses reflected this in comparison with elsewhere. It was instructive to visit bentgrass greens both in Arizona and Florida in August; the greens thriving in Arizona in 110 degrees heat with irrigation only every 3-4 days (light syringing in-between but not every day), and nearly totally dead bentgrass in Florida with clear oversaturation with water, but temperatures 15 degrees less than Arizona (although more humid). In the Chicago area, golfers were playing on muddy fairways (even before the excessive rains) and badly stressed greens, yet here in Wisconsin with the same or less favorable weather, turf was surviving surprisingly well—with much less water. Even in the Northeast, where the concept of

sparing water is only recently being accepted, turf conditions were better than last year, at clubs where I played both years, despite more stress to the grass plant this year weather wise; and obviously this is related to the less water being applied.

All over the country golf courses are more difficult to score on because of the recent and rapidly evolving practice of only a narrow fringe of closely mown turf surrounding the green, then this bordered by deep bluegrass or bermuda rough. This idea was a rarity even 15 years ago, but now is pretty much the norm at most private clubs. This year particularly I was struck by how many more clubs had begun this practice, I suppose in response to the way courses are set up for the major championship. Fairways too are generally narrower than heretofore, and green speed is up a bit as well. A deplorable situation, I think, is the continued too frequent practice, not confined to Wisconsin, of shirking routine golf course maintenance after Labor Day. The excuse I hear is that "all our crew is back in school", or "we are too busy with fall projects", but I maintain these factors are irrelevant—an effective and efficient green superintendent can find the time to keep bunkers maintained, change cups frequently, and keep putting greens mowed—the basis of good golf course management—despite a lesser crew. Far too many times this fall I played top ranked golf courses, which I know were immaculate in June, where basic maintenance was overlooked or ignored in September and October.

My last overriding observation on playing all kinds of courses this year is that new is not usually better, relating specifically to course design. Current golf course architects too often in large

part seem more interested in making a personal statement than providing an enjoyable, fair, stimulating, and esthetically pleasing golf course, which integrates with its natural surroundings. We are being overwhelmed with artificiality and gimmickry in golf course design; the "Scottish look" in terrain that bears no resemblance to Scotland and is grotesquely out of place where it is utilized; placing water hazards way out of proportion to good design principles, and again emphasizing artificial materials and design at the expense of the natural beauty of the terrain. Exotic bushes, flowers, and grasses are placed where they are inappropriate, and nearly universally the golfer is confronted by ridiculous green slopes, mounding, and shapes, which clearly makes the course more difficult, but rarely more strategic; and leaves the impression of contrived and even "Mickey Mouse". I played many new and tremendously spectacular golf courses this past year, with design characteristics seemingly built in by architects to try to make the golfing public comment about the course and thereby enhance the designers' assumed expertise; but I did not play very many new honest, good golf courses that satisfy the soul of the golfer for the inherent marriage of good shot values and esthetically pleasing natural design. I think examples of the good are Lake Arrowhead, and the new holes at Medinah, and I urge all who are able to take in some of the Senior Open at Medinah next summer to see what good and honest golf course design really is. I am more fully convinced each year that we in Wisconsin are blessed with golf facilities of very high rank, comparing most favorably with other courses nationwide.

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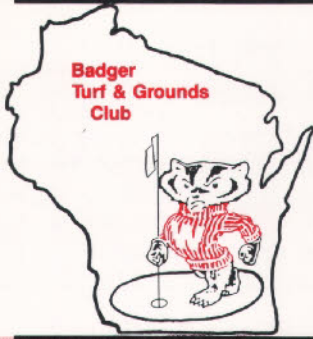
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## IS GOLF COURSE MANAGEMENT A CAREER OPTION FOR WOMEN?

By Lora Ripp



It is not uncommon for young people who have spent their childhood on a farm to consider a career in agriculture as they approach college age. That was certainly true for me. And since agriculture covers a very wide range of career possibilities, there are many surprises as one uncovers these varied options. For me, golf course management was one of those very pleasant and appealing surprises.

After my introduction and entry into the world of golf course management, more revelations awaited me. I was amazed to learn of the time spent preparing a golf course for play each day. The equipment required to operate a golf course was fascinating and unexpected. I knew very quickly that I wanted to learn all that I could about how golf courses are run, how equipment was maintained and how golf courses were renovated. It was an exciting career choice for me.

I also figured out very early that this field of pursuit is one that has been traditionally dominated by males. It is intriguing to think that the 20th century womens' movement has not yet caught up to golf course management. Where are the women in the "management" of golf course management?

It may be that females are too busy making their way through other fields, but I don't think this is more than a small part of the answer. Because of experience as a female in this profession, I am convinced that a good bit of the answer lies in the area of interest. Women have made great strides in the fields of law, medicine, and business because they have had keen interest in them.

I know that in order to eventually become a golf course superintendent, especially as a woman, a person must first and foremost have an intense interest in the profession. With so few women expressing that interest in golf course management each year, it is difficult for a handful of them to almost single-handedly take on a system,

change attitudes and prove their own personal ability and dedication, despite their female sex. Women are often not taken seriously.

Even when women do express interest in the profession and try to establish a foothold, they are at times not treated equally. Green committee chairmen, club officials and owners are not yet, at least in some cases, quite ready to turn their golf courses over to female golf course superintendents. On the other hand, women working on golf course crews are occasionally given *preferential* treatment. This isn't true in every case and certainly preferential treatment has not been my experience. And I would not have wanted it to be, either.

I have done my share of the not-so-popular jobs on a golf course, and sometimes I feel that I have done more than my share just trying to prove myself and my abilities. It is a bad feeling always having to prove yourself, trying to make everyone else realize that you are an equal, given the chance.

A major breakthrough in the involvement of women in the management of golf courses will come when we find a way to create more interest in the profession. To do this we must let women know that the doors are open for them and that there are many golf course superintendents who are willing to give them the helping hand they give to anyone whom they feel possesses the qualities needed for the job.

I know there are some men in the field, though, who do believe that it is a male dominated system and that it should stay that way. This alone fascinates me because I am not sure why they still think that way. These are the 1980's—a time for equal opportunities for equal abilities! I admit I believe that there are jobs that women are just not physically built to do, but this is not one of them. In this case, it is simply an attitude problem.

So what is there to do now? Well, for those who think it is time to give

women an opportunity, let them know that you are willing to help them out and do everything within your power to do so. And for those who believe, albeit wrongly, that women are just out to make them miserable, it's time to open your mind and give them a chance. Let's see what women really are capable of doing.

Women hoping to pursue a career in golf course management have the same interest and feel the same enjoyment and challenge in the profession as anyone else. All we want is the chance to show our capabilities.

*EDITOR'S NOTE: THE CAMPUS CONNECTION is a new feature for the GRASS ROOTS, one that you'll be seeing in each issue. The WGCSA has long realized the value of education and has a long tradition of generous support, both at the local and national level. The Turf and Grounds Management Program at our land grant college in Madison is nearly thirty years old. Many WGCSA members are graduates of that program and even more WGCSA members have, over the years, provided the practical training necessary for students in that program. THE CAMPUS CONNECTION plans to keep WGCSA members updated on the students in the program, what their hopes and dreams are, and in a general way serve as a communication vehicle among all of us. Each feature will have a different student author and widely varying topics. We sincerely believe it benefit these young people in other ways—a chance to sharpen their communication skills, the obligation of deadlines and the experience of dealing with a tough and unforgiving editor!*

*Our first column was written by Lora Ripp. Lora is a senior at the UW-Madison where she is majoring in Soil Science with a specialization in Turf and Grounds Management. Dr. Wayne Kussow is her advisor and she is presently working at Cherokee Country Club for Michael Semler. Lora was awarded the 1987 WGCSA James R. Love Scholarship.*





## LIFE IN THE "PAST" LANE



How many of the 1967 officers and directors of the WGCSA do you recognize? From left to right: Director "Ham" Hanneman, Secretary Don Hornibrook, Director Peter Miller, President Art Post, Director Buddy Holly (a.k.a. Bob Musbach), Vice President Bill Sell and Director Allan Kress.

## Hobbies

### LOVING THE GREEN OF THE "GREEN and GOLD"!

WGCSA member Randy Witt loves football. If you are looking for him on Saturday or Sunday afternoons in the autumn, better go directly to either Camp Randall or Lambeau Field. That's probably where he and Mary and son Ryan will be, cheering on their beloved Badgers or Packers.

Given the status of Wisconsin's only two big-time football teams, you'd have to love the game if you are as excited about it as Randy. This year marks 20 years since the Packers have been in the Super Bowl and 25 years since the Badgers have gone to the Rose Bowl. It isn't that Randy and all of the other football fans in Wisconsin don't like to win — we most certainly do. But it may be that we put more value — a lot more value — on loyalty, tradition, hope and a good time.

And if you're looking for Randy "after hours" from late July and on into the autumn months, forget calling his office. Go directly to the Oneida Street practice facility. That's where he will be, watching practice, evaluating new draft choices and players, and preparing his weekly "inside" report on the Packers for the GRASS ROOTS editor.

If you cannot find Randy at practice, there is only one other place he might be — on Lambeau's field itself. He has taken a lot of interest and given a lot of time (and experience) to the playing field inside the stadium on Lombardi Avenue.

I've heard it said a hundred times, from nearly all broadcasters and many sports reporters, that Lambeau has the best playing field in the NFL. Paul Hornung says it on every one of his preseason game broadcasts. John Madden loves the field; so does Max McGee. These are unqualified statements: Lambeau is superior to all others.

There are many reasons that lead players and coaches to this conclusion. The field is designed strictly for football — not for baseball, not for soccer and most certainly not for rock concerts. It's used almost exclusively by the Packers; it isn't beat up on Saturday afternoons by college teams or on Friday nights by high school teams. The field is properly crowned. There isn't a poor seat in the house; everyone is close to the action of the game. It is a colorful and

## TWENTY (PLUS ONE) YEARS AGO...

From Volume 1, No. 9, December 1966 issue of the WGCSA **Bulletin** come these comments about the very first Wisconsin Golf Turf Symposium, from Editor Peter F. Miller:

### 1st ANNUAL Golf Turf Symposium

HILTON INN  
Grand Ballroom

2611 W. Wisconsin Avenue  
Milwaukee, Wisconsin

**December 14-15, 1966**

### What About Winter Turf Injury?

I am sure that if you are truthful with yourself you are not sure that your golf course is going into the winter fully protected or that it is ready for winter. Some questions are: are the greens cut too short or not short enough, or did the greens get enough water, or are the aerifier holes sufficiently closed so that dessication does not take place, did the snow mold protection you put on adequately cover the area that you wanted to cover, and what will the damage be from snowmobiles, toboggans, etc.? All of these are questions you might have or someone else might also want to ask them. Certainly no one person knows all the answers, and if he does he is in the wrong business. No one should go away from this symposium with unanswered questions. This could easily be the most opportunistic time you will ever have to learn the complete story on winter injury.

This should be an informative program. The people with the greatest amount of knowledge (practical, educational, hypothetical) are going to be on the panel. If these people cannot answer your questions, it could just be that no one can.

You notice that I keep mentioning questions. This is particularly important at any conference, but specifically at a symposium, which is a detailed analysis of one subject. It follows that that the program is one which requires your attention and your questions.

The program or symposium is an innovation. The WGCSA along with the Milwaukee Sewerage Commission