

Scotty Fennimore and I were with Lars while he was telling us about his Santa college experience. Calhoun finally burst out with laughter, finding it unbelievable that Lars was so serious about this role of Santa he played.

Lars went on. "We learned about how to deal with unruly kids and rude parents. There are ways to answer difficult questions from kids, and the instruction taught us how to deal with brats who don't believe in Santa.

"You need to develop your own image of Santa so parents and kids and others think the best of you.

"We developed a check list of supplies and equipment needed for each appearance. Grooming details were carefully and extensively taught. And we all received a copy of the extensive textbook, **BEHIND THE RED SUIT - A How-To Book on Santa Claus.**

"On noon of the third day, those of us who successfully completed the classes and passed the exam received a diploma - BSC - Bachelor of Santa Claus."

Lars is on his way to becoming a legend, at least in the WGCSA and in western Wisconsin. For a month or so, he's very busy as Santa Claus. He always accepts payment for the appearances he makes, and every penny goes to the WGCSA Wee One Foundation, a fund that offers some financial support to superintendents in times of need.

He has accepted invitations from organizations (like the Old Norway GC), churches (Not just the Lutherans,

either!), and even from individual families. He has traveled to all of the hospitals in the tri-county area. Schools have figured out ways to have him attend, and service clubs put a lot of demand on his time at Christmas. Lars has even fooled his own grandchildren.

Lars enlists help on occasion, and his superintendent friends have answered the call when possible. Most memorable was the appearance of Santa when Bogey Calhoun slipped a whoopee cushion on Lars' Santa throne. The gasps and giggles from the waiting crowd of kids were as obvious as the brrrrp! from the whoopee cushion. Lars wised up and didn't ask Bogey along again unless he was accompanied by Tom Morris.

There have been incidents of sick kids on his lap, endless jerking on his real white beard by doubters, and bossy parents.

"That's all part of the Santa territory," Lars always says with a deep laugh.

Although there are few among us who don't love the Christmas season and all that it means, there may be no one who anticipates it as much as Lars Helgeson. In many ways, he is a perfect example of the real meaning of Christmas.

Happy holidays from Lars and the members of the *Grass Roots* staff. ♣



Syngenta never stops working to keep your course green.

Creating the best turf demands the best products. We're constantly refining formulations and developing new ones. To ensure you always have what you need to keep turf healthy and beautiful.

Contact Jim Shone at 1-708-217-8509 to learn more about Syngenta products.

Important: Always read and follow label instructions before buying or using these products. ©2002 Syngenta. Syngenta Professional Products, Greensboro, NC 27419. Banner®, Barricade®, Daconil®, Heritage®, MAXX®, Medallion®, Primo®, Subdue®, and the Syngenta logo are trademarks of a Syngenta Group Company.

[www.syngentaprofessionalproducts.com](http://www.syngentaprofessionalproducts.com)



# Get Tournament-Quality Fairways

Jacobsen® Delivers Championship Look, Feel and Play.

## LF-4675/4677

7-GANG LIGHT FAIRWAY MOWER  
High-Productivity, Extra-Wide,  
140" Quality Cut

Powerful, 44 hp Kubota® turbo diesel.  
Only 7-gang with 22" cutting units in  
5" or 7" diameters.  
5-, 9- and 11-blade reels for  
any turf condition.  
Standard 4-wheel drive  
and power steering.  
Standard tilt wheel and  
joystick controls.

## LF-3400

5-GANG LIGHT FAIRWAY MOWER  
100" Tournament-Quality Cut

Lightweight mower with heavyweight durability.  
31 hp or 44 hp Kubota® turbo diesel.  
22" units with 7-blade, 5" reels hug  
fairway contours.  
Sure-footed 2- or 4-wheel drive.

## Super LF-1880

SUPER LIGHT FAIRWAY MOWER

Big, 80" Greens-Quality  
Cut on Uneven Fairways

2- or 4-wheel drive.  
Powerful, 26 hp diesel.  
Cuts up to 5 acres/hour.  
FlashAttach™ reels.



Patented  
Turf Groomer™  
improves health  
of your fairways.



Narrow, 18" reels and  
patented lift arms precisely  
follow contours.



WISCONSIN TURF EQUIPMENT CORP.

\*\*\*TWO LOCATIONS\*\*\*

1917 W. COURT ST.  
JAMESVILLE, WI 53547  
608-752-8766

21520 W. GREENFIELD AVE.  
NEW BERLIN, WI 53151  
414-544-6421

**JACOBSEN**  
TEXTRON

Precision Cut. Legendary Performance.



# Brown Deer Park Golf Club - Excellent Venue for the Fundraiser



By Tom Schwab, O.J. Noer Turfgrass Research and Education Facility, University of Wisconsin-Madison

The Wisconsin Turfgrass Association Golf Fundraiser exceeded expectations for 2004. Brown Deer Park Golf Club generously hosted the event on September 15th. You may be asking, "What expectations could possibly be exceeded for this customarily successful event?" The event usually sells out. The weather has been perfect the past four years. We've always played exceptional golf courses. The feature that pushed this year's event over the top was the mystique of the golf course. The PGA of America had a tournament stop on this course only one month previous during the U.S. Bank Championship. The WTA Fundraiser participants felt the excitement of playing the same course that the best golfers in the country play on.

Our hosts, Brian Zimmerman and Tim Wegner, should feel proud to have the course in such great condition both for the U.S. Bank and later for us. We not only thank them for the conditions but likewise for giving up their course to help raise money to benefit the WTA Wisconsin Distinguished Graduate Fellowship in Turfgrass Research (WDGF). The event raised \$8,500 this year. This money came from registration fees, low fixed costs, and hole sponsors. The list of sponsors is listed here.

The current objective of the WTA Golf Fundraiser is to raise funds to establish another WDGF. Three of these Fellowships are currently funded. There is one in the Soil Science Department and two in the Horticulture Department at the UW-Madison. Each WDGF provides finances for graduate students to do turfgrass



Heading out for battle in this year's sold out event.



The foursome of Venes, Grimm, Goninen, and Boniface had a blast attending the fundraiser for their umpteenth time.

studies for both today and in the future. Each participant should feel proud to support this turfgrass research initiative.

Participants were more likely concentrating on their golf game though. The weather presented some challenges. The temperature was wonderfully warm in the mid-70's. The wind is where the chal-

lenge came. Club selection became quite important as the wind would gust up to 25 mph. The skies were full of threatening clouds but only one very brief rain occurred. Everyone felt exhilarated and despite the wind, several very fine scores were turned in.

The winner of the fundraiser scramble event was the foursome



of Worzella, Weiterman, Gagan, and McGuire with a score of 12 under par. However all golfers were treated like winners. Everyone took home a door prize and was treated to a wonderful buffet lunch before golf and hors de oeuvres after golf. The list of door prizes and donors is

listed on the next page to tell you what you could have won if you attended. Some prizes were given anonymously thus several donators are not listed.

This event is one of the premier turf industry events of the season. Participants have a wonderful time

while supporting a worthy cause. Brown Deer Park Golf Club was a fun golf course and excellent venue to play golf, be with friends, and raise money to support turf-grass research. I hope you can make it next time if you missed it this year. ♣



Runners up foursome of Anthes, Lamanski, Schweiger, and Groelle.



Beautiful fairways and mature woods brought the best out of everyone's game.



syngenta

## Consider Primo MAXX<sup>®</sup> the turf's personal trainer.

Get your turf in top shape. Primo MAXX PGR makes turf thicker and stronger. Preparing it for summer's toughest challenges, like heat, drought, and disease. Not to mention everyday wear and tear. So it can be in prime condition all season long.



Contact Jim Shone at 1-708-217-8509 to learn more  
about Syngenta products.

Important: Always read and follow label instructions before buying or using this product.  
©2002 Syngenta - Syngenta Professional Products, Greensboro, NC 27419. MAXX<sup>®</sup>, Primo<sup>®</sup>, and the Syngenta logo  
are trademarks of a Syngenta Group Company.

[www.syngentaprofessionalproducts.com](http://www.syngentaprofessionalproducts.com)



DHD was one of many Hole Sponsors for the fundraiser. The list of other Hole Sponsors is listed in the article.

**2004 WTA Golf Fundraiser Hole Sponsors**

- Agrotain International - UMAXX
- Aquatrols
- Bayer
- DHD Tree Products Inc
- Geunhwa Jung
- Hunter Golf
- J W Turf Inc
- Lesco, Inc
- Lohmann Golf Designs
- Long Island Farm
- Long Sod Farms, Inc
- Maple Bluff Country Club
- North Shore Country Club
- Olds Seed Solutions
- Pendelton Turf Supply
- ProSource One
- Sentryworld
- Sue Kershasky
- Syngenta
- Tiziani Golf Car Corp
- Tom Schwab
- Wayne Kussow
- Westmoor Country Club Grounds & Greens Committee
- Westmoor Country Club Grounds & Greens

**Prizes for WTA Golf Fundraiser 2004**

Aquamaster .....	2 Golf Shirts, Golf Vest
Aquatrols .....	Picnic Chair
Bayer .....	2 Golf Shirts, Golf Umbrella, Dozen Golf Balls
Bridges Golf Club .....	Jacket
Brown Deer Park Golf Club .....	Golf Shirt
Chuck Schwab .....	2 Golf Shirts, 2 Dozen Golf Balls
Dan Quast .....	Golf Bag
Evergreen Country Club .....	2 Foursomes of Golf
Green Bay Country Club .....	Golf Shirt
Hunter .....	Carhart Jacket, Ping Putter, 2 \$75 Cabella Sports Gift Certificates
Joe Kuta .....	Dozen Golf Balls
John Deere .....	3 Golf Shirts
John Hegge .....	2 Badger Football Tickets, Smokey Joe Grill, Dozen Golf Balls
JW Turf .....	Wind Jacket, Hats
Lawsonia .....	Foursome of Golf
Maple Bluff Country Club .....	Windshirt, Putter, Wedge
Monroe Country Club .....	Windshirt, Golf Club, Cheese Basket, Case of Beer
National Seed .....	Hats, Golf Shirt
Olds Seed Solutions .....	2 Umbrellas
Pendelton Turf .....	Case of Beer, \$100 Home Depot Gift Certificate
Rock River Country Club .....	Golf Sweatshirt
Stoughton Country Club .....	Foursome of Golf with Carts
Syngenta .....	3 Wind Shirts and Caps
Tom Schwab .....	2 Cases of Beer
University Ridge .....	Putter, Golf Shirt
Waupaca Sand .....	CD Player
Westmoor Country Club .....	Golf Shirt
Whistling Straits .....	50 PGA Championship Golf Caps
WI River Golf Club .....	Foursome of Golf





# Golf Has Shaped His Life Since the Beginning

By Lori Ward Bocher

It's a perfect golf story. Grandfather introduces boy to golf when boy is only 5 or 6 years old. Boy likes golf. At the age of 12, boy rides his bike 30 minutes one way to caddy at the Milwaukee Country Club. Boy caddies for seven more years and starts playing golf competitively. After college, he labors at odd jobs so he can work at fulfilling his life-long dream of being a professional golfer. And then what? He becomes a banker.

Not the way you thought the story would end, is it? Well, you're right. After three years as a banker, this young man finds his way back to the world of golf where he's been for 14 years. And he plans to stay.

This boy-to-man story is about Bill Linneman, Director of Rules and Competitions (or tournament director) for the Wisconsin State Golf Association. Golf has been a part of his life for as long as he can remember and it has shaped who he is today.

Born and raised in Whitefish Bay back in the 1960s and 1970s, Bill has been golfing since his grandparents took him to Oshkosh Country Club when he was only 5 or 6 years old. "My parents golfed, too," Bill points out. "But it was my grandfather who really got me involved with golf."

## **First job in golf...**

When he was 12 years old, Bill started working as a caddy at the Milwaukee Country Club. "I think I had the best situation possible," Bill relates. "At the time, Manuel de la Torre was the golf professional there. He had a number of great assistants, and all of them taught me the traditions of the game, respect for the members,



respect for the course, and respect for the rules of the game. It truly was a wonderful experience. Without it, I know I wouldn't be where I am today."

Bill worked as a caddy through his freshman year in college. "I actually thought about working on the grounds crew one year until I found out just how much work it would be and that it basically would have eliminated my opportunity of playing competitive golf," he admits. "I knew Danny Quast was one of the better superintendents in the state. The course was always in immaculate condition."

So Bill continued to caddy and play competitive golf. "Golf has always intrigued me," he says. "I was an athlete; I competed in all sports. But golf is this unusual challenge that no one can ever quite perfect; it was an enigma that attracted me."

When he graduated from Whitefish Bay High School in 1980, golf even shaped Bill's choice of majors (business and finance) at the UW-Madison. "The financial world had always interested me. And, growing up as a caddy at

Milwaukee Country Club, it seemed to me that a lot of business was done on the golf course. Since I had always been a golfer, I thought the two would be a good mix some day."

Bill played on the UW golf team while in college. And when he graduated in 1985 he decided to take more time for golf. "I spent the next two years playing competitive golf, bartending, and having the fun life," he remembers. "Back then I had the dream of becoming a professional golfer. Back then my life's focus was geared toward having a lot of fun and playing a lot of golf. I did both."

But when the dream of becoming a professional golfer didn't pan out, Bill turned to his business degree and went to work for M&I Bank. "I worked as a teller, a teller supervisor, and an assistant manager of one of the satellite branches," he points out, adding that he worked in Whitefish Bay and Glendale from June of 1987 to December of 1990. "I was hoping to climb that long corporate ladder within the M&I corporation."

## **Finds his way back...**

But this was not meant to be. Paul Becker, Director of Course Rating for the WSGA at the time, told Bill that he would be leaving the job. "Paul told me I'd be perfect for the job, so I called up Gene Haas who was the executive director then," Bill explains. "Gene knew me from my playing days. I really wanted to get this job because I was still a golfer at heart."

And get it he did. Bill worked as Director of Course Rating from



early 1991 to the end of 1999. "I really got to know a lot of superintendents during this time," Bill relates. "That job entailed traveling around the state, measuring all the golf courses that were new or that had changed some holes. This was at a time when the most golf course construction in the history of the state was taking place. Golf was really booming. There were 20 to 30 new course openings a year.

"The superintendents were a terrific group of guys," he continues. "My first year on the job so many offered all the help they could. I remember many a time calling Rod Johnson or Wayne Otto who would give me advice or answer questions. I also got to know some golf course architects like Bob Lohmann and Rick Jacobsen."

Bill had to adhere to the strict USGA course rating system when measuring yardage or assessing course difficulty. "We were trained by the USGA and I went to a calibration seminar every two to four years," he recalls. "We'd meet with other raters from around the country and go over rating issues. And we were tested by having to rate a course and be within a certain error percentage of how the expert raters rated the course. The training process made sure everyone was seeing things the same way."

#### **His new job...**

At the end of 1999, Bill was named Director of Rules and Competitions for the WSGA beginning in the 2000 season. "After nine years of measuring and rating golf courses, I got to know all the courses in the state. There was hardly any course that I hadn't been on either as a player or as a rater," Bill recalls. "So when the opportunity to become the tournament director came along, I wanted to do that."

As the Director of Rules and Competitions, Bill is responsible for: setting up the golf course (position of tees and holes); working with the superintendent on how the course is groomed; marking the course; and writing the rules for the event. "There generally are situations on every

course where you need specific rules for the tournament so players know how to proceed properly if they should happen to hit their ball in certain places," Bill explains.

"As tournament director I'm also working with the golf professional to make sure the players'



SO... HOW DO YOU THINK BUSH'S RE-ELECTION WILL AFFECT THE FAIRWAYS ON THE BACK NINE?



needs are being met and to make sure he knows what's expected of him and his staff," he continues. "And I also work closely with the club manager in regards to food, beverage and locker room needs for the players."

The WSGA runs 37 tournaments on 37 different courses in 88 days each year, from one-day qualifying events to multiple-day tournaments. "We run a real variety of tournaments for many different segments of the golfing population - younger, older, partners, men, women," Bill points out. "We run qualifiers for some of those events and qualifiers for six of the USGA's national championships. From the middle of May to the middle of September, it's pretty much a seven-day-a-week job. There's a lot of stress in those four months."

But the work doesn't end the rest of the year. "For each tournament it's necessary to make two or three course visits to work with the superintendent and golf professional," Bill explains. "Most tournament courses are picked two years in advance. The majority are held near the major metro areas of Madison, Milwaukee and Green Bay. But we do take our tournaments throughout the state as often as possible to make sure everyone has the opportunity to host an event."

The State Amateur is Bill's favorite tournament. "That's the most prestigious and highest exposure event that we run," he points out, adding that the sites for this event are already picked through 2009. "It's the ultimate challenge of trying to put on what we consider our major championship. I've tried to make it as much like a professional tournament for the players as possible. We do live scoring and have caddy bibs. For the 3rd and 4th rounds we have standard bearers. We've tried to get tournament sponsors."

### *A few questions for Bill...*

Since he's had the opportunity to work and play on almost every golf course in the state, I ask Bill a few questions about those courses.

#### **What's your favorite course?**

"Not just because it's the Number 1 ranked course in the state, but the Milwaukee Country Club will always be near and dear to my heart because of the relationships I've formed over the years," he answers. "There are people there who went out of their way to help me. For that I'll be forever grateful. People like Manuel de la Torre and Rich Tock and George Saites, the club manager. Those people will always be very special to me."

"The current golf professional there, Skip Simonds, he and I started caddying at Milwaukee Country Club on the very same day," Bill continues. "We talk about it all the time. Here are two kids that showed up to caddy back in 1970 something, and 30 years later he's the head golf professional there and I'm the tournament director for the state of Wisconsin. We get a chuckle out of that when-

ever we run into each other."

**What's the most difficult course in the state?** "For sure, the Straits course at Whistling Straits," Bill answers. "That and The Bull at Pinehurst Farms are probably the two most challenging courses as far as yardage and obstacles."

**What's the most scenic course in the state?** "One of my first years with the WSGA I was measuring a course called Apostle Highlands up in Bayfield," he remembers. "There are a couple of holes where you have an elevated tee playing downhill, and it overlooks Lake Superior. You can see Madeline Island. It's just breathtaking, standing on those tees and overlooking such beautiful scenery."

"Another favorite is another one of the first courses I worked on - the River Course at Blackwolf Run," Bill continues. "The newest nine holes, 5 through 13, are just spectacular when you stand on each tee, look at the hole, and think about how challenging it is."

**How have you seen Wisconsin golf evolve through**



Ed Witkowski  
Mike Kozlowski

Full Line of Turf Products  
Chemicals  
Competitive Pricing  
New Product Information  
Satisfaction Guaranteed

805 Ela Avenue  
Waterford, WI 53185  
262-534-3334 • Fax 262-534-2990



**the years since you were a caddy in the 1970s?** "It's really grown in terms of participation and the availability of courses," he states. "Back when I first started with the WSGA there were 220 or 240 courses. Now we have almost 400, and that growth has come in just 14 years. It's just incredible how many courses - and I mean quality courses - that there are in this state.

"We are also fortunate that we have so many different types of golf courses in Wisconsin," he continues. "There are 9-hole courses which are real popular in their communities all the way up to high-priced courses like Whistling Straits. There's a golf course for everyone somewhere in this state. Players have more choices because there are more courses, and there are also more PGA golf professionals employed than ever before.

"Another thing I've noticed over the years," Bill continues, "is how much more cooperative things have become. People are now networking together. Course owners are marketing their courses as groups rather than single destinations. Superintendents are sharing ideas and equipment. There is more and certainly better research for the superintendents with the OJ Noer Research Facility. The research going on there will help their kids and our kids."

#### ***His hobby, too...***

With golf consuming his work days, what does Bill do with his free time? Golf. "A lot of people think all we do is play golf. I play the least amount of golf I've ever played in my life since I became tournament director," Bill points out. "It's a six- to seven-day-a-week job from the middle of May to the middle of September; these are also the primary months for playing golf in Wisconsin.

"But I do play spring and fall golf," he continues. "I'm a member of the Brown Deer Park Men's Club

and I play in a lot of their spring and fall events." He also takes winter vacations to golf destinations. "Last winter I went to Orlando with a couple of guys and we played golf for nine days, 36 holes a day. I generally do that once a winter.

"Until this year, I've always had a handicap of 0 or plus 1," Bill points out. "But I got married on October 1, and now my handicap is up to 2. People have been teasing me that my game's going to go south now that I've gotten married."

Bill's new wife, Aimee, also works for the WSGA. "A lot of the superintendents know her, too," Bill says. "She runs all the women's tournaments and she is our communications director, meaning she's in charge of our web site and our magazine. She started working here at the beginning of 1999. About two years later we started dating, and this fall we were married."

Bill has two plans of action for his future. "I would like to think that I'll have the winning lottery ticket some day when it's at about \$200 million," he says. "I always tell people I'm going to hire Pete Dye, Tom Fazio, Rees Jones, Jack Nicklaus, Arnold Palmer and somebody else to each design three holes on my fantasy golf course. And then I'm going to hire a superintendent to take care of it and play golf happily ever after.

"In reality, what will I do? My dream job is to work as a rules and competitions official out on the PGA tour," Bill continues. "That would be my dream job. And if I can't do that, I'd like to be in charge of the course set-ups for the U.S. Open, U.S. Amateur and U.S. Senior Open. That would be my other ultimate dream job."

Will the boy who started golfing at 5 or 6 and caddying at 12 ever land one of his new dream jobs? We'll just have to wait and see. ♣

## FOR SALE

### Toro GM 3100

(yr. 2000); 1100 hours with both 6 blade and 11 blade reels; excellent throughout

**\$6,500**

**Call Bob or Doug at  
Kettle Moraine G.C.**

**1-262-965-6203**



# What's the Difference?



## ***THE NEW INDUSTRY STANDARD FOR FOLIAR FERTILIZERS AND MICRONUTRIENTS***

*Do you know the difference between liquid fertilizers and foliar fertilizers?*

*Do you know when a true foliar is clearly the better choice over soluble or dry fertilizers?*

*Today's problems require Nutri-Rational solutions...based on the most advanced chemistry and a better understanding of turf physiology and plant nutrition.*

### **By every standard of measurement, Nutri-Rational™ Foliar are better:**

- ♣ Higher quality components
- ♣ Superior delivery system
- ♣ Better tissue penetration
- ♣ Excellent foliar absorption
- ♣ Fastest intake and transit time
- ♣ Enhanced nutrient availability
- ♣ True efficiency
- ♣ Best value

Emerald Isle Nutri-Rational Foliar give you more control over fertility management than you ever thought possible.

***Call Dan Quast at DHD Tree Products  
Toll free 866-DHD-TREE (343-8733)***

Manufactured By:



Emerald  
Isle, Ltd.

Distributed By:



MILLIKEN  
TURF PRODUCTS

# ***REGISTERED IN WISCONSIN!***

© 2002, Emerald Isle Ltd.

**PUT SCIENCE ON YOUR SIDE™**