

(Continued from page 9)

The three salesmen also attend the meetings of all the associations to which Horst Distributing belongs, such as WGCSA, Wisconsin Turfgrass Association and Northern Great Lakes Golf Course Superintendents Association. "I've never been a director or anything with these groups, although I certainly respect those who are," John points out. "I try to maintain a low profile."

During the 40 years John has been in the turf equipment and supply business, he has seen lots of changes. For example, there's more competition now. "Years ago, you were either orange or red, Jacobsen or Toro," he points out. "Now with the new entries in the field, it's gotten to be quite a competitive market. In fact, most everything is sold on a competitive basis."

How does Horst set itself apart from the competition? "We strive to give service. We're dedicated to service," John answers. "In fact, on the bottom of all our stationary it says, 'Service is not our motto. It's our business.' Although we feel our products are superior, all other things being equal, service is all we have to sell."

"We maintain a full-time shop with four men. We service everything we sell," he continues. "As competitive as the market is, naturally you're bidding relatively close. We just hope that the end user will purchase from us because of our service."

John has also noticed a change in golf course superintendents. "Forty years ago, a lot of superintendents were the farmer from whom the land was purchased to develop the course," he points out. "Now many superintendents have grown up with golf as sons of former superintendents and are following in their fathers' footsteps."

"And their job is becoming quite a bit more complicated," he continues. "It requires a better educated superintendent, one who keeps abreast of new innovations in equipment and pesticides. Everything is becoming more regulated, especially with pesticides, and these people have to stay abreast of law changes. It requires a good, sharp person."

On the phone, John talks to every golf course superintendent in Horst's territory on a regular basis, and he's met about half of them in person. "It's a wonderful field for a young man," he believes. "But it requires a dedicated person because it is a lot of work."

John does not play golf himself. He gave that up 26 years ago when he was shot by another hunter and left with a shattered leg and a year-long recuperation. "I don't need to walk with canes or anything, but I did quit golfing," he points out. His son, however, was co-captain of his high school golf team and still enjoys playing.

John didn't give up hunting, though. "I do love to hunt," he says with enthusiasm. "Deer, pheasant, goose. I hunt most every

day after work from October through December. And every day in spring and summer I'm out there after work fishing. I own a cottage on Lake Winnebago."

John's wife, Donna, is assistant cashier at the local bank where she has worked for 45 years. The Mortimers have two children — a 29-year-old daughter who lives in Chilton and a 26-year-old son who lives in Sheboygan.

With his family close at hand, with easy access to hunting and fishing, with fondness for his home town, John is glad he left the "top

of the world" to spend a lifetime in Chilton. "I'd never want to move," he states.

He's also proud of his 40 years at Horst Distributing. Although he originally planned to retire at age 62 in 1993, his love of the business and its people will probably keep him around until age 65.

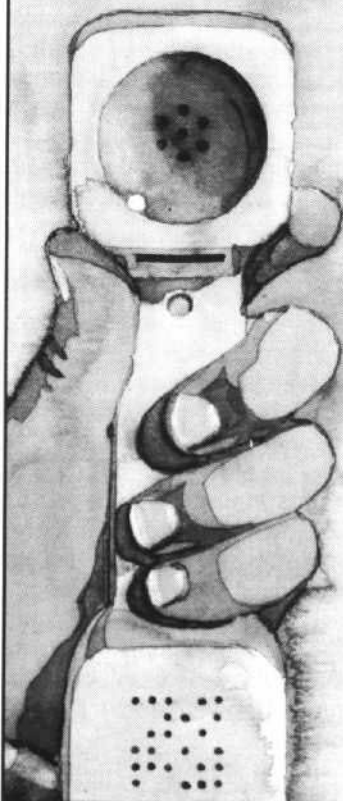
"We're just a small, tight-knit company and we're all service oriented. That's about all I can tell you. We strive to keep a good reputation in the field, which I think we enjoy. At least I hope so!" he concludes. ♣

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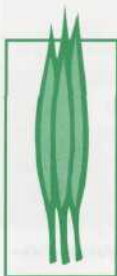
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# Feelings on Leaving

By Tom Salaiz

As I sit here in front of my computer thinking of what to write in my last article for *The Grass Roots*, feelings of regret, pride, anticipation, and sadness dominate my thoughts all at the same time.

With each change in my life, I have felt similar feelings of anticipation and sadness.

When I first left home to go to Texas A&M, I felt pure excitement and a little nervous. Being the first one in the family to leave the house, I also felt somewhat proud of that. I wasn't too sad about leaving my family because I was still in Texas (although 12 hours away!) and I knew I would be back during the holidays and summer vacations.

Leaving Texas A&M and my family to go pursue graduate work at the University of Nebraska-Lincoln, however, was not as easy. That same excitement about the future was still there, but now I was leaving behind very close friends from college and my family at home in El Paso which I knew now I would visit only during holidays or other special occasions. It was a little more difficult to move to Nebraska.

Then I finished my master's work at Nebraska and I was on my way to Wisconsin to begin working at the Noer Facility. That was probably the easiest move to make. Although I could have stayed on as a research technician on a temporary project at Nebraska, the option to accept the position here at the UW was easily the better one for me. Graduate students are expected to either continue on for a higher degree or find suitable work. I left friends behind at Nebraska along with my close advisors, but we will continue to collaborate in the future on research projects and at national meetings.


Now I am making yet another change in my life and a big move across the country.

My feelings on leaving Wisconsin are mixed, but they are very positive as well. My fiancée, Pam, and I strongly feel that at this point in our careers, it is important to follow her career as a Ph.D. in agricultural field research, while I continue to gain additional experience in the turfgrass industry and research. Leaving my position was a difficult decision for both of us to make, but one we feel is practical considering the circumstances.

I regret the fact that by leaving my position as manager of the Noer Facility I will miss out on seeing the turfgrass program grow to its fullest potential. This is probably the most difficult thing for me to accept, but at the same time, I feel good about the status of the turfgrass program. With Dr. Frank Rossi and Dr. Julie Meyer on board, the turfgrass team is ready to roll.

Yes, I will miss out on this period of exponential growth for the turfgrass program, but I am proud to have been the first manager of the Noer Facility. I revel in the fact that I will be able to visit the research center in the future and see projects and policies which I initiated still in place (and I am sure there will be many).

I look forward with great anticipation to my future in Idaho with Pam. As of this writing, several job prospects look promising but nothing is definite yet. The job uncertainty is a little scary, but challenging. Pam and I are eager to take this challenge head on and begin the rest of our lives together. We are getting married on January 9 and will be moving to Meridian, Idaho shortly afterwards.

It has truly been a joy working for the turfgrass industry and the University for a turfgrass program ready to burst at the seams. I am proud to have been the first manager of the Noer Facility and look forward to visiting in the future. 

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# Visions of Sustainability

By Dr. Frank Rossi

I believe that our ability to succeed and achieve real happiness in this life is directly related to our vision of what our world should look like. As I begin to layout direction for my program, I have begun to envision what our needs might be in the next thirty to fifty years. To aid me in my vision, I have attempted to look back into our history as a science and a profession, searching for *perspective*—defined so eloquently by our editor in the 1984 *Grass Roots* Heritage Issue; the high point or crest in time from which we can look back to measure our progress and look forward with optimism. Without perspective it seems to me that our past becomes a broken record of steps forward and back, endlessly repeating the same mistakes and telling the same tale time after time.

In reviewing the course content for the 1931 Wisconsin Greenskeeper Short Course, it is interesting to see how little the challenges in golf course management have changed. As we begin the 10th anniversary year of *The Grass Roots* it would be appropriate to reflect on where we have come from and where we could go.

Looking back, I see how superintendents like Mr. Bone at Blackhawk CC utilized his own composted material as a source of nutrients and topdressing. I began to wonder about the sustainability of our current management systems. Consequently, I want to use my "gazing space" this issue on a discussion of sustainability (a concept which will shortly become as overused as the term Integrated Pest Management).

However, before this happens, I want to submit to you some of my thoughts regarding sustainable golf course management. Management of the golf course is truly sustainable when management inputs are not energy intensive and management practices do not substantially disrupt the ecological balance of our resident plant community.

Specifically, sustainable management recycles and utilizes products generated on the golf course (clip-

pings, landscape waste, runoff water, etc.) as well as other by-products of society (composted animal waste, brewery waste, effluent water, etc.) to nourish and exploit the cleansing benefit of the golf course ecosystem.

I suspect many of you may have already begun to wonder what this is all about. Think about this: I just returned from the North Central Turfgrass Exposition and was deeply disturbed by a report of a golf course in the Chicago area where the superintendent can no longer utilize standard control procedures (fungicides) for managing dollar spot. Anyone who has managed a course knows dollar spot is fairly common and generally not too difficult to control. Yet, as a result of chronic use of a particular class of fungicides a strain of this disease has become resistant and no longer manageable using standard control practices.

Additionally, I participated in a Pesticide Use Forum with Dr. John Harkin as well as an official from the Illinois Dept. of Public Health and two persons from environmental activist groups concerned with eliminating pesticide use in the landscape. It is evident to me that both sides of this argument have valid concerns, whether based in scientific fact or not.

Clearly, it is not an issue which will be easily decided, and no matter how much or how quickly golf course superintendents reduce pesticide usage, it won't be fast enough for everyone.

If one stops and listens closely, you can hear the winds of change blowing our way. It is my opinion that we cannot sustain our golf courses with energy intensive management inputs which alter the ecological balance (e.g. pest resistance, earthworm and ant control).

Additionally, many of the practices we employ to satisfy the golfer deeply concern a large proportion of our society. I admit this may sound like radical thinking, but, I believe that reducing management inputs while maintaining a level of quality which the golfer demands is a viable goal.

*How do we get there ?*

## University Education

We get there by training good biologists from elementary education through their college years. To become sustainable, we must rely more heavily upon our biological and ecological knowledge and understanding of the golf course environment.

For example, how organisms interact and seek a balanced relationship plant to plant, plant to soil microbes, plant to fungi, plant to insect, etc. Our turfgrass education program at the University is under discussion with the curriculum committee and I believe we can build a curriculum which stresses environmental management and decision making skills for the next generation of golf course superintendents.

Talk to your turf students about the future of the profession. Let your employees know that you have a vision for what our future should look like.

## Extension Education

Many of our observers are convinced that we will only change if we are regulated to do so. I vehemently disagree with this point of view, because I have watched our behavior change from continuing education. I see this from the increased attendance at turfgrass conferences, technical seminars, and in conversation with peers who conduct extension education programs throughout the country.

You will see an emphasis on reducing inputs as a dominant theme running through our turfgrass extension program from the University. **Your** University of Wisconsin Turfgrass Team (Specialists, Professors, and Agents) is committed to the Land Grant philosophy which is to provide environmentally and socially responsible information for management decisions today and challenges for tomorrow.

## Research

One of my primary motivations for choosing an academic career was the  
(Continued on page 15)



# Reinders

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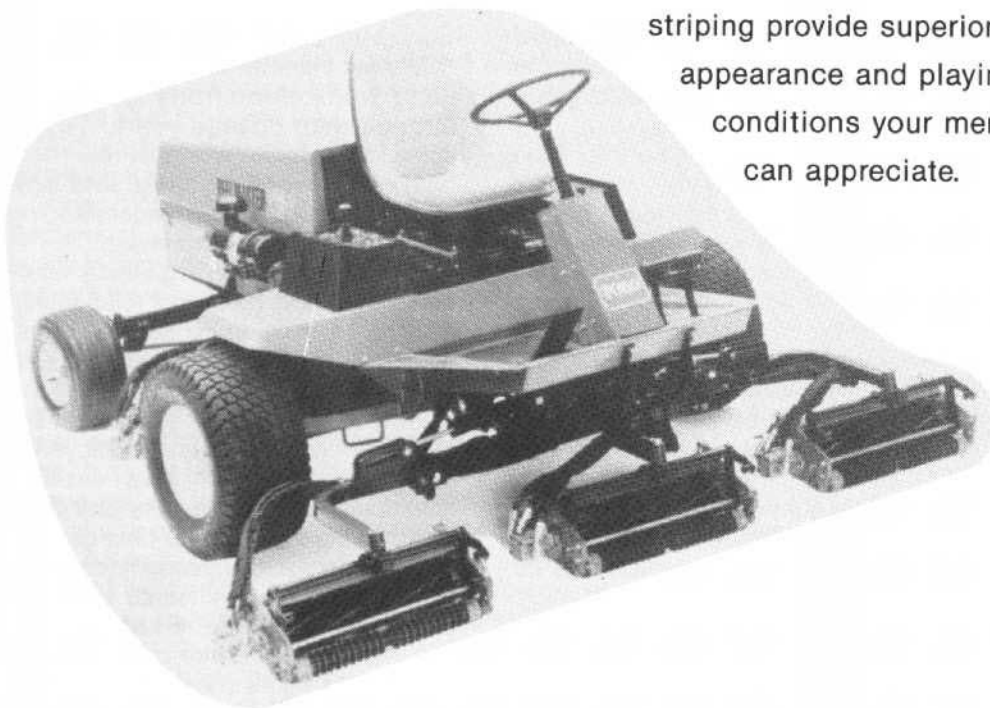
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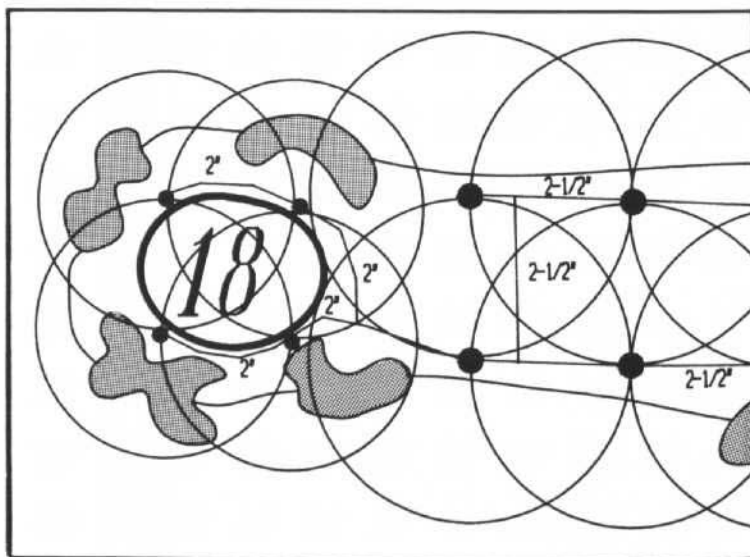
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(Continued from page 13)

pursuit of the future through scholarly endeavor—*Research*. It is only one of the three facet approach I will utilize to work towards sustainability of our management systems, still, it more likely will serve as the guiding light towards which our educational efforts are directed. I will be bringing on some graduate students shortly and will be embarking on some research initiatives which address various aspects of reducing management inputs.

Specifically, one area of basic research we will be investigating is the mechanisms by which the cool-season grasses acclimate and deacclimate to low-temperature. Dr. Beard began some research into this area in the early 1970's, and since then there has been little mechanistic type research which could lead to enhanced selection and breeding of low-temperature tolerant species. We have already put out several research plots to investigate the benefit of a late fall topdressing of brewery waste to suppress snow mold and enhance winter survival.

Finally, part of my vision would be to develop a long term project which involved construction and utilization of functional wetland systems on golf courses. I wonder about the feasibility of composting organic waste generated on the golf course, introducing it into a wetland ecosystem and creating a sustainable source of organic matter. These types of systems could serve as biological recyclers capable of producing usable products, such as water and green manure, which could be applied as fertilizers, topdressing, and possibly contain microbial antagonists which could suppress diseases.

A natural wetland system serves a similar function in nature as a transitional area between the upland soils and bodies of water. Functional wetlands are being investigated as a

means of recycling water used for greenhouse crop production, however, to my knowledge no one has proposed this idea for a golf course system.

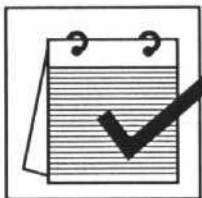
It is an exciting time to be involved in golf course management as we make the transition into the next century. It will be a time I'm sure that will hold many challenges that I could not envision, even in my wildest dreams! As a member of this industry I feel compelled to aid in working on the challenges of today and looking out to

what might challenge us tomorrow.

I am committed to making contributions to this field which improve our management schemes and attract quality individuals who desire to serve others and the environment. With the addition of Julie Meyers and the continued efforts of Chuck Koval and Wayne Kussow, I see our program as being the most progressive and innovative turf program in the world.

Here we go! 🍀

## Wisconsin Golf Course Survey



# 1992 SYMPOSIUM GETS HIGH MARKS

By Rod Johnson

While filling out one of the numerous surveys and questionnaires that we are subjected to, have you ever wondered about the results? Does anyone really tabulate the information and does my response really have influence in future decisions?

A questionnaire was distributed at registration to every 1992 Symposium attendee. The intent of the questionnaire was to see if the established format and the new location met with attendees approval.

It is the continuing goal of the Symposium Committee to provide a stimulating educational opportunity to the most discriminating of golf turf managers. Judging from the responses of the 84 attendees who took the time to return the questionnaire, we're on the right track.

Attendees were asked to rate on a scale of 1 to 5, with 5 being excellent, the following:

1. Did the content of the education-

al program meet your expectations? 46-5's 30-4's 7-3's 1-2

2. Were the speakers knowledgeable on the subject matter? 56-5's 25-4's 2-3's 1-2

3. Was enough time allotted for speakers to develop their topics? 43-5's 25-4's 16-3's

4. In general how would you rate the location and facilities of the 1992 Symposium?

55-5's 19-4's 7-3's 2-2's 1-1

5. Have you attended the Wisconsin Golf Turf Symposium in the past? 66-YES 16-NO

The answers to these questions, along with the additional comments, indicate a high level of satisfaction with the 1992 Symposium. Of extreme interest to the committee is the high marks that the Hyatt received. More than 88% of respondents rated the facilities as a 4 or better. See you at the Hyatt in '93! 🍀

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## REAL SUPERINTENDENTS III: *"With A Little Help From My Friends"*

By Monroe S. Miller

Joe Cartpath, Bogey Calhoun and Will Hacker stopped by the shop one day last winter.

Nothing unusual about that, especially in the wintertime. We all get together occasionally for coffee at the Chatterbox Cafe and, since we are all golf course superintendents, visit a lot about golf courses, grass and any one of a hundred other subjects related to our work.

This day the boys seemed somewhat agitated. I didn't know why.

After the usual pleasantries and normal rations of verbal jabbing, I came right out and asked Joe what was obviously bugging him.

"Well, when the last issue of *The Grass Roots* showed up in my mail, I sat down to read it. Just like I always do," he said.

"Yea," I replied. "Keep going."

"I thought it was a great issue until I got to your JOTTINGS feature. That business about a "real" superintendent really aggravated me."

There was no mistaking that Joe was irritated with me.

"You're starting to sound like Mike Royko," Bogey chimed in.

Frankly, I was flattered, but told Bogey that the only similarity between Royko and me was that we both wear glasses and appear to have the same barber.

"I'm not even good enough to sharpen his pencils," I confessed to the guys.

"But why the comparison?" I had to ask.

"Because Royko rips somebody or some institution or something in his column," Will offered, "every time."

"Ohhh," came my reply. I was starting to get it.

"Well, was one of my real superintendent qualifications cruel or vicious?" I queried.

"My kid wears a ponytail," Bogey said.

"And what's the kid's name?", was my obvious question. "And how old?"

"Bill, and he's 16," Bogey answered.

"Hmhmhmhmhm. So he isn't a golf

course superintendent. Bogey, you do remember that the title referred to real superintendents, don't you?"

"Well, yea, but....." came the reluctant reply.

"I was sort of peeved a year ago when the bit about earrings came out—my boy was wearing one at the time. But I let it go. This time, you got to me with the one about political parties. I'm a lifelong democrat." The irritation in Will's tone was impossible to miss.

"Think about it, Willie," I said. "Do you think I was really picking on you or your kid? Why would I?"

"Besides, if I wanted chop you off at the knees, figuratively speaking, I wouldn't beat around the bush. I'd hit you over the head with a hammer. Figuratively speaking."

It was then that Joe asked, for the guys, the question "so why do you write those Roykoeske columns?"

"That's easy, fellas, because there are a dozen different reasons. And if you think about it, I'll bet you can come up with many of them."

"Name one," Bogey said.

"Let's look at the apparent ones," I started. "Humor is definitely an intent. Although I'm no comedian, once in awhile somebody comes forth with a "real" chuckle. There isn't enough humor in our business anymore, so this is my attempt at it. After all, where are you, really, if you cannot laugh at yourself on occasion?"

"That's true," Willie conceded. "I guess you're looking at a little constructive criticism, too."

"Right on. And a little satire also," I added.

"Is some of what you say offered with tongue-in-cheek?", Joe wondered.

"Sure is," I gleefully answered. "You are starting to see what I am really out to accomplish."

"I've got to be honest about another motivation. Sometimes I emphasize "buy American" and promote a strong sense of loyalty to our country and our citizens. It's not because I don't like Toyotas or the Japanese or any other country.

"I simply believe, deeply, in taking care of ourselves first. I've been greatly influenced by events in the life of a friend of mine.

"He's just turned 50, and he has spent his entire working life with a company that has manufactured parts for the U.S. auto industry for decades in the Dearborn, Michigan area.

"He and his wife of 27 years have three kids—one has already graduated from college, one is a sophomore at Michigan State and the youngest is a senior in high school.

"Last year, he lost his job. The company shut down—bankrupt. His job is gone, his pension is gone, his dignity is gone. He is having a tough time just putting food on the table, let alone helping kids with college.

"He could well lose his home.

"Here's a guy who worked hard, led a good life, has been good citizen, imparted good values to his family.

"And what's his reward, as millions of Americans drive up and down our highways in foreign cars, as we set record after record trade imbalance and drive our deficit out of sight?

"Tragedy. Unnecessary tragedy if more Americans were buying products made here at home.

"So maybe you now see why I always look at a label before I buy a shirt or look at the stamping before I buy a wrench. I want to buy things made by Americans, whenever possible, so our citizens can enjoy some prosperity. I cannot shake my friend's plight from my mind.

"Few around the world care about us; it's about time we care for our own."

They guys were silent. I think they were agreeing with me.

"Read any daily newspaper in any American city. Is there anyone out there who doesn't ache for some things of the past? Things like hard work, honesty, integrity and even patriotism? I miss the time when most of our citizens knew the difference between right and wrong—it's not that difficult of a concept—and took pride in their communities.



"I miss the time when crime was unusual, when a child born out of wedlock was shameful, when drugs were unheard of and when television was fun to watch because there was no filth. I miss the times when athletes played sports because it was fun; greed drives them today. Neighborhoods were warm and friendly and safe then. Not so today.

"I miss times when only cops carried guns; now grade schoolers in some American cities pack a rod to school. I liked the years when you could go to a movie with your youngster and not worry about the foul language or explicit scenes.

"We have had a lot of change in our country. Much of it has been for the best. But a whole lot of it hasn't been.

"These 'real' features I've written may be an expression of frustration, a pining to return to better times. Maybe this is my way of advocating even more change, change back to better days."

No argument here," said Willie. Joe and Bogey nodded in agreement.

"Plus, fellas, think about how far down the path of professionalism we have come ourselves. It's definitely been impressive," I said.

"But we have a ways to go. You guys are all superintendents at private

clubs and attend all your club directors' meetings. Do any of those directors—the men, at least—wear earrings or ponytails? Do those directors attend board meetings well dressed and well groomed? Are they successful?"

"Of course they are successful," came the reply in unison.

So why shouldn't we hold ourselves to similar, if not even higher, standards?" I asked.

"Okay, you've made your points. We see," Willie admitted.

"We could probably even come up with some 'real superintendent' qualifications better than yours." Bogey made it sound like a challenge.

And so from a tense beginning at their arrival we moved to a "real" party, putting together yet another list of qualifications for the real golf course superintendent in Wisconsin.

I've sort of decided to let this end the annual list for superintendents. I don't have time to explain each item to colleagues like Bogey and Joe and Will.

But I have been thinking about others; maybe next year at this time, in this space, you'll see a piece about real golf pros or real clubhouse managers or real green committee chairs or real turf salesmen.

Any offers for help?!

For now, here are the fruits from brainstorming with the help of my real friends.

- The real golf course superintendent eschews the self-centered management style of some and prefers to have his management guided by the "golden rule".

- Real golf course superintendents know that managing a golf course isn't ever easy. They recognize that adversity builds character and subscribe to the old saw "when the going gets tough, the tough get going." That's why they idolize Vince Lombardi.

- The real superintendent prefers planning to panic, and he absolutely detests panic driven problems.

- Real superintendents don't like management by crisis, either. They work hard to minimize their exposure to unnecessary crises.

- The real golf course superintendent dislikes telephone answering machines (he does NOT own one), prefers receiving a well written letter in the mail to a fax, and resents being put on hold by call waiting. He prefers more traditional and more personal communications.

*(Continued on page 19)*

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(Continued from page 17)

- The real superintendent is a strong participant in the WGCSA, the GCSAA, the USGA and the WTA. In addition to these professional affiliations, he shares his time with at least one of the following: the Boy Scouts, the Rotary Club, the Kiwanis Club or the Lions Club. He is also active at church, his school district or his college alumni group.

- The real golf course superintendent prefers reading *Agronomy Journal* or *National Geographic* over *Playboy* or *Gentleman's Quarterly*. On those rare occasions when he picks up a *Playboy*, he only reads the articles.

- The real superintendent would rather lace up his Red Wings and go for a walk on the golf course or in the woods than belt up in a Porsche and cruise the city streets.

- Real golf course superintendents don't wear shorts to work. They know that sand bunkers are not beaches and that the golf course is not a health

spa. In fact, a superintendent would be better off in a coat and tie than cutoffs; he'd sooner be mistaken for a businessman than a beach bum. Shorts are hardly the wardrobe of a professional person.

His employees don't wear shorts, either.

- The real golf course superintendent wears either boxer shorts or white briefs; he never wears colored bikini underwear. He knows he's no Jim Palmer. He wouldn't want anyone in the lockerroom to get the wrong idea, either.

- The real superintendent doesn't sunbathe. He doesn't have time and, quite frankly, isn't that vain. He is, in fact, quite proud of his "farmer" suntan!

- Real golf course superintendents don't wear pink sweaters to public events where Rod Johnson, Roger Bell and Mike Handrich might see him. One real superintendent did that and was crucified!

- The real golf course superintendent considers the sturdy, native oak trees of Wisconsin real trees, even

though he may like maple, ash and locust, too.

- Even though he may be from Wisconsin, the real golf course superintendent loathes red and white striped flagsticks outfitted with either red or white flags.

Tacky.

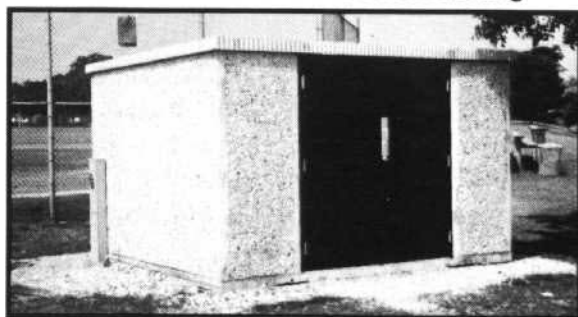
- The real superintendent would rather read a book than play a video game. He'd also rather wear functional clothing than designer clothes and likes LP records better than compact discs.

- Real superintendents prefer power boating over sailing, football over soccer, golf over tennis and hockey over swimming. The preferred are real men's sports.

- The real golf course superintendent would walk for days to see and hear Tim Allen in person. He's a real entertainer. Tim wants to rewire America; the real superintendent wants to rebuild his golf course! Tim Allen and the real superintendents all love "power, man, power!"

## Concrete Security

The EASI-SET Precast Building



- **Transportable**
- **Secure** from water, vandalism, theft and fire.
- **Low Cost** - half the cost of comparable alternatives.
- **Maintenance-free**
- **Fast** - Installed in less than a day, no footing or foundation required.

The standard 10' x 12' or 12' x 20' steel-reinforced precast concrete building with steel doors and post-tensioned roof and floor is easily adapted to meet your specifications for custom, duct, pipe, wire or window openings. Can be modified to meet EPA standards for storage of hazardous materials.



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USA Sieve	MM	% Retained
20	.84	.0
30	.60	.7
40	.42	6.9
50	.30	27.3
60	.25	23.2
70	.21	24.5
100	.15	17.0
140	.10	.4
200	.07	.0
270	.07	.0
PAN		

### Lake Shore Sand

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Milwaukee, Wisconsin 53201  
(414) 271-0625

- When the real superintendent has time to play golf (which isn't often), he plays 9 holes and walks all nine. He doesn't ride in a golf car (too decadent) and he does carry his own golf bag. That golf bag, by the way, is small and made of lightweight canvas; this is in direct contrast to the huge garish ones that require a mule to haul around. He leaves that bag style to the pros.

- A real superintendent always reads and follows labels of products he uses; he understands the listed rate is there for a reason. If it calls for a 2.0 oz/M, that is what he uses.

- The real golf course superintendent says what he really thinks and isn't found in the shadows. You know where he stands.

- Real superintendents have a sense of humor and strong personal and professional honesty.

- Real superintendents are not impressed by "trendy" skills or unproven technology and always demand "show me."

- The real golf course superintendent considers a hat part of his work attire. In fact, the real superintendent feels naked without a hat on his head while at the golf course.

And he doesn't like to pay for hats, either, preferring a hat from a salesman to lunch with the same.

He wears a hat 1) to shade his eyes, 2) to keep his head warm, 3) for health reasons (UV) and 4) because he looks darn good in one.

- A real superintendent's family is patterned after the Nelsons (Ozzie and Harriet) and the Andersons (Father Knows Best).

- A real golf course superintendent's favorites are:

MOVIE: *It's A Wonderful Life*

ARTIST: Norman Rockwell

AUTHOR: Mark Twain, closely followed by Zane Gray

POET: Robert Frost

ACTRESS: Mary Tyler Moore

ACTOR: John Wayne

COMEDIAN: Bob Hope

SINGER: Frank Sinatra

SPORTS HERO: Arnold Palmer

MUSICIAN: Benny Goodman

IDOL: Vincent Lombardi

HOLIDAY: Christmas

TV SHOW: *Home Improvement*

- The real golf course superintendent lacks serious CYA attitudes, abilities and skills. He is disgusted by bootlickers. The real superintendent has no hidden agenda and prefers straight talk. He wants to be judged on playing conditions provided with the budget he has.

- The real superintendent always tries to do what is right, "to the gratification of some and astonishment of others", to paraphrase Sam Clemens.

- Real golf course superintendents reject both environmental extremism and environmental irresponsibility. He is prideful of the fact that his profession is providing leadership in securing a healthy planet for future generations.

- The real superintendent, each day on his golf course, takes time to recognize beauty, experience adventure, express the truth, appreciate art and feel peacefulness. The real superintendent is, in a word, civilized. ♣



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