

(Continued from page 39)

came close to leaving several times," Koval pointed out. "But I never got across the border fully. I ended up staying here all of these years. And I've been very happy with the opportunities that Wisconsin has provided me." Wisconsin had its native son for good.

Koval's position was in the areas of fruits, turf, ornamentals and greenhouse crops. Then, in 1979, he was asked to become director of the UW Agricultural Research Stations — a position he held from January of 1980 to July of 1983. And in 1983 he was called to be dean of the Cooperative Extension Service; he served as dean until July of 1987.

Why the move into administration? And why the move back out?

"Outside of what I was doing as an Extension entomologist, there were only two positions that held any intrigue for me in the College of Ag and Life Sciences," Koval revealed. "One was to direct the research stations and the other was to direct the Cooperative Extension Service.

"I had the chance to do both," he continued. "With that fulfilled, and with some accomplishments made in both positions, I returned my efforts to Extension entomology and applied research. And that's where I hope to stay."

The administrative bureaucracy was sometimes frustrating for Koval. "I have a very low tolerance for rehashing the same things over and over and over again," he admitted. "You have to take the information that you have at hand, make a decision and move on. You don't have to consult the whole world for everything you do."

Back in the entomology department, Koval is glad to be working directly with producers. "People sometimes think there's something odd about being in entomology," he pointed out. "But I tell them I'm not an admirer of dead bugs. I don't maintain an insect collection in my home or in my office. I've started one at the O.J. Noer Facility for academic reasons. But that's not what I enjoy about entomology. What I enjoy is finding the people who are having problems and trying to bring solutions to those problems. That's where I have fun."

Koval's position is 79 percent Extension, 11 percent research and 10 percent teaching. He teaches Principles of Economic Entomology (351). His research focuses on turf, annual and perennial flowers and shade trees. His Extension work addresses educational needs in turf, urban forestry and greenhouse crops.

Working with golf course superintendents is especially appealing for Koval. "I've never played a round of

golf in my life, and the golf course superintendents probably don't appreciate that," he admitted. "But I started working on golf courses as early as 1965. And I've always had a great admiration for what golf course superintendents are able to do in spite of people who continually put unrealistic demands on them.

"I don't want to minimize the game of golf, but I think people sometimes have unrealistic demands on what is needed to physically roll a ball across an outdoor surface and put it in a hole. They have unrealistic demands on how you can prepare the physical earth surface and biological earth components to make it perfect for them every day in all kinds of adversity."

Koval's admiration has made him eager to work with golf course superintendents. "Their general intelligence, their keen interest in what's going on, their desire to learn...without question, they maintain a progressive attitude," he said. "And I think they will continue to be progressive if we can meet the kinds of challenges that they're throwing at us."

He also admires the way they helped put together the O.J. Noer Facility. "When I came back to entomology in 1987, I was really impressed with their progress in getting a turf research facility going," he recalled. "I'd heard that mentioned in years

PUMP SYSTEMS

DESIGN • SALES • INSTALLATION • SERVICE

- Complete Factory Built Pumping Systems
- Existing System Upgrades
- Pump Control Packages
- Custom Panels
- Filtration Systems
- Pump and Motor Repair
- Pressure Regulating Valve Sales and Repair
- "System Sentry"
- Mechanical Seals — Bearings

Lyntech Systems, Inc.
6 South 718 Vandustrial Drive
Westmont, Illinois 60559
(708) 968-9028

gone by and in other areas. Usually nothing happens. But this group took off and put it in place. It gives me a tremendous desire to be more helpful to that industry."

Moving superintendents up the ladder of integrated pest management is one way Koval wants to focus his help. "Most of our golf course superintendents believe they are practicing integrated pest management," he reported. "But, if it was a ten-rung ladder, they're probably on the third rung, on average. There are some who are up a few more steps, but nobody is at the top yet."

"We're going to have to put into their hands the tools that allow them to move to the top because, at some point in time, they're going to have to file many environmental impact statements for their use of pesticides on a golf course," he continued. "They're going to have to indicate what insects were there, how abundant they were and what was their distribution. Most people are not capable of doing that at this time. Nor do I expect them to be. It's a skill we hope to bring to them so they will be able to answer those questions without any hesitation."

There's a reason why Koval never became a golfer. Early in his career, a faculty colleague was criticized for playing golf even though he was taking vacation time to do it. "I vowed that, if I ever worked with golf course superintendents, I would never play golf," he recalled. "I want it known that, when I'm going to the field to work on a golf course, I'm not going there to play golf. I can safely leave a note at the office that I went out to the golf course and everyone will know the reason why."

Outside of the entomology department and the College of Agriculture and Life Sciences, Koval serves the UW in another capacity—as one of 18 members of the UW Athletic Board. Appointed by former Chancellor Donna Shalala, he just completed the second year of his four-year term.

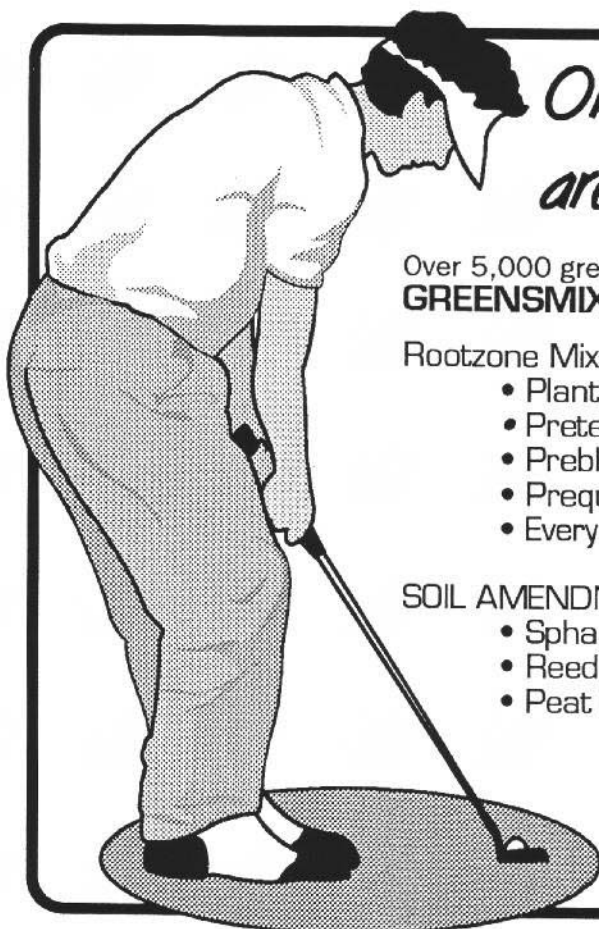
"It's been a very, very time consuming duty," Koval admitted. "But it's also been very enjoyable because we're coming out of some very difficult years. We feel pretty good about building on some of the blocks that we've been putting in place—decisions we've made, the kind of people we want involved and the criteria we have for them. We've made some tremendous strides."

"This year we'll pay off more than \$2 million in debt that was incurred in the previous years," he continued. "And it will be paid off ahead of schedule."

The athletic department has an annual budget of almost \$25 million, Koval pointed out. "And we address issues, such as gender equity, to make sure it's a balanced budget," he added. Wisconsin athletics offers 20 sports. And, for the 1991-1992 school year, a USA Today poll ranked it in the Top 10 for overall athletics — the only school in the Big Ten to earn such an honor.

Koval has seen the university and CALS from many viewpoints, and he sees this as both a plus and a minus. "It tends to broaden my focus when sometimes it ought to be narrower," he said.

"It also creates a frustration because I can see many needs that go unanswered," he continued. "While there's an awful lot of discussion about addressing high priorities, I get a little disturbed at how the priorities might be set at times. I came from the 1960's when research needs were identified collectively in a department and prioritized, then were moved up to a college



Only the best greens are built from the roots up...

Over 5,000 greens across the USA, Asia and Mexico are rooted in **GREENSMIX®**

Rootzone Mixes are available for immediate shipment—

- Plant locations throughout Illinois and Wisconsin
- Pretested
- Preblended
- Prequalified
- Every load guaranteed to meet 1993 USGA® recommendations

SOIL AMENDMENTS:

- Sphagnum moss peat
- Reed sedge peat
- Peat humus



A Division of Faulks Bros. Construction, Inc.

1-800-537-1796

level and prioritized, and then were moved up to the chancellor level and prioritized. From that, budget building occurred.

"It's been a long time since I've seen a priority identified by faculty in the field and moved up through the system as a budget priority," he added. "Now they focus on some broad general areas and everybody tries to comply as best they can to those issues because that's where the funds are."

Koval also hopes that the needs of the citizens continue to be a very high priority for CALS. "I recognize that we are a premier research institution on a national and international level," he said. "Some of the things that our commodity groups might have as priorities don't necessarily fit into those national rankings. We have to realize that our first responsibility is to what's going on in the state of Wisconsin."

And he wants CALS to recognize the vastly changed look and broadened definition of agriculture. "For instance, I view turf production and maintenance as a legitimate area for CALS, and I view it as one of the most

important crops we have in the state," he said. "To many, it's viewed as an amenity in life. We haven't quite put it into perspective.

"Turfgrass and landscape plants can be used to bridge the gap between hard-core production agriculture, which represents less than 2 percent of our population, and the other things Wisconsin has to offer, which are enjoyed by 98 percent of the population," he added. "We have the capability to bring to the urban citizens of Wisconsin some problem-solving needs that they view as important on a day-to-day basis. It is through areas such as turf that we can make a very strong connection between CALS and the people."

Off campus, Koval has many varied interests. "I love to get out skiing much more than I do in the winter," he said, adding that his preference has moved to the Rockies. "I also like to get to the southeast coast of Florida to rejuvenate for a few days when winter seems to be dragging on.

"I enjoy yard work, particularly flowering plants," he continued. "I invest a fair amount of my spare time in the

summer to flowers. I don't do any vegetable work. I need food for the soul more than I do for the physical needs of the body."

Koval also spends some time as the forester for the Village of Shorewood Hills, a volunteer position in which he makes recommendations on tree removal and planting.

Patricia, to whom Koval has been married for 36 years, recently retired as an elementary school teacher. Among her many volunteer duties, she currently is president-elect of the University League, a group (mostly faculty wives) that provides support services to the University.

The Kovals have three children. All are graduates of the University of Wisconsin just like their parents. Michael, 35, has his law degree, is a former FBI agent and presently is a police sergeant in Madison. Dan, 31, is a prosecuting attorney in the state's attorney office in Kane County, Ill. And Mary Louise, 26, recently moved to Ohio State for graduate studies after spending four years in Honolulu teaching the developmentally handicapped.



COLUMBIA ParCar

of WISCONSIN



- Gas & Electric Golf Cars & Utility Vehicles
- New, Used and Reconditioned
- Full Sales and Service
- Additional Cars for Special Events
- Lease Financing Available

(608) 764-5474

UPDATE YOUR CONTROL SYSTEM AT A REASONABLE PRICE!



COMPUTER-RADIO IRRIGATION CONTROL SYSTEM

By COPS UNIVERSAL

Buckner®

- Communication by 2-way radio verifies each transmission
- No need for new controllers or costly installation of communication wire
- Ability to transmit (and log) flow data back to central computer
- Maximize your pump's efficiency by grouping valves as you choose, regardless of hard-wiring constraints
- Call today for a free survey and quote!
1-800-347-4272

*Ideal for Retro-Fitting
Parks, Median Strips,
School Grounds &
Golf Courses!*

CENTURY RAIN AID

12900 W. National Ave. • (414) 796-8288 • Fax (414) 796-8293

Nineteen Locations Serving FL, GA, IL, IN, KY, MI & WI

REPORT FROM GCSAA DELEGATES MEETING

LAWRENCE, KANSAS • SEPTEMBER 25 & 26, 1993

*Submitted by Mark Kienert
Chapter Delegate, Wisconsin GCSA*

A special meeting of GCSAA affiliated voting delegates was held in Lawrence, Kansas on September 25 & 26, 1993. Sixty-three chapter voting delegates attended the meeting (out of 113 chapters) and were joined by the GCSAA officers and directors and members of the Resource Committee appointed by GCSAA president Randy Nichols.

An update on GCSAA bylaw changes to be voted on in Dallas was given, and delegates were informed about futures initiatives.

As the WGCSA delegate, it is my duty to share results of that meeting with members of our chapter. What follows here is a summary of eleven hours of discussion. At the end I will give you my personal assessment of the meeting.

The first order of business was a "State of the Association" address from Nichols. His main focus was information about the resignation of two key employees, one board member, and the elimination of yet another upper management position. The famed "Arthur Anderson" study was also discussed at length.

The business study by the Anderson group was brought about by a threatened lawsuit, from a member of the Association, that demanded access to payroll records of key GCSAA employees.

The Anderson study applauded the reputation and the financial status of the GCSAA, and reported a talented staff at headquarters. It found some problems with employee morale and evidence of ineffective communication in all of the departments.

By now you know that past president William R. Roberts resigned his position from the GCSAA board of directors for reasons directly tied to the implementation of recommendations of the Arthur Anderson study.

Bill's June 6, 1993 letter of resignation from the board has never been communicated to the membership, by the way.

The Arthur Anderson study recommended the restructure of GCSAA by creating new positions, consolidating others and eliminating the one previously noted.

The director of communications and chief legal counsel position was eliminated. Robert Ochs held the position, and the change relieved him of all duties. The study recommended the creation of a deputy chief executive officer position which was offered to long time GCSAA employee Diana Green, with some restrictions. Diana has since resigned.

Executive director John Schilling resigned from GCSAA to form his own company—St. Andrews Consulting—in the business of trade show management. It was reported that Schilling and GCSAA parted on excellent terms. Interestingly, both Green and Ochs have gone to work for St. Andrews.

Positions created by the study were: chief financial officer, human resources manager and deputy chief executive officer. A position of director of information will be filled from

within. There would be the creation of a new conference and show department. The communications and publications department would be combined. An outside law firm has been interviewed to serve as legal counsel in the absence of internal representation previously offered by Robert Ochs.

Delegates were offered an opportunity to ask questions of the board. Of obvious and immediate concern was the replacement of executive director Schilling. No timetable or search parameters were announced at this meeting, but the naming of a successor was recognized as being extremely important. The employment notice was to have been placed in a "National Organization of Association Executive Directors" trade publication or employment referral.

In May of 1993 a resource committee was established to review the bylaws of the GCSAA. This committee consisted of GCSA board members Nichols, Baidy and Williams. Members at large were Tom Benefield, Frank Dobie, Frank Lamphier, Sanford Queen, Roger Stewart, Robert Tillema, Tom Witt and Randy Zidik.

Board member Bruce Williams explained to the delegates present that there would be a rehashing of some of the bylaw changes proposed last year in Anaheim. It was the feeling of the resource committee that some of the issues, if written in a different format, may have passed and deserved a second look. Some of the defeated bylaw amendments carried a majority of the votes cast but not by the two-thirds necessary for enactment.

Some of the issues reviewed and amended would update the language in the Articles of Incorporation and the Preamble of the bylaws. The discussion centered on the word "greenkeeping". A clear majority favored a more timely, modern wording without forgetting our heritage. There was a proposal that served notice of penalty for submitting false or inaccurate information on your membership or dues statements. The executive committee would now serve as trustees in the administration of the benevolence fund, if passed.

It was proposed that the board of directors of the association would be able to establish the standing rules of membership in an effort to create other membership classes. Several new classifications were proposed here. The board would have the right to establish dues for all classes except AA, A, B and C.

There was a proposed change to the voting on any dues increase that would use the majority vote of members present to a majority of votes as cast by the voting delegates and proxies and individuals present at the annual meeting. The C classification would separate assistant golf course superintendents from Class B superintendents. Class D would be a classification reserved for golf course employees. Class E would be a classification for educators or extension officers.

A new classification F was created for the increased interest of club/golf/association officials. Honorary members would carry lifetime appointments until revoked by the board of directors. Retired membership dues were established to be half the rate of his previous classification. The results of chapter delegate voting would be published in *NEWSLINE* as soon as the results could be forwarded for publication.

It was proposed that the position of secretary/treasurer shall be elected by the membership and that the office of vice president shall consist of one or more nominees. Discussion of the amount of bonding by a surety company for the secretary/treasurer was considered. A bylaws change to officially change the title of executive director to that of chief executive officer was put back on the table for consideration.

There was a bylaw proposal that would require a two-thirds majority vote of the board to pass indebtedness to any current or future board. Consideration was given to publishing the vote of all board members and making issues public. This was set aside with the feeling that it might restrict openness and free thinking. Finally, a proposal to limit the powers of the GCSAA president was considered.

The discussion of the bylaws and other issues took all of five hours. All proposed changes will now be forwarded to the bylaws committee for review and final language before being sent to Dallas to be voted on.

In related matters that would bear directly on our chapter, a proposed chapter dues proposal came to light. What is hoped for here is the development of a stronger networking of chapter from across the country. The following reasons for chapter dues were given:

1. Communications. An increase in the participation of GCSAA within chapters. This would allow for input on the direction of the GCSAA.
2. Formation of an information sharing network.
3. Assistance to local chapters with regulatory issues.
4. Administrative expertise of the GCSAA.
5. Public relations help with local, state and national matters.
6. Assistance in financial matters.
7. Assistance with chapter education events.
8. Accountability as an association of professionals.

A lengthy discussion centered on this proposal. It wasn't the costs of running the program that captivated our attention as much as what service would be available or what would be beneficial now and in the future. It is GCSAA's position that it benefits all golf course superintendents, whether they are presently members or not, by representing them in Washington D.C. on regulatory issues. It is the feeling at GCSAA that the chapter liaison program failed and thus the new emphasis on chapter initiatives.

The final two hours of the Sunday meeting were spent on development of long range plans. It was here that a proposed bylaw limiting presidential powers was discussed. Requests for minutes and voting records of the board were made and discussed. Delegates voted almost unanimously to turn them back as being counter productive to the decision making process. A primary reason was that the minutes seldom reflect the length, content or emotion of the discussion prior to the vote at hand.

Our international agenda was discussed. Problems with the staffing of the Pacific Rim office have created some problems for the people there who want to use the Lawrence office. Currently, they are considering hiring local help

in the staffing of the Pacific office. The Pacific Rim conference and show has been merged with another trade show. GCSAA board members are in the process of renegotiating a short term contract that will make this show profitable. We were informed that this show lost money in its first year of existence, and is being fully underwritten by dues paid by our international members. GCSAA has come to realize the strong demand for educational materials for this and other parts of the world. We were told that Golf Course Management magazine is being printed now in Japanese and Spanish.

FAVORABLE IMPRESSIONS

1. Open meeting of delegates from all regions of the country.
2. Opportunity to propose, criticize present and future policies and to format future agendas.
3. Open meeting format allowed for compromise on the issues. This developed feeling of cooperation among chapters and delegates.
4. Eliminated the secret dealings and power plays of back room politics. Formed opinion that we were all on the same team pulling together. May not have agreed totally with other delegates, but that many ideas were not that far apart.
5. Made chapter representation meaningful, like in the Senate, where large and small have equal voting strength.
6. Delegates actually rejected the board's suggestion for open voting records on controversial subjects.

UNFAVORABLE IMPRESSIONS

1. GCSAA board lacked an agenda complete with goals. Seemed rudderless. At one point a delegate told them that they were elected and trusted. Just do the job!
2. Seemed to me that a few of the board members were there for the glory of the position. But now they had to produce and they were not prepared for or just underestimated the work and time commitment of the task ahead of them.
3. Board lacked definite proposals. The delegates were asked to supply detail on what we would like to see done. Usually a proposal has a foundation on which you build.
4. Meeting could have been dominated by most vocal chapter with a "special" agenda.
5. Took exception with president Nichols' statement that delegates are incapable of understanding everything that comes before the board. Sure, we do not have all the facts. But I am aware of others who feel that way about the board, and they DO have all the facts!

SUGGESTIONS

I would like to see a system that promotes and encourages the sharpest of golf course superintendents to make a run for the board. At times I had the feeling that a part-time board of nine superintendents is simply overwhelmed by the tasks, time commitments and job requirements. It might be time to expand the board in numbers, thus creating a regional body of representation. I am not ignorant of the 50 or more hours spent each week on GCSAA tasks.

I would really like to see board members that create and shape policy from the time of election until they exit as past president. I would like to see a president declare his goals and objectives as soon as he takes office instead of waiting until the final months of his presidency. Finally, I would like to see *NEWSLINE* publish letters a little more hard hitting than those dealing with the cost of a golf shirt. ♣



Further Questions I'd Like Answers To...

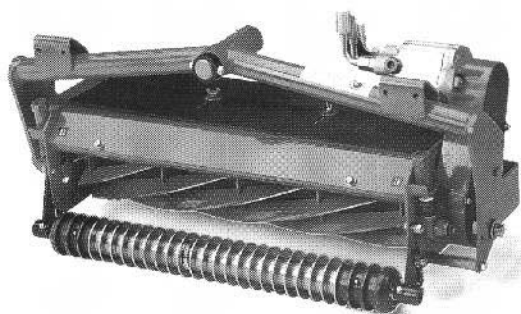
By Monroe S. Miller

Okay, I'll admit to being a little disappointed that I received so few answers to so many questions. Part of the reason may be that I haven't seen many folks this past season because of the summer meeting format and rain outs on either end of the summer. I've felt like a hermit.

So I am going to give it one more chance. If no responses are received, I'll give it up.

Promise.

1. When will manufacturers of irrigation equipment design and implement some decent and affordable lightning protection? If there is a flicker of lightning in LaCrosse, my Network 8000 satellites in Madison blow fuses. It is aggravating and time consuming.
2. Is anyone else getting fed up with irrigation equipment and the attending manufacturer support becoming obsolete so quickly?
3. In that same vein, are you weary of promises made at the time of purchase being forgotten (by the manufacturer) when you need help? (Note: It shouldn't be too difficult to figure out who I'm referring to in this matter).
4. When are warranties on turf equipment going to be use based instead of time based? The way it is now is absurd.
5. Which turn out best for you—contractor projects or yours? Which are most timely? Which are more costly? (I gave my answer at last year's Symposium).
6. Do you require sales representatives to get an appointment to meet with you? Or do you welcome them stopping in at random times?
7. Have you tried out the Motorola two-way radios on your course yet?
8. What would you guess will be the "BIG" introduction at the equipment show in Dallas early next year?
9. Who has aerified greens with the Hydrojet? How did it work?
10. What was your biggest complaint from golf players at your facility this year past?
11. Now that it is over, what was your biggest problem on your golf course in 1993?
12. What in the hell is really going on in Lawrence, Kansas at GCSAA headquarters? (I wish someone—anyone—would be forthright in this ugly matter and answer this question).
13. Did everyone south of Highway 10 have both pythium and brown patch this past season?
14. Are the institutions that educate future golf course superintendents graduating too many of them these days, are some of lesser quality, and are they possibly getting into our field for the wrong reasons?
15. For crying out loud, why should it be such an engineering feat to design a hydraulic mower that doesn't leak oil?
16. Why are we paying green fees for some monthly meetings? (If a facility charges green fees, we ought to 1) go elsewhere, or 2) pay them to everybody).
17. You surely didn't miss the WTA Field Day, did you? (If you did, glance at a copy of the booklet handed out there—it will give you a clue of what you missed and why you better be certain you attend next year).
18. Have you extended gratitude to Bruce Worzella for his years of service to the WGCSA and especially for the last two as president?
19. Honestly, can you imagine anyone so cheap he'd attend Field Day and Symposium without paying? I mean, Field Day costs 15 bucks!
20. What research at the Noer Facility interests you the most? Or, what should be under study there but isn't?
21. Did I sense, at summer's end, renewed hassles about green speed? (Remind me to specifically ask Jim Latham and Bob Vavrek that question).
22. Did the pesticide signage required by the Wisconsin Department of Agriculture, Trade and Consumer Protection this summer "inspire" more questions about said than previously? How many more? Any resulting troubles?
23. Why are we seeing so many radical personnel changes at some of our turf supply distributorships? (In some cases, it is scary; people we trusted and depended on are gone).
24. When will manufacturers who are required to put lot numbers on their products do so in a somewhat legible fashion? (Half of them today cannot be read).
25. After the article and artwork in Club Management magazine, how little respect do you have for the CMAA? (In my case, "zero" describes it best). 🍀



Finally, a quality lightweight with plenty of mowing muscle.

At less than 10 PSI ground pressure, the all-new Jacobsen LF-3810 treads lightly on the most delicate fairways. Yet its 5 heavy-duty

7" diameter, 10-blade reels deliver the high torque to handle all kinds of grasses and conditions beautifully. Plus, 26" balanced reels and our unique rear roller down pressure system produce tournament quality results at production mowing speeds, hugging undulations other machines would scalp.

Accessibility you'll flip over.

The entire operator platform and rear hood flip up, completely out of the way, for easy access to all key components. Also, the center cutting unit slides back, for quick, easy adjustments.

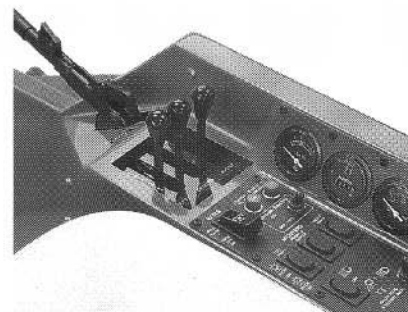
Comforting news for operators.

The LF-3810 is loaded with operator comfort features, including: full suspension seat with armrests; 5-position tilt, power steering; easier two-pedal hydrostatic drive; full instrumentation; even holders for their favorite soft drink and personal items.

Transverse engine mounting helps you handle

slopes with confidence.

This up-front automotive design produces surprising traction and excellent climbing ability in a 2-wheel drive unit.



Exclusive SynchroLift control—Cross cutting at its easiest & most productive.

A simple push or pull of the synchronized lift levers is all it takes with this system. The machine automatically raises the reels to turning height, then lowers them for nimble, flawless cross cutting.

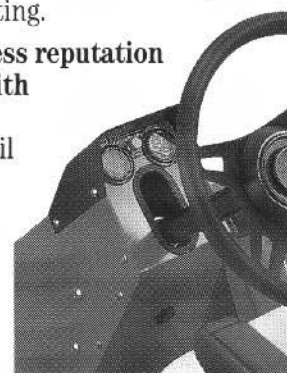
Maintain a spotless reputation on the fairway with GreenSentry™

Our advanced oil leak detection system is standard, to give you every advantage possible on the fairway.

The list goes on and on.

Variable-speed, power backlapping; 3, 4 or 5 gang operation; heavy-duty hydraulic system; a 38 hp, liquid-cooled Kubota diesel . . . the quality features just never seem to quit.

For a complete list of features and benefits, as well as a complete demonstration, contact your Jacobsen distributor today.



Shown with optional roll over protection structure

THE PROFESSIONAL'S
CHOICE ON TURF.

**JACOBSEN
TEXTRON**

Jacobsen Division of Textron, Inc.

THE FIRST TRULY HEAVY-DUTY LIGHTWEIGHT.

WISCONSIN TURF EQUIPMENT CORP.

TWO LOCATIONS

1917 W. Court
JANESVILLE, WI 53545
608-752-8766

21520 W. Greenfield Ave.
NEW BERLIN, WI 53151
414-544-6421



CMAA CULPABLE

By Monroe S. Miller

If there is an issue that has dominated the business of golf course management in America the past decade, few would argue that issue has been pesticide use.

Few would argue, either, that our efforts to address the issues and the problems have been formidable, impressive and very responsible. Programs and attending changes at the club, local, state and national levels of golf course management have been eminently successful.

And it's been noticed. From our involvement in legislative change to participation in areas like the Audubon Society program to individual golf course management practices, we have been applauded and congratulated by many.

Many, but not by a group known as the CMAA. In case you don't know, that is a national organization many clubhouse managers belong to—Club Managers Association of America.

In the July/August 1993 issue of their official publication—*CLUB MANAGEMENT*—is an article entitled "The Greening of the Greens". The article is innocuous; what's memorable is the accompanying artwork. In full color, you—a golf course superintendent—are portrayed as the grim reaper, complete with sickle and 55 gallons of "Greenskeeper in a Drum".

If you haven't seen this despicable, nefarious display in the CMAA magazine, call me. I'll send you a full color copy. Trust me—you won't believe it.

A lot of questions come to mind. Foremost is "why would a group with whom we have some shared interest choose to insult us and portray us like this?" "How could anyone be so cruel, so empty-headed, stupid and thoughtless?"

What would happen if we did to them what they did to us—print a crude stereotype of a clubhouse manager in *GOLF COURSE MANAGEMENT* magazine?

Can you hear the howls of protest if they opened a copy of our magazine and saw themselves portrayed as someone with, shall we say, confused sexuality? Or, how often have we heard the integrity of a clubhouse manager questioned by members? Let's amplify that stereotype with artwork featuring a CMAA member walking out the back door of the club with a case of booze and a box of steaks. Would the CMAA view that caricature of them with favor? Likely not.

Or, how would they like it if we showed them, in our official publication, as some buffoon with pursed lips ready to plant a big kiss on the tail of a customer, illustrating their best management expertise? Or with one hand in the till while smiling at a member?

They would scream foul play.

Let's face it—we could have a field day doing to them what they did to us. They are, as a group, an easy mark.

Of course, no one is suggesting we stoop to such low

depths. There is no justification for answering a wrong in that way.

Still, the question that keeps coming back is "why?" For a group so susceptible to the same treatment as they are, to do as they have done is incredible and shows incredibly bad judgment.

At our club, the PGA professional has been in residence for 22 years. I have served them 21 years. And in my time, we have had over a dozen clubhouse managers of every description, CMAA members all. Two were competent. Among the rest were drunks, thieves, incompetents and yes, one with confused sexuality. This experience with clubhouse managers is repeated in other clubs more often than not, in my observations.

So where does a crowd like this get the unmitigated gall to publish such an odious picture of us?

The *CLUB MANAGEMENT* magazines that are on the end tables in vestibules and reception areas and lounges and lockerooms are seen by golfers and non-golfers alike. An ugly stereotype of us has been perpetuated. But so has a misconception of pesticides.

Like it or not, they are critical to golf course management. CMAA members would do well to read, for example, a piece like that of Dr. Kane elsewhere in *THE GRASS ROOTS*. Many CMAA members depend on golf for a living, just like we do. What these dolts have done, to some degree, is hurt themselves. Not very bright and very unprofessional.

We have to accept reality, though. The damage has been done and a lot more work will be required to undo it.

But we must ask ourselves, "what should we do?" We, in this context, of course means the GCSAA.

Has the GCSAA done anything about the appearance of this article yet?

You probably will be surprised to learn, as far as I can find out, that the answer is a deafening NO. The picture came out in the July/August issue and when I called GCSAA director Dave Fearis in late September, he hadn't even seen it. And he works for the CMAA on occasion! Presumably, few other directors or officers had seen it either.

"And what," I asked Dave on about October 15th, "have you guys done?"

Again, as near as I could tell from his response, they hadn't done a thing. Rod Johnson asked vice president Baidy the same question in Lawrence and got the same answer (but Rod isn't sure, either).

The response of GCSAA (actually, the lack of one) to date is as incredible as the appearance of the artwork in *CLUB MANAGEMENT*. And if it goes much longer, their inaction will be just as irresponsible.

The GCSAA needs to overcome its impotence and politically correct attitude and hit the CMAA officers, directors and staff over their collective head with a two by four. The CMAA owes us an apology, period. They also owe us an explanation of a publication policy that allows repugnant insults like this one in their official magazine.

That letter of apology needs to appear in a prominent place in *GOLF COURSE MANAGEMENT*.

Members of the GCSAA need to hold the officers' and directors' feet to the fire to fulfill their responsibility to force CMAA to correct this horrible wrong.

If they fail to secure that apology, we'd better not see any CMAA representatives at the head table during our 1994 Conference in Dallas.

Should both CMAA and GCSAA officials fail these, then members will have to take matters in hand.

My proposal is simple, will be effective and give them similar embarrassment. Here it is: should the CMAA executive director and the CMAA president be on hand at the head table at our annual banquet in Dallas, 200 members will stand and jeer their presence when they are introduced.

Can we get 200 members to do that? I wondered that myself, and after a few phone calls around the country I am convinced we can get that many and likely more. Easily.

None of this would be necessary if the CMAA had a shred of professionalism, a little bit of sensitivity and some common sense. But what happened, happened.

They have an obligation to apologize. If they do not, our representatives must make a move to correct the wrong.

Should they fail, then we must act. It is a simple matter of integrity. ♣

Preemption Bill Delayed

By Monroe S. Miller

As we go to press with this issue of *THE GRASS ROOTS*, the legislation which would establish state preemption of pesticide use has hit a road block.

AB607/SB359 had been on a fast track to passage in this session of the legislature. It had cleared the Assembly on October 19th on a vote of 60 to 38, and seemed headed for amendments and passage in the Senate during the week of October 25th.

That was until Sen. Robert Cowles of Green Bay requested Sen. Alan Lasee of DePere to stop consideration of the bill until next year. Cowles chairs the Senate Environment and Energy Committee, and Lasee is chairman of the Senate Committee on Transportation, Agriculture, Local and Rural Affairs.

Cowles wants more time "for different groups to get their message out."

It would seem to many of us that there has been ample time for that.

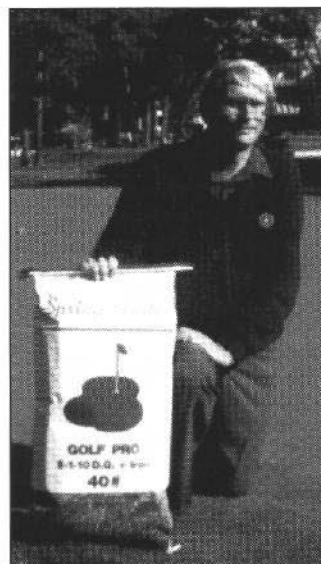
Russ Weisensel of the F/RoW/T Coalition and the Wisconsin Agri-Business Council are working to move the legislation forward. We will report on the results.

Spring Valley SOLVES LOCALIZED DRY SPOTS

Dan Quast, CGCS
Medinah Country Club Medinah, Illinois

"I don't worry about localized dry spots because I use *Spring Valley's 5-1-10+ Hydro-Wet*."

Dr. Karl Danneberger, at Ohio State, proved what I already knew when in his review of the 1990 tests on wetting agents, he said, 'the *Spring Valley product (5-1-10+ Hydro-Wet)* performed exceptionally well compared to the other products.'



Please call and we'll send you a copy of the Ohio State study.

Spring Valley INNOVATIVE FERTILIZERS

21-3-12+ Iron

20-2-5+TEAM**

14-1-4+ Hydro-Wet*

5-1-10+ Hydro-Wet

New New New

**ULTRA-FINE
GREENS GRADE
10-1-20 HOMOGENOUS**

Another innovative idea from...

Spring Valley
1891 SPRING VALLEY ROAD JACKSON, WI 53037

**DISTRIBUTOR INQUIRIES WELCOME
1-800-635-2123**

*Hydro-Wet is a registered trademark of Kalo, Inc.
** TEAM is a registered trademark of Dow Elanco