

lems in golf course/real estate development — the serious delays are usually caused by politics, people, and money.

But what a challenge to persevere through this mess! Driving around the course in the late fall of 1989 proved to be very satisfying, if you could keep away from the sewer construction areas, forget that there were no paved roads yet, and blank out the fact that the clubhouse wouldn't be starting up until about three months before the entire golf course would be due to open for play. What a challenge, but oh, what a mess!

Do not, however, get the wrong impression. Work on the second nine progressed very smoothly during the spring and summer of 1989. Charlie Kisow of Midwest Golf Development pushed himself and his people to the limit in completing this project. There was extensive lake construction and riprapping, grading and top soiling, irrigation installation, and bridge construction to finish before seeding and sodding could commence. John Leibold of Leibold Irrigation had the irrigation system completed by June 17. Midwest Golf finished at Cedar Creek by June 25. A final meeting between Lohmann Golf and Cedar Creek was held on July 6, 1989.

It was very strange to see these contractors, who had been involved at Cedar Creek for so long, finish their work here. Shake hands, say your good-byes and wish good luck to each other because it's on to the next project. Now, brother, it's up to you. You're pretty much on your own to complete the course and get it opened up! The owners will provide the funds, Gary and the crew will provide the muscle and Mother Nature will provide many tricks. You will hopefully provide the leadership and expertise to allow this layout to reach its full potential.

It's interesting to look back in the notes from summer of 1989 and calculate the enormous amount of time devoted to very routine, mundane and tedious tasks that many times had to be repeated. Erosion repair was one such task. Repairs were made using everything from a wheelbarrow to a Cushman to our F350 dump truck to a Terex scraper. Every method of holding soil in place was tried — chopped straw, paper fibermulch, silt fencing, Curlex blankets, and finally, sod. Got a tough erosion situation in swales or other drainageways? Installing sod **with** Terrabond fabric underneath will usually solve the problem. It quickly became standard practice.

During the summer we also realized that neither nine would be opening in 1989. Some areas looked very good, others looked terrible. The late spring seeding on the second nine gave annual grasses and redroot pigweed an ex-

cellent opportunity for infesting these newer holes. We had such a good crop of weeds that people seriously asked us, "When are you opening, now that there's so much grass?"

After mowing down the weeds all summer, cooler fall weather helped us out by stunting back the weeds. This allowed the heretofore invisible bentgrass to fill in very nicely on greens, tees, and fairways. Unirrigated roughs do take quite awhile to thicken up — fall fertilization and overseeding helped a lot — but there is still a definite difference in turf quality between fairways and roughs.

By autumn's end in 1989, there developed a very real challenge for myself and my staff. The course was generally looking pretty good and making great progress. But was it all playable? We had huge scars of bare ground because of sewer lines, a big bare area that would contain the clubhouse, gravel roads, and great 50 mph grass, as Wayne Otto once said. Our grass **did** look great — if you were going by on County SN at 50 mph. How much longer before it'd be playable?

By autumn's end there was a much more personal challenge issued to me by our casual minded residential/clubhouse developer, who was also a 25 percent owner of this project. After our umpteenth discussion of who had more responsibilities to finish off, he made a very gold statement.

"Pat, I'll bet you that I have this all finished before our golf course is ready for play next spring," says he. I mull it over rapidly in my mind. Clubhouse not even started yet, roads need to be regraded and then paved ASAP in spring, huge entrance culvert and creek reshaping scheduled for whenever.

"Not even a chance," says I, "we are definitely further ahead than you and **will** have the golf course ready for play before the clubhouse is finished."

And that, my friends, is exactly what happened. The final countdown to opening day began with the break of spring 1990. Clubhouse construction and landscaping were in full swing by April 15th, the latter having been volunteered to my staff. Without the energy and drive of my assistants, Gary Mracek and Chris Breister, we'd still be up there landscaping. Chris had such a positive experience in his two years here that he's now pursuing formal training at the University of Minnesota-Wauseca.

Our crew also learned a lot during the spring landscaping. They are almost all inexperienced, but eager to learn and very teachable. Unlike some summer jobs, they were constantly doing something new and different. A positive, "can do" teamwork type of attitude was always encouraged.

(continued on page 33)



Number 14, a short par 3, drops 60 feet from the tees on the upper right. This is easily the most scenic part of the back nine.



The 18th green area is really pretty. Additional trees will be planted to provide backdrop and separation from the main entrance behind it.



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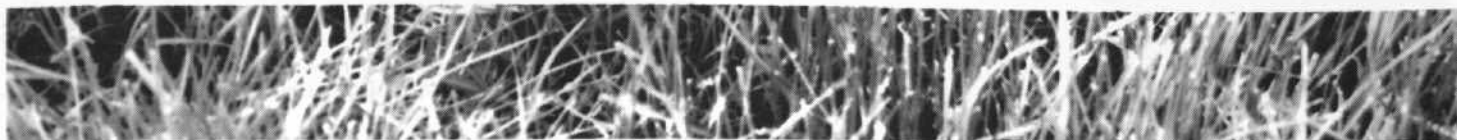
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(continued from page 31)

Besides Gary and Chris, I had many other employees with a real interest in the game of golf. They were all hard working and provided many good suggestions throughout our first season. Many of them will continue on at Cedar Creek next year, which most certainly will help to further our progress.

As we counted down the weeks before opening, we realized that the course would in no way be perfect. The clubhouse and landscaping were only 60 percent complete, while the parking lot and roads weren't totally paved until six weeks after opening. Golfers didn't seem to mind at all. In fact, they were most interested to see work in progress.

Play of the golf course built up pretty quickly after our May 24th opening. We expect about 23,000 rounds in 1990, which most certainly meets our expectations. Our problem next year will be one of too much play on the golf course. Already this year we saw signs of too much play of our young, tender course. Our Penncross tees are taking quite a divot beating, young shaded greens have serious algae problems, and the mixed blessing of golf cars are beating down our patchy roughs. Cedar Creek is a young, but very popular track for not only La Crosse area golfers, but also for players from well out into Minnesota and Iowa.

We have settled down into a somewhat normal routine as of this writing. Tree planting, fall aerification and fertilization, and minimal overseeding have fortunately taken the place of sewer construction, road paving, and massive reconstruction of golf course areas.



The 13th green is really tucked into the woods. It is surrounded by No. 6 fairway on the left, and No. 14 green, on the right.

Autumn is indeed beautiful here in "the Coulee Region". Our golf course is also beautiful and fits in nicely with the surrounding hills and bluffs. Best of all, we've all got more time to sit back and enjoy it all.

But, as I told my boss recently, "The challenge here was in building the course and getting it opened up. Are you and the other partners ready to move on and build another one?"

I think not, but it sure would be interesting and challenging to do it again someday.

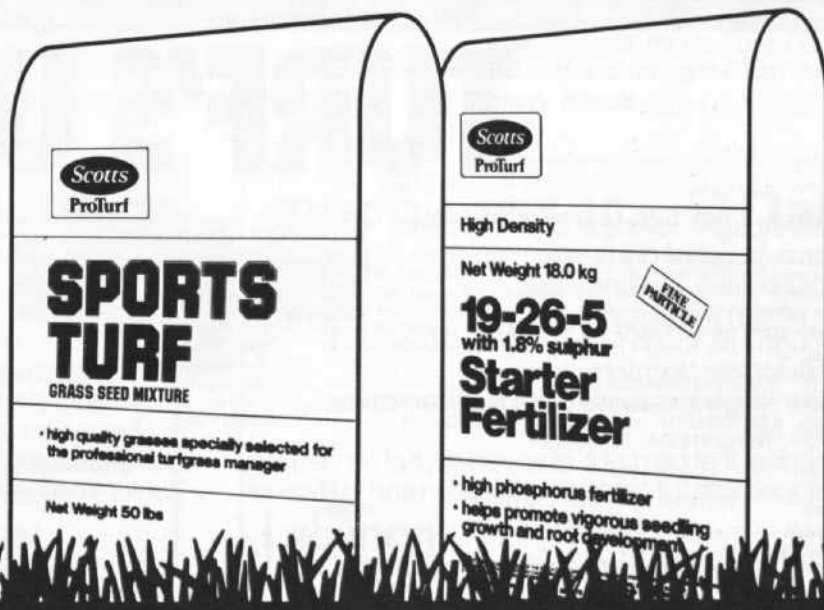
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THE PRICE OF ENVIRONMENTAL STEWARDSHIP: *Another Perspective*

By Don Spier

The management role of the golf course superintendent in Wisconsin and every other state is changing drastically. Ten years ago, his primary responsibilities were people management, budget management and turf-grass management.

These aspects of the business are still important. However, the challenge of environmental stewardship is probably the most important concern facing today's golf course superintendent. Because of the public's increasing awareness of pesticide usage, a greater percentage of his time and budget is spent addressing environmental issues.

The same is true for companies like the one I work for — Ciba-Geigy. The price tag for EPA regulation is considerable. In the last decade, for example, total research costs for new pesticides have risen nearly five-fold. Listed below are some examples of things which increase the costs of new products and ultimately find their way into golf course budgets:

1. Registering a new product with the EPA takes four to five years for data generation and two to three years for processing that information. The result is a total cost of approximately \$28,000,000.

2. New testing requirements of the EPA measure the impact of develop-

mental compounds on aquatic environments, non-target plants, bird populations and residue levels in groundwater. Each test can take two years to conduct at a cost ranging from \$500,000 to \$2,000,000.

3. The demand for increased quality control in data has increased the price for testing in contract labs. In 1988, the cost for testing a compound's impact on bees was \$2,000. The cost of the same test in 1989 was \$12,000.

4. Research costs have increased by the following amounts since 1980:

Dissipation & groundwater	.32 times
Ecological toxicology	8 times
Metabolism & fate	7 times
Toxicology	3 times
Residue	1.5 times

Efforts to reduce worker and environmental exposure have been formidable. Packaging and formulation application costs have increased 35% since 1988; these are targeted at reducing exposure to turf products. Packaging innovations include soluble bags, biodegradable packages and closed delivery systems.

Formulation changes that improve worker and environmental safety include lower use rates, capsules, gel packs, clays and polymers that reduce leaching.

Our companies have made substantial plant facility investments, too. At

Ciba-Geigy, total costs to make chemical manufacturing facilities safer to workers and to the environment have risen 800% since 1984. Costs are projected to double in 1991.

We all need to deliver a positive message to the public and that, too, costs money. Proposed legislation like the Big Green Proposition could mean the loss of many jobs and billions of dollars in revenue. My company and others like it spend money to build the public's and the government's awareness of the need to balance the benefits and risks associated with turf and ornamental chemical use.

Golf courses and the industries that serve them are in a partnership to protect and preserve the environment. We ask for your understanding of the inevitable costs associated with doing that.

Editor's Note: Don Spier has worked for Ciba-Geigy for a little over a year. Previous to that he spent 10 years with Turf Products Ltd. in the Chicago area. That employment was preceded by three years as the golf course superintendent at Kishwaukee Country Club in DeKalb, Illinois.

Don is a 1975 graduate of the University of Illinois where he earned a degree in ornamental horticulture. Don, his wife Beverly and daughter Erin live in Sycamore, Illinois.

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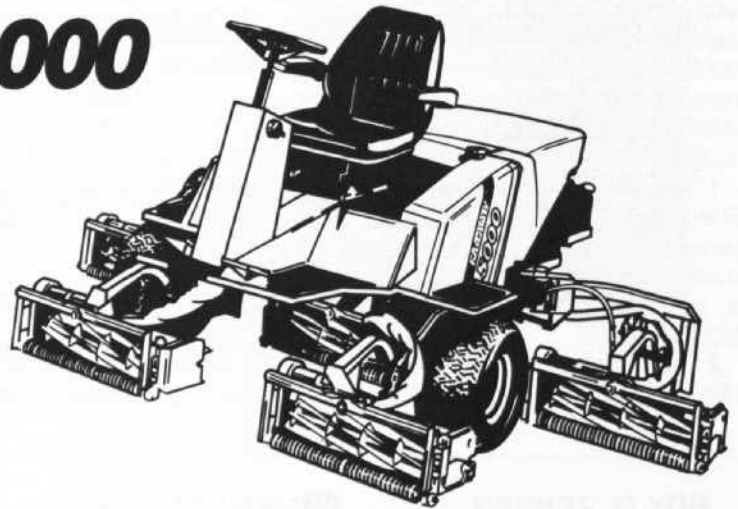
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JAMES R. LOVE SCHOLARSHIP WINNER ANNOUNCED BY CALS, UW-MADISON

The College of Agricultural and Life Sciences at the University of Wisconsin-Madison has announced that Don Beuthin is the 1990-1991 recipient of the James R. Love Scholarship. Funded by the WGCSA to honor Jim Love's dedication to Wisconsin's golf turf industry, the selection is made by faculty involved in turfgrass education, research and extension.

Don is an excellent student and an outstanding choice for this award. A native of Green Lake, he received his introduction to golf courses at Tusculumbia. He earned a degree from the School of Business, UW-Madison and worked as a CPA before deciding his love of golf courses was worth a trip back to Madison. He's a junior in Wayne Kussow's turfgrass management program in the CALS.

Congratulations to Don Beuthin. He's going to be a welcome addition to our profession when he graduates.



Don Beuthin, winner
of the James R. Love Scholarship

REINDERS TURF CONFERENCE

Ed Devinger, Turf Division Manager of Reinders, has set March 13th and 14th, 1991, as the dates for their 10th Turf Conference, Equipment Show and Service Clinic.

It will be held in the Waukesha County Expo Center. It's the largest show of this kind in Wisconsin and has a biennial history going back to 1973. An attendance of 1,500 is anticipated.

Program planning is nearly complete, so it is not too early to mark your calendar to plan on attending this sterling event.

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Decatur Lake Country Club in Brodhead, Wisconsin is accepting applications for the position of golf course superintendent.

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A Super Job

By Frank Hannigan

Editor's Note: *Seldom does an article create as much interest and pride among golf course superintendents as the following piece did.*

It was written by the former Executive Director of the United States Golf Association, Frank Hannigan. I'll never forget the 1984 Wisconsin Golf Turf Symposium; Mr. Hannigan flew to Milwaukee specifically to address our annual luncheon.

All of us have heard Frank Hannigan, now that he is a successful network golf broadcaster and commentator. He's complementing that career with his excellent golf writing. His column "Loose Impediments" is a regular feature of Golf magazine.

I was close enough to Mr. Hannigan at this year's GMO to reach out and touch him and I wanted to ask his permission to reprint the article in THE GRASS ROOTS. The problem was that he was being chauffeured in a golf cart, at a high rate of speed. By the time I opened my mouth, he was out of sight!

The good side of that missed opportunity is that I had to call the editorial offices of Golf magazine to ask permission to share their feature with THE GRASS ROOTS' readers. As a result I had the chance to visit with Golf's executive editor, Jim Frank.

Jim certainly is a pleasant and helpful person, sort of like you would expect from the editor of one of the game's best journals.

So read "A Super Job". Savor it, re-read it and realize that there are some articulate people who understand (read the last sentence!) and appreciate what we do. One of the directors of our club read the article on a plane back to Madison and enjoyed it as much as I did.

"A Super Job" appeared in Vol. 32, No. 8, August 1990 issue of Golf magazine. It is reprinted here with permission.

We live in a society of declining standards. It's not easy to put your finger on anything that's better today than it was 20 or 30 years ago. Our air is lousy, our politics disgraceful and our music appalling. Golf courses, though,

are in better shape than they used to be.

That's partly because there is more knowledge about how to maintain delicate turfgrass under conditions never intended by nature, but mostly because today's turfgrass managers are better at their jobs.

If somebody gave me a new golf course to manage along with a decent budget, the first thing I'd do would be to hire the best golf course superintendent money can buy.

After that, I'd probably get a little cheap. But so what? The only part of the operation that matters — the course itself — would be in the best of hands.

Golf course superintendents historically have been the game's forgotten servants because they were hidden behind compost piles two miles from the clubhouse and wore old clothes.

If the clubhouse manager and the pro stopped showing up for work, the club members would be inconvenienced. But if the course superintendent and his staff go on strike, the game is over. In two weeks, you would have what's known as a "passive recreational park" with a lot of tall weeds.

The superintendent's relatively low station in life was mirrored by his income — traditionally lower than his colleagues, the clubhouse manager and the pro.

Superintendents are no longer hurting in the financial department. Their salaries soared during the 1980s. The national average for an 18-hole course is close to \$60,000, but salaries of \$100,000 are not uncommon, and the superstars of the trade earn \$125,000 and more.

And why not? The job has become increasingly technical and demanding. Annual maintenance budgets of \$500,000 are commonplace, and that figure doesn't include the cost of new equipment. The machines used to maintain a golf course are complicated. A fancy modern fairway unit costs as much as a Mercedes. And when it busts, you don't get a loaner.

The superintendent also is a personnel manager with a year-round staff of

10 or more, supplemented in the summer by college students who have to be watched continually lest they make a break for the beach.

Most superintendents are college-trained. Many have four-year degrees in agronomy from such universities as Penn State and the University of California at Davis. Others have two-year associate degrees from various state institutions. Still others train by taking two 10-week winter programs, a specialty of Rutgers University in New Jersey. Graduates usually start out as assistant superintendents. The better ones are running their own shows by their mid- to late 20s.

Despite the favorable trends, the maintenance of American golf courses continues to be beset with some basic flaws. Foremost among these is the tendency to overwater. Overwatering is a cop-out on the part of superintendents who know better but react to the pressure of golfers who want everything a rich green. (Joe Dey, former executive director of the USGA, once labeled this hue "cemetery green".)

Overwatering is a short-term fix and a long-range disaster. It weakens the root system of the grass, causes compaction, invites plant diseases and certainly encourages the spread of the annual bluegrass called *Poa annua* — which is okay for golf courses until it's subjected to high heat and humidity. Then it tends to die. When you see a brown golf course in the summer, you're looking at dead *Poa annua*.

Superintendents will also tell you they dump water on courses to achieve that phony green-look because televised golf tournaments push them in that direction. The look of the Augusta National GC during the Masters telecast has become the standard, not only in this country but throughout the world.

There is also increasing pressure to produce putting greens that are super-fast, like those at The Masters or at a U.S. Open. Golfers don't understand that those greens have been specially prepared for one week. They can't possibly be maintained at such speeds throughout the year.

Superintendents also have a problem with the high priests of modern golf course architecture. The complaint is that the sexiest looking courses, those built to attract attention when photographed from helicopters, are difficult and expensive to maintain because of their slopes and overall artificiality.

I heard a superintendent from Austin complain at a conference of his peers that he is expected to maintain an "agronomic zoo" because the architect, in a frenzy of false creativity, installed seven varieties of grass, only three of which made any sense in the middle of Texas.

The hot new topic among superintendents is the environment. People who take care of golf courses are, by their very nature, pro-environment. They wouldn't have gravitated toward their line of work if they were indifferent to the look and feel of the outdoors.

But they find themselves on the defensive and accused of being chemically careless. In a profession of 10,000, there are bound to be a few bad apples. But, by and large, superintendents — who have to be state-licensed to apply pesticides — are sensitive and careful. If they aren't, they can go to jail.

The superintendent tends to be invisible until something goes wrong. Then he becomes a celebrity. That's true in both recreational golf and on the Tour.

Take the case of Fred Klauk, the man in charge of the TPC Stadium Course at Ponte Vedra, Fla., where there was a monumental flap earlier this year because the greens were not up to snuff during The Players Championship.

All of a sudden, he became a media figure, including a live television interview. Coincidentally, I once conducted a USGA national championship at another Florida course with Klauk as the superintendent. He was sensational.

So his greens were a little thin and bumpy during the 1990 Players Championship. The world didn't come to an end. The fact is, when the temperature hit zero in the Jacksonville area last winter, it was ordained that the TPC greens were not going to be dense and smooth for a golf tournament in March.

Klauk kept his temper. He managed to restrain the impulse of saying, "Who the hell are these guys, who have never done a thing in their lives except hit golf balls, to criticize my work and my golf course?"

At a U.S. Open, I was once asked to name the single most important person on the premises. Without hesitation, I said it was the golf course superintendent. "If he fails, we all fail," I commented.

Think of that this month when you watch the PGA Championship telecast from Shoal Creek. That's in Birmingham, Alabama. Bentgrass greens in Alabama in August are like hand gre-

nades in an incinerator; they can blow up at any time. The superintendent at Shoal Creek, Jim Simmons, is experienced and cool. He also will be very glad when the week of the PGA Championship is over.

Superintendents get fired. As a rule of thumb, if the superintendent has two bad years in a row, even if the climate has produced nothing but fire and brimstone in that time, he's gone — and he goes without a golden parachute.

At private clubs, superintendents are subject to the whims of volunteer green committee chairmen, many of whom haven't the remotest idea what they want or why. A very successful and expensive lawyer said to me not long ago that his would be the best of all professions if only there weren't clients. Many golf course superintendents feel the same way. It would be a great job — if only there weren't golfers.

At resort courses, superintendents often take the hit for disappointing bottom lines. There is an inherent conflict between quality golf and the profit motive. That conflict is almost never resolved. That's why a place like Pebble Beach changes superintendents so often.

Still and all, the lot of the superintendent is to be envied — if he survives. The single most exhilarating experience in the game is to be on a golf course at dawn — alone.

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RED TO THE RESCUE!

By Tom Schwab

Don "Red" Roskopf comes to the rescue again. There was a late cancellation for the August WGCSA meeting and when Red heard about it, he didn't hesitate to volunteer his Camelot Country Club. On top of that, he gave us the deal of the century; full day package including a cart was \$26, and those coming to dinner only paid \$7. The meeting was attended by 80 golfers and 90 total both because Camelot is such a fun course to play and Red is so well liked in the industry!

Superintendent Dave Brandenburg and his staff's hours of hard work surely reflected in the great shape of the golf course. The fairways were lush and the greens were a joy to putt on. With the undulations on a couple greens, you were happy to just get the ball to the cup. He's also done some nice tee rebuilding. You really get some gorgeous views of the rest of the course from on top of those tees.

Dinner was served in Red's remodeled clubhouse where he donned the hat of the chef. Red grilled some fine 10-ounce fillets and had all the fixings.

After dinner came the announcement of the golf prizes. There were two golf events scheduled for the day. The team

yellow ball tournament was met with mixed reviews. Only five of the 20 teams involved were able to finish the tournament with all of Camelot's water hazards. If the team's yellow ball went O.B. or was lost in a hazard, the team was out. The surviving winning teams were: first place — Wayne Otto, Bruce Worzella, Steve Schmidt, and Rod Johnson; second place — Don Steinmetz, Felix Materisi, Butch Payne, and Ray Shane; third place — Mike Kactro, Pete Newell, Ed Birke, and Lloyd Reed. The individual throw out tournament, where you could throw out your three worst holes, was won by Chuck Frazier. Tied for second were Wayne Horman and Felix Materisi. Tied for third were Jeff Ruesch, Jeff Greisemer, and Jeff Buske.

Near the end of the evening Red gave out some special prizes to some people who have meant a lot to him over the years. Those were Rod Johnson, Ralph Christopherson, and Bob Musbach. Red then introduced the person who has meant the most to him — his wife Joanne. As the meeting ended, he thanked us all for coming to Camelot. We are the ones always thankful to travel to Camelot.

Thank you, Red and Joanne.



Good conversation . . .



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