Personality Profile



His Education Never Ends

By Lori Ward Bocher

He was sitting on a session of the U.S. Supreme Court, wondering if they had prepared enough material to answer all of the questions that the justices would ask in the Town of Casey suit. Once again, he was reminded: "This is quite an education for a farm boy like me who has lived on the same farm all of my life."

But then Russel Weisensel, executive director of the Wisconsin Agri-Business council (WA-BC), has always been one to turn every opportunity into an educational experience. And even though he's confined to a wheel chair, he's also been the one to get the ball rolling when something needs to be done.

The formation of the FRoWT coalition (forestry, rights of way and turf), and its challenge of a Town of Casey (Washburn County) ordinance that restricts pesticides use, is just one example of how Russ Weisensel tackles a challenge head on.

As director of WA-BC, he was very involved with pesticide issues long before FRoWT was formed. "We represent the broad diversity of jobs and industries relying on the renewable resources in this state, " he says. "Because we bring all of these groups together, we can see an issue that might cause a problem in one area very often will spread to another area."

Pesticide regulation is one such issue that affects more than agriculture. Therefore, Weisensel helped bring together the FRoWT coalition which became a division of WA-BC in 1984. Today, there are about 1,100 members of FRoWT. "We were among the first in the U.S. to have this kind of alliance," Weisensel points out.

"Starting this organization was almost like a new career for me because of my lack of knowledge in forestry, " he continues. It also was his first involvement with the turf industry. But branching off into forestry and turf seemed logical to Weisensel because he sees many similarities among agriculture, forestry and turf—especially with environmental concerns.



When the Town of Casey ordinance was chosen by FRoWT as a test case, Russ found himself learning about the legal system. "I had not worked with lawyers and courts before," he recalls. After FRoWT won in Washburn County and the Wisconsin Supreme Court, the case was appealed to the U.S. Supreme court. Weisensel's education continued, and the challenge broadened.

"Suddenly in January of this year I was working with a little tiny budget and a great big legal challenge," he recalls. "Instead of it being a local or state issue, it became a national issue. I had a tremendous legal education, in addition to learning about fund raising and PR. That's what's fun about this job."

It's a good thing he finds fun in the job because he usually spends at least 60 hours a week at it. Where does he get the energy? "I enjoy what we're doing," he answers. "I wouldn't work well on a job that I wasn't committed to, where I didn't believe in what I was doing.

"It's a lot more than a job or career. It's a way of life," he continues. "This is a job that, when I heard about it, it interested me. And it still interests me."

Born and raised on a beef, hog and crop farm six miles northeast of Sun Prairie, Weisensel never went to high school because his father didn't believe in higher education for farmers. Eager to learn, Russ took advantage of 4-H and other UW extension programs. "My education really was through 4-H club work and extension," he recalls. His lack of a formal education didn't stop him from winning a statewide 4-H speaking contest in 1951.

In 1959, Russ purchased the Sun Prairie farm and livestock operation from his parents. He also did some custom farm work with his brothers. But an accident in October of 1961 changed everything. While climbing up a silo chute, a rung broke and Russ fell 28 feet. He's been in a wheel chair ever since.

With five children to support, Russ and his wife, Mary, had to make some decisions. "We decided fairly early that we were going to stay on the farm," he says, adding that they wanted to raise their children in the big farm house. But they sold the livestock and rented out the farm land.

The years 1961 to 1966 were transitional for the Weisensels. "We were trying to get our lives back together," Russ recalls. "Also, I wasn't sure of what I could and could not handle." As one who is eager to learn, he also used the time to further his education.

Then, in November of 1966, Russ began his political education when he ran for the Wisconsin Legislature as a Republican and was elected to represent eastern Dane County—a heavily Democratic area. He served in the Legislature for two terms until he was defeated in 1970—the year Governor Lucey and the Democrats swept the state house. "In 1970 there was no way a Republican could have won that seat," Russ points out.

An education of another sort began in January of 1971 when Russ came to WA-BC. "It was a brand new organization and a new concept," he recalls. His actions have done much to shape the organization, and he has watched it grow from a budget of \$24,000 to one of \$210,000, combining FRoWT with the WA-BC and its educational foundation. (Continued on page 13)

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(Continued from page 11)

Russ and WA-BC have spoken on behalf of agriculture for many different issues in the past 20 years—pesticide regulations, Wisconsin's corporate farm law, non-point source pollution from livestock waste, groundwater contamination, animal rights, child labor advisory laws, the Ag. 29 rules.

When dealing with an issue, Russ looks not at the intent of a proposed rule or regulation, but how it actually will affect farmers and agri-businesses. He marshals facts and makes them available for others to use.

"One of the biggest satisfactions of the job is seeing our material or data being used by someone else," he says. "When we see it being used we know people are reading our information and that it's presented in a way they can use it."

Russ also uses the information to go directly to legislators and rule makers himself. Although he did no direct lobbying when he first came to WA-BC, legislative work is a major emphasis for him today. He also spends time putting out a lot of fires.

"Way, way too much of my work is reactive," he says. "It is difficult to be proactive on something like BST, Alar, wetlands or atrazine because our ability to scientifically analyze things has increased far above our understanding of the risk. Our ability to produce a genetically engineered product like BST has moved further than our acceptance of such a product."

For that reason, Russ believes strongly in the need to educate people

about agriculture. More that 50 percent of WA-BC's budget is devoted to education. Anna Maenner, executive vice president, handles educational programs for WA-BC so Russ is free to do more legislative work.

"When I visited schools, I saw that there were very few people who understood agriculture," Russ says. "If you're going to do anything, you have to have people who have some kind of a concept of what agriculture is—what farmers do and why. I'm doing less, but WA-BC is doing more in the educational area."

For an organization like WA-BC, there's always more that could be done. "And I've never put anything that I didn't think could be better if we had had more time or money," Russ says. "That's the 4-H motto—'To make the best better."

If he had more time or money he'd like to get more involved with agricultural marketing. And he'd like to be able to take a more proactive, positive stand on issues instead of always having to put out fires.

But he knows there are limits and he is happy with what WA-BC has accomplished. "We have certainly found a need, and we've tried to fill it," he says of their efforts to work on behalf of Wisconsin agriculture and other renewable resource industries.

"It's a never ending job," he continues. "We don't know what the next issue is going to be." You can bet that, when that issue surfaces, Russ will delight in learning all he can about it, and he won't be afraid to do what needs to be done.



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The Sporting Green



An Issue of Fairness

By Chad Eberhardt

Golf is enjoying an incredible amount of popularity worldwide. Courses cannot be built and developed fast enough to keep up with this unprecedented growth in players. Our beloved state of Wisconsin is fast becoming a hot bed for not only big name championship caliber golf courses, but for golf facilities of all types. In fact, statistics show we are home to more golf courses per capita than any other state.

All things considered, golf is very healthy these days. This situation has gained new found respect for the golf course superintendent. Today's superintendents are witnessing an increase in image and professional status. A huge boost came in the September issue of GOLF DIGEST when John Schilling, executive director of the GCSAA, was included among the list of the most powerful people in golf. It was great to read GOLF DIGEST's opinion that "golf course superintendents have displaced the club pro as the game's pivotal on-the-course employee and their earnings reflect that shift. Six figure incomes are now common for Schilling's members." Golf has become a big business for everyone.

In the past, to be a golf course superintendent, one had to truly love what he was doing because he'd never get rich at it. I would certainly hope that it never reaches the point where a person enters the profession for money only. Golf would undoubtedly suffer a huge setback into mediocrity.

I am calling upon Wisconsin golf course superintendents to maintain their focus of attention on keeping the science of-turfgrass culture on pace with the rest of golf. The development of the O.J. Noer Center for Turfgrass Research is state of the art. The University of Wisconsin-Madison has as many turf students as any other four-year program in the country. It would certainly appear as though the health of our profession has a great future in Wisconsin. Or does it?

I direct your attention to pay rates in the 1990 "Golf Course Superintendent's Report". It is quite apparent that the current state of affairs for the Wisconsin assistant golf course superintendent is grim. The average base hourly wage on a national basis for assistants is \$9.69. Wisconsin is well below average at \$8.49. For a state that prides itself as being a hotbed for golf courses and a future leader in turfgrass research, offering its own future below-average wages is ridiculous.

The UW's program will continue to grow, attract students, and produce very bright and qualified leaders in the profession. But, you see, these future leaders will look at the statistics and see that their four-year degree doesn't mean much to their own peers who should be fighting over them.

When looking for an assistant, require a four-year degree from the applicant. Four years of college education provides even footing with other professionals in our society. According to sources, by the year 2004, golf course superintendents who wish to become certified by the GCSAA will be required to have four years of college education. Many two-year schools give excellent technical training in turf management. But they lack the additional two years of college course work that provide a wellrounded education.

A graduating student, who is interested in the field of golf, is looking for a position as an assistant. And what is an assistant? Someone who assists, helps, supports and makes your life a little bit easier!

Wisconsin Golf Course Superintendents, please be careful. You cannot expect to see those excellent salaries and continue to pay your future right hand men below average wages. Promote our future! On Wisconsin!



Editorial



A BIASED PRESS

By Monroe S. Miller

When you're a newspaper junkie like I am, one of the great things about a trip is the chance to read papers from towns and cities all along your travel route. I must have read four dozen different newspapers this fall while travelling in the east.

It is easy to pick up differences in the way papers report local and regional news. Editorial pages reflect much about the personality of the newspaper and even more about its politics. Newspapers are as different and individualistic as their names—The Courant, The Blade, The Banner, The Plain Dealer, The Globe.

Unfortunately, most have one glaring characteristic in common. They all tend to focus on negative reports. This is hardly a new or startling observation, I suppose.

We see it all the time in reporting on pesticide news and issues. Zealots make unfounded charges; papers and electronic media rush to report the accusations. We're left with the nearly impossible task of trying to prove a negative.

I've seen reporters do it many times. An outdoor person claims bird damage but cannot produce documentation. Someone else claims headaches due to our activities but hasn't even seen a doctor. Yet in both cases the news reports carry the undocumented charges and the implication of guilt.

Rod Johnson recently witnessed the same types of people "use" news reporters during legislative hearings at the Capitol. The most flagrant instance was the toxic terrorist who wore a respirator only when someone from the media was present. Press people, of course, took the bait.

Recently, I read a report in the Boston Globe that spoke to biased reporting. Two Toronto investigators analyzed how North American newspapers handled two studies on nuclear radiation hazards that the investigators considered equally valid.

The studies were published last March in the *Journal of the American Medical Association*. One study had a "positive" outcome. It showed there was a 63% increased leukemia rate among workers at Oak Ridge National Laboratory.

The other study had a "negative" result—no increased risk of cancer among people living near nuclear power plants.

Seventeen major newspapers published reports on the two studies. Nine ignored the good news story with negative results and most of the rest made only a short note of it. Only three gave equal weight to both stories. This study merely verifies what we know to be true all too often—good news is no news. This kind of bias against negative studies gives readers an unbalanced picture of controversial issues.

So why am I making this point in THE GRASS ROOTS? Simple. The study described is exactly what happens all the time in our business. Issues dealing with groundwater, plant protectants and controls, runoff and a host of others receive no attention in the press unless there is some hint of "bad news".

This study points out why it is difficult to talk about the positives and enormous contributions of golf and golf courses. The press simply won't report such.

The implications are obvious. We must redouble our efforts at public education in Wisconsin. We must use all means available to us to pressure reporters to give more attention to our side of environmental issues. We must work harder at pointing out the gross absurdities and complete falsehoods promoted by the other side on behalf of their agenda.

Failure to confront and deal with a biased press on issues critical to the game, to us professionally and personally, and to society in general will have dire consequences.

The saddest part is that those consequences would be so unnecessary.



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Has Anyone Ever Played A Better Conditioned Course?

By Tom Schwab

That was the question brought up at our October 7, 1991 Wisconsin Golf Course Superintendents Association Meeting at Blue Mound Golf & Country Club. Not a person in the room could say yes. Carl Grassl and his staff should be proud to produce such fine playing conditions, along with such a fun golf course to play. Some memorable design features are the rolling greens, steep bunker faces and green banks, perfectly placed fairway bunkers and tree groupings. It was also unique to see a fox walk along the border of the course and a deer just outside the clubhouse.

Carl had his hands full. He had to prepare the course after a large amount of rain the weekend before and also prepared a talk. He was our evening speaker. His talk was on building a new turf care facility. Carl outlined how he sold the project to the membership and then how he determined what requirements and needs the new facility should have. There were quite a few building codes that had to be met and Carl felt that leaving this complicated process with the contractor was the better way to go. During the construction phase, Carl's two main jobs were to have daily communication with the builders and to watch for mistakes. The last phase was the post-construction details of moving in, building work benches and demolishing the old shop. His talk was highlighted with many before, during and after slides. The talk was so well presented and educational that we would all like to thank Carl. I'm sure if you didn't get a chance to see the facility yet, he would welcome your visit if you're ever in Wauwatosa.

The winners in the golf events were for the two person bestball: 1st place team—Mark Kienert, Gordon Waddington, Jim DuPree and Steve Kaiser. 2nd place team—Dave Smith, Andy Kronwall, Joe Kuta and Doug Yaden. 3rd place team—Tom Schwab, Bob Vavrek, Gary Zwerlein and Barry Larsen. 4th place team—Wayne Otto, Rod Johnson, Brian Schmidt and Mike Lyons. Flag event winners were: Ken Robers, Gordon Waddington, Jim DuPree, Doug Yaden, Rod Johnson, Andy Kronwall and Chad Ball. Low gross winners were: 1st place—Steve Kaiser and 2nd place—Mike Drugan.

The meeting was a gorgeous fall day with nearly 100 people attending. It was a great way to end the 1991 golf and meeting calendar.



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Winners and Losers — PLUS The Annual Editor's Awards

By Monroe S. Miller

The end of the year brings the end of Wisconsin's golf season, a time of normalcy for Wisconsin golf course superintendents and the best holidays of the year. It also brings the last issue of *THE GRASS ROOTS* for 1991, and that means it is time for the annual EDITOR'S AWARDS. Appearing with and preceding the EDITOR'S AWARDS are the new WINNERS AND LOSERS from the year past.

It is never easy determining so many winners. The deliberations were careful and thoughtful; they had to be with so many possibilities to choose from. In a sense, even the LOSERS are winners! Let the fun (and seriousness) begin.

WINNERS: Diane Haas, Gene Haas and Marilyn Gaffey for another year of service, guidance and concern for our organization and our profession. Where would we be without them?

LOSERS: All those members who cannot manage to pay their dues on time so the WGCSA board can do timely budgeting. These are the same people who don't send in the directory information sheet in a timely fashion, making Randy Smith's job of producing a directory twice as difficult as it should be. Next year, all leakers should simply be left out of the organization.

WINNERS: All those WGCSA members who are conservationists, naturalists and environmentalists. They are demonstrating that commitment by dealing with fuel storage, hazcom programs, mixing/loading requirements and IPM in timely and responsible fashion.

LOSERS: Golf course superintendents who start spraying fungicides opening week and continue to do so on a weekly basis until Thanksgiving. This is a waste of money and material; it is also unnecessary. Doesn't that make it irresponsible?

WINNERS: All the individuals and organizations who worked so hard and donated so much of the time and money that made the NOER CENTER a reality. LOSERS: All of the duds and cheapskates who gave zero to this critical project. They should be embarrassed.

WINNER: Dr. Leo Walsh who did an superb job while dean of the College of Agricultural and Life Sciences at the UW-Madison. He contributed mightily to our industry.

LOSERS: The incompetent bureaucrats in the UW System who threw so many unnecessary roadblocks in our way during the NOER CENTER planning and construction. They demonstrated clearly why so many of us distrust and dislike this type of public employee so much.

WINNER: Dr. Gayle Worf. Who in the Wisconsin turfgrass industry didn't hate to see this wonderful man retire to a deanship in Agriculture Hall? His popularity across all disciplines of the turfgrass industry has been unmatched and probably never will be. There will not be another like him.

LOSERS: Those in the media who cannot seem to merely report stories truthfully without sensationalism. The most evident to us was the reporting of the Merrill Hills C.C. golf course maintenance shop fire in April. This public non-event carried a headline of "Toxic Blaze Prompts Evacuation." It was replete with partial information and void of critical facts.

WINNERS: President Bush, his staff and all the soldiers who handled the Persian Gulf situation with such efficiency and professionalism.

LOSERS: All the pinhead politicians who were so self-righteous in their opposition to Desert Storm, until we won. Then they were scratching like crazy to qualify their opposition. Those bums are big time LOSERS. I kept a very accurate list for reference on election day. On top of my list is BGH foe Feingold. If any politicians like Feingold try to forget their opposition during campaigning, let's all remind them.

WINNERS: The Symposium Committee. They planned another superb educational program.

LOSERS: Those Wisconsin golf course superintendents who cannot manage to attend the Symposium (or the WTA Field Day or the WTA Winter Conference or UW Extension turfgrass meetings). It must be nice to be so smart that you can pass on educational offerings.

WINNERS: Golf writers and reporters who do such a good job of capturing the essence of the world and sport of golf. They are a special and talented group.

LOSERS: Those who see golf ONLY as a revenue source. Their greed and selfishness is disgusting. More sad yet is the fact that they are missing so much that is rewarding and fun. There really is more to golf's bottom line than profit.

WINNER: Augusta National Golf Club for hosting the revered Masters Tournament. They manage the world's finest golf tournament, making it special for everyone there (players and gallery). I'll always remember 1991 as the year I went to the Masters.

LOSERS: The Wisconsin Department of Revenue for applying the 5% sales tax to a USGA Green Section visit. I wish state (and local and federal) politicians and bureaucrats were as quick at saving tax dollars as they are at creating more. When will "enough be enough?"

WINNERS: All of the WGCSA members who hosted a WGCSA monthly meeting. They keep our organization vital.

LOSERS: The U.S. Supreme Court justices who overturned the Wisconsin Supreme Court decision in the Town of Casey suit. They have created potential chaos for our industry.

WINNER: Dr. Robert Newman. The "Steady Eddie" of our faculty at Wisconsin's land grant college did the work of several people. The committee charged with filling his position found out it would take at least two new hires to fill his shoes. Congratulations, Bob, on a sterling career.

LOSER: The National Wildlife Federation. For their lack of truthfulness and integrity in a story they published in "Ranger Rick", a kids magazine that flies the NWF flag.

Rick is a cartoon raccoon who fights for a healthy and clean environment, something we all want.

But Rick lost all credibility this past May when he pointed out in a story that he and his friends "find deadly dangers in the deep green grass".

The stories are aimed at young people who are at an impressionable age. They are believing nearly everything they hear and read, including misinformation and falsehoods.

The NWF was called on the matter and refused to budge. As a fellow professional pointed out, they have an overbearing, self-righteous attitude.

Another word that fits nicely is "loser".

WINNERS: The United States Golf Association which does a yeoman job of promoting golf and guarding the integrity of the game. The Green Section is especially valuable to golf course superintendents.

LOSERS: State politicians who have worked hard to maintain Wisconsin's position (6th) as an overtaxed state. Studies show we don't get what we pay for either.

WINNERS: The committee charged with the responsibility of hiring a manager for the NOER CENTER. Tom Salaiz will do a good job in that position-he's smart and has an excellent work ethic. Those primarily responsible were Tom Harrison, Wayne Kussow, Marsh Finner and Dale Slough.

LOSERS: Those manufacturers who cannot seem to figure out that packaging is important. We are paying a premium price for some fertilizer that is in bags that are almost impossible to open. You practically need a set of burglar tools to break into a bag.

We use some fungicides in volumes significant enough to merit containers larger than a guart and with an opening larger than a nickel. This list could run pages. Advice: give your consumers and customers some consideration.

AWARDS

Award for Creative Equipment Acquisition: This year's award goes to Sparky Schwab from Monroe Country Club.

Confronted with a desperate need for a new pickup truck and no approval for one, Sparky resorted to super creativity. When the old truck "caught" fire, Sparky pushed it out the door with a "Let 'er burn!"

Sparky's driving a new Ford these days. Very nice truck.

Do you have a match to spare, Sparky? I need a new greensmower!

Award for Best New Product: Easy one here. Impact herbicide offers preand post-emergence control of grassy weeds plus post-control of some broadleafs that drive golf course superintendents crazy. The superintendents who used the EUP product this past season gave it rave reviews. I hope it receives EPA registration real soon.

The Pomposity Award: This is an easy choice to make. It goes to Robert Trent Jones, Jr. for his incredibly insensitive remarks about the old barn that was within a few feet of the NOER CENTER.

Jones was told that neither the UW Foundation nor the university had funds to refurbish the old barn, which was nearly ready to fall in. So he said it should just be left standing as is. "Just leave it," he said. "But it should not be knocked down. That would be the worst thing that could happen."

His remarks show total disregard for those in the turfgrass industry who worked so hard and so long to build a turfgrass research facility. He really doesn't care what that facility looks like or the conditions the barn imposed upon it. His only concern was about "ambience" from a golf tee and apparently wasn't interested about "ambience" at the front door of the NOER CENTER.

Unbelievable.

Petty Politics Award: Presented to the state legislature for its inclusion in the 1991-1993 budget bill a provision that removed a modest break in the green fee for UW faculty and staff at the University Ridge golf course. Petty jealousy, too. With all the problems of welfare, crime, high taxes and jobs in this state, it is nothing short of incredible that a politician would have the courage to pull such a stunt. It was just plain mean. But not surprising, considering the mentality of most petty politicians.

The Worf Award: The Worf is given for the worst disease of the year. For 1991, we have co-winners for the Worf Award—pythium AND brown patch.

These two diseases had this award wrapped up in May when they reared their ugly symptoms, one of the earliest in memory. Both diseases were still around my fairways in September.

The Peliterri Award: Presented for the bug problem of the season, this year's Peliterri had several candidates.

Some thought the miserable little deer tick was the best choice. Others voted for mosquitoes; one voted for the lake fly. Ants drove some superintendents in the state crazy and bees in late summer drove golfers off the course. Both did well in the voting. Purists wanted the cutworm named because it is an honest to goodness turf pest.

After careful consideration, the cutworm was named recipient of the 1991 Peliterri, mainly because in some places there were three generations to deal with.

The Newman Award: New in 1991, the Newman Award recognizes the sea-(Continued on page 21)

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