



EXPO



New and old friends alike have a great time at the Golf Fundraiser. Jeff Bottensek and Ralph Christopherson are pictured enjoying the Golf Fundraiser

ning committee is determined to make this year's event the most enjoyable and educational ever.

**TURFGRASS & GREENSCAPE EXPO -
JANUARY 9-10TH, 2001**

The other educational gathering to put on your calendar is the Turfgrass and Greenscape EXPO in January. January is a long way off but since this is one of the best turfgrass conferences of the year you must make plans to attend it. Schedule that ski vacation or Caribbean golf trip some other week. The EXPO planning committee met already in March with the main goal to sign up quality speakers. Speakers have to be booked almost a year in advance because their schedules fill up that early. Some of the nationally renowned speakers being pursued are Paul Rieke from Michigan State University, A J Powell from the University of Kentucky, John Powell, Carrie Rudolf and Jeff Gillman from the University of Minnesota, and Milt Engelke from Texas A & M. Local experts include Bob Vavrek from the USGA, Raechel Saeger from the University of Wisconsin turf program, who is now in the "big leagues", and the round-table panelists. A round-table discussion with several of your colleagues is being brought back by popular demand. This will be called, "Where We've Been and Where We're Going." Additionally six University of Wisconsin-Madison green industry faculty and staff will be giving presentations and also taking part in a session called, "Wisconsin Research On Parade." If that's not enough, then note the luncheon will have a keynote speaker to entertain and educate us on turfgrass trends, which is also a popular feature that attendees wanted brought back. To top it off, the Wisconsin and Northern Great Lakes Golf Course Superintendents Associations are

coordinating to provide GCSAA certification units for your attendance next year. And the trade show will continue to be second to none.

These gatherings are so educational and fun while also providing vitality to the industry that we work in. If you have ideas to improve any of the events then send those thoughts to the Noer facility and the planning committees will consider them. The committees, which are made up of several of your colleagues are extremely interested in making the events the greatest. So mark these hot dates on your calendar to take advantage of the education and to support the turf industry of Wisconsin. ♣



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Golf in the Holy Land

By **Monroe S. Miller**, Golf Course Superintendent, Blackhawk Country Club

For most of us, mention of the Holy Land brings images of that land situated at the crossroads of Asia, Europe and Africa at the eastern edge of the Mediterranean Sea. Christians think of Bethlehem, Jerusalem and Emmaus; Nazareth, Cana and many other sites. Jews, of course, think of modern-day Israel, Safed, Beersheba and many of the same places sacred to Christians. Nary a day passes, it seems, but we hear news from that religious and troubled part of the world.

Few think of Wisconsin when they hear of the Holy Land. But we do have a pretty part of our state that has, indeed, been a holy land

since it was settled by German Catholics in the 1840s. They came from the Rhineland region of Germany and brought with them their strong religious faith and built beautiful Catholic churches from stone and brick.

Israel and the area comprising the Holy Land covers a small area. So does Wisconsin's Holy Land. It is roughly bounded by Highway 23 on the south and the beautiful Sheboygan marsh on the east. The northern edge goes as far north as New Holstein, and Highway 151 forms the western boundary. Actually, the western edge is within sight of Lake Winnebago, only

all you see is the "Ledge." The "Ledge" is initially visible from about as far south as Oakfield and is the Niagra Escarpment of limestone that runs along the eastern shore of Winnebago and then up into and through Door County. As you drive up and over the "Ledge", the landscape is dotted with farms and barns and herds of Holsteins. My guess is that the Holy Land covers only about a hundred square miles.

This part of Wisconsin was smoothed out by the glaciers and made good farm land for the German immigrants. The upland medium-to-fine textured soils pro-

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St. Peter Church, in the village of the same name on the "ledge" on the west side of the Holy Land.

School, rectory and church in St. Anna, Wisconsin, on the eastern edge of the Holy Land.



duce good crops of corn and forages. It is far better than the driftless area in southwest Wisconsin where our home farm was. Despite the glaciers and the resulting land that is gently rolling, there are high places in the Holy Land, offering breathtaking vistas to residents and visitors.

Many of the high places were selected, appropriately, by the early immigrants as sites for their churches and schools and cemeteries. And every few miles, there is a church. Usually it is in a small

village, ranging in size from only a few houses to a few hundred residents. The village name most often comes from the name of the church. Witness: St. Peter in St. Peter, St. Cloud in St. Cloud and St. Mary in Marytown. There is the St. Lawrence Seminary in Mt. Calvary, the St. Felix Friary in Calvary and St. Anna's Church in St. Anna. St. Joseph's Church is next to and across from two dairy farms, insuring that familiar and comfortable fresh country air will always fill the sanctuary! Smooth, well maintained roads can take you to Johnsbury, Charlesburg and Jericho. From street names throughout the Holy Land - St. Anthony, St. Andrew, Notre Dame and Holy Cross - to the Villa Loretto nursing home, the importance of religion to the early inhabitants and the current day citizens is very evident.

The German influence is equally

obvious - from names on headstones in the Holy Land cemeteries to the names on the mail boxes. Many who are born in the Holy Land never leave. They attend religious grade schools and high schools and even college at Marian and St. Lawrence; their feelings for their "homeland" is strong.

But as with other parts of Wisconsin, the strength of dairying has weakened. Milk prices are under \$10 per hundredweight and ever-rising expenses have strained the farm economy of the Holy Land. Some young people are taking jobs in Fond du Lac and Sheboygan. Others have been forced to move out completely. With that background and that reality, a group of farmers got together and decided to build a small, nine-hole golf course.

Their thinking was they had limited options to keep people in the Holy Land. What they had was land



St. Joseph Church...



and school, located in the heart of the Holy Land.



The steeple on the Catholic church in St. Cloud reaches toward heaven.



St. Mary Church in Marytown, Wisconsin.

that was certainly suitable for a golf course. They had equipment and knew how to operate it. A few even enjoyed the game. And they thought a small facility would not bring in so many outsiders that roads would suffer or that the character of the area would change. And in a modest way, the course could help the local economy.

They envisioned a golf facility for golf only. The clubhouse would be small with only a short order grill and a beer bar. The locker-room was going to be big enough to

allow for changing clothes, but that was all. They hired a landscape architecture student to give them a routing plan he thought made the best use of their land.

The land was made up from small parcels from four farms. The group of investors pooled land and money by a formula that assured fairness. The final piece of property they put together had a promontory, a few wooded patches and some fence lines defined by stones picked from fields for generations.

From the high point, three church steeples were visible and led to their decision to call their golf facility *The Golf Club at Temple Hill*.

When I visited the course for the first time, I was pleasantly surprised. They made good use of the land and its features, laying holes across the hills and around the woods. The round stones harvested over the past 150 years, which had been ground smooth and round by glacial movement, were dumped strategically as unusual hazards. A pretty decent machine shed had been rehabbed for a shop. Fescue fairways and colonial bentgrass greens and tees made the course unique.

At the first tee was a fairly large yet simple sign in white with black lettering. It said, *The Ten Commandments of Golf at*

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Temple Hill. The commandments were listed as follows:

1. Thou shall give God thanks for the beauty of this golf course.
2. Thou shall enjoy your game of golf at Temple Hill.
3. Thou shall not swear.
4. Thou shall not criticize the golf course superintendent.
5. Thou shall replace all divots.
6. Thou shall repair all ball marks.
7. Thou shall take no mulligans.
8. Thou shall take no gimmes.
9. Thou shall not cheat; golf is close to a holy game.
10. Thou shall say a little prayer of thanks to God at the end of the round for this peaceful place and your pleasant experience.

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The other idea they came up with for their golf course was naming the holes. Giving each golf hole a name isn't new, but the names they chose were interesting, at first blush anyway. On second thought, they were pretty obvious.

The first hole was call "Faith." It was a fairly easy four par with a big green and no bunkers. It was the chance to establish faith in your game as you headed to the second hole. There is nothing like getting off to a good start.

Different deal on the second. Given the name "Hope", that is what

you needed as you drove this long par five with the OB all along the right side.

The third hole was the chance to recover, a nice and short par three called "Charity."

Players teeing the ball up on the fourth hole faced a strongly uphill golf hole with a couple of the piles of stone that had been cleared from the fields on either side of the fairway. A mis-hit ball could well careen from the stones in wild and unpredictable ways. The hill and the stones inspired the name "Jacob's Ladder."

Players were now on a hole - the fifth - that bordered on a farm field, one that fell away and was sloped severely enough that it was always cropped with a forage - alfalfa, clover or a combination. The hole was named "Milk and Honey" for the feed value to the dairy herd the adjacent field provided and for the nectar given by the blossoms.

Players liked the sixth hole because it was an open hole with a broad, flat fairway. Its strength was length, ergo the name "The Crusade."

The seventh was a chance to get a stroke back, if needed (when isn't it?). It was a short par four with the green cut into the hillside. It was a pretty spot with a nice view of the surrounding countryside. It was named "The Choir Loft."

The toughest hole was named, appropriately, "Apocalypse."

Dangerous, well bunkered and lined with a creek along almost the full length of the right side, the hole challenged the best players at Temple Hill.

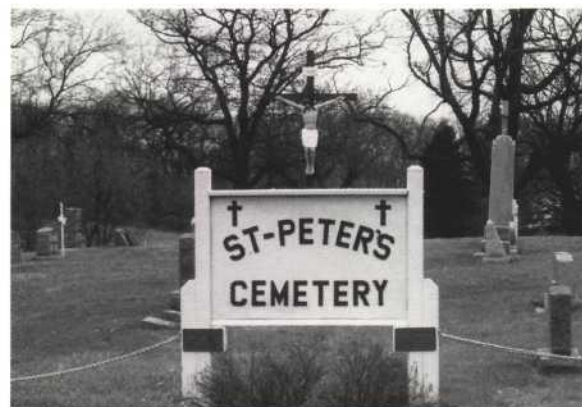
And the course ended with the ninth, given the name "Exodus." It was a great finishing hole but it brought players back to the little clubhouse on the hill. Most often they were refreshed as they soaked in the view of the Holy Land, Wisconsin's Holy Land. Most returned often to this little course that the farmer owners said was designed by God.

And, as you think about it, He has a hand in all of our courses and in all of our lives. ✨



Final resting place for sisters of the Church, in Mt. Calvary.

A view of Wisconsin's Holy Land from cemetery at St. Lawrence Seminary in Mt. Calvary



Cemetery in village of St. Peter.

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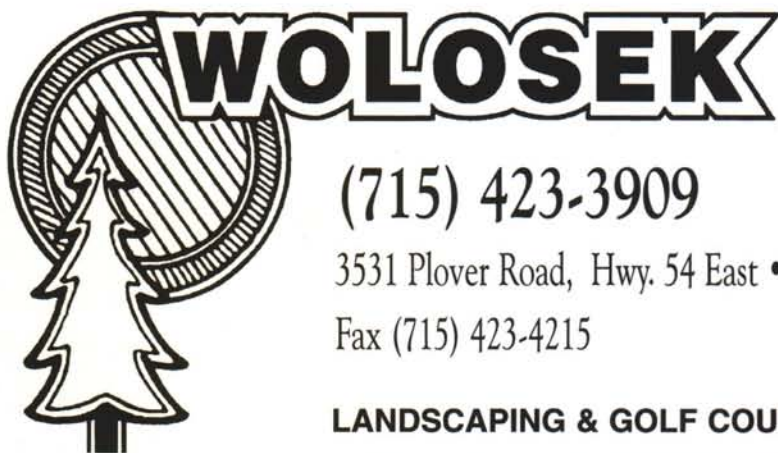
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PDI and You

By Al Jansen, Golf Course Superintendent, Baraboo Country Club

By now, most of you have read Mark Kienert's eleven page report on the Professional Development Initiative (PDI) being proposed by the GCSAA. A few of you might have attended the Town Hall Meeting on PDI in New Orleans, and some of you attended the March 6th annual meeting of the WGCSA, where a presentation of PDI was made by Ray Davies, a Member Standards Resource Group (MSRG) committeeman.

Mark was right in his **Historical Overview of PDI**, sent to you prior to the conference and show, in that, at the September, 1996 Chapter Delegates Meeting in Lawrence, Kansas, delegates were **"told" of a new initiative** designed to advance member's professional stature. However, if any of you have been participating in, or following the "Talking it Over" discussion forum at gcsaa.org, you would have heard that Mark's rendition, taken from the GCSAA Chapter Delegates Workbook, according to GCSAA Vice President, Tommy Witt, was printed in error. It should have read, **"...a group of delegates at the September, 1996 meeting came up with the idea to have tougher standards set by the association for entry into the GCSAA membership,"** according to Witt.

What Mark's report or the GCSAA have not told you is that the PDI was born out of the frustration that the GCSAA has had for many years that your association lacked the strength and recognition the PGA and the USGA have enjoyed in the golf industry. The current Certified Golf Course Superintendent (CGCS) program,

designed to enhance our image as professionals, has not had the desired effect in improving the GCSAA's image. The logical step was to improve the "lower-class" member by changing the requirements of "who gets in" and "who stays in" Class A. Then the GCSAA's image would have to improve in the eyes of employers, the general public and influential golfers, so the GCSAA believes.

The Process

In 1997, the Board of Directors (BOD) of the GCSAA appointed members to the MSRG, chaired by Bruce Williams, past president of the GCSAA, to determine new requirements for Class A and ways to "justify" these requirements to the membership. Thus, the Member Standards Initiative was born. The MSRG felt that in order to gain the credibility lacking in the industry, Class A members must be college educated and participate in ongoing continuing education, gaining Continuing Education Units (CEUs) and Professional Development Units (PDUs) to remain a Class A member (just what was 'intended' for the CGCS program).

The MSRG felt that the only way to "sell" this initiative to the membership, was to prove that changes in classification requirements would result in higher pay, job security, increased recognition, and better job opportunities. So, in 1997, the MSRG hired SRI International, a market research firm, to study the areas of job analysis, employer knowledge and requirements, membership perception, and education. This study was intended to help the MSRG

prove that a classification change would benefit the members.

What SRI found was that members used a wide variety of skills, knowledge and abilities to perform their jobs. Employers "highly" respect the superintendent and "need" their expertise. **"Employers perceive that the superintendent is the most influential member of the management team, by virtue of a specialized and scientific knowledge base that other's cannot easily learn."**

SRI's membership review found that members are satisfied with the role the GCSAA plays in their careers and lives and the education review found that current curriculum and the availability of educational programs were lacking in many areas and members recommended numerous improvements. The cost of the SRI study: \$342,000.00.

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The positive feedback by members and employers in the SRI study regarding the perception and importance of the Superintendent wasn't what the MSRSG wanted to hear in order to sell the membership on a new classification system. So, in 1998, the MSRSG hired Mullen, an advertising and marketing firm, to study the marketability of the "current" Class A member and GCSAA's image, as a whole. To Mullen's surprise, they found that superintendents are highly respected and their image has increased dramatically over the years. Mullen learned that superintendents are in a **"better position, both professionally and socially than ever before."** Mullen did find that **"the PGA is still the dominant association in the industry,"** and that the GCSAA needed to **"promote its own existence."** (The cost of the Mullen study has not been disclosed in the PDI Expenditure Report)

With the SRI and Mullen reports in hand, the MSRSG still could not justify to the membership the need for a classification change. The reports revealed that superintendents are highly skilled, happy with the role of their association and the association's image, and proud of their increasing image as superintendents and their "top" rating on their given management teams. So how can the MSRSG **"sell"** classification changes to the membership?

Enter Franklin-Covey, a firm that specializes in self-improvement philosophies and self-motivational tools. In April of 1999, the MSRSG hired this firm to accomplish two things: to sell the initiative to the membership, and to help restructure the education system based on the recommendations of the SRI Report. Franklin Covey immediately changed the name of the initiative to the Professional Development

Initiative to completely "remove" the word "standards, which they felt the membership would be against. They [Franklin Covey] also introduced a new "tool" called the HR Web, which is a self assessment, internet-based, proficiency rating system where a superintendent can go to define their competencies in over 45 categories, rang-

ing from resource utilization, operations management, communications and leadership (a paper model has also been prepared for those who do not have access to the internet). The HR Web would be used to determine a superintendent's continuing educational direction by highlighting weak areas of competency. The new tool

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