The 12th hole at Bristlecone is a par 3 plays 230 yards from the back tee.

courses Penn-Eagle fairways are wide and generous but just off the fairway golfers encounter thick rough, waste bunkers, tall fescue or water hazards. Water comes into play on about half the golf holes with a creek and pond system that meanders throughout the golf course.

Josh met his wife Sonja in his final semester at Madison in 1995 right before moving to New York for 2 and half years, but it all worked out for the best as the couple has three children, Joey 10, Naomi 8 and Matthew 6 months. Sonja is an emergency room nurse at Children's Hospital in Milwaukee while Joey spends his time with football, baseball and X-Box. Naomi enjoys dance, music and Webkins.

When Josh is not working or just spending time with the family he enjoys golf, fishing, hunting, skiing, playing poker and riding his motorcycle. The family likes to camp and canoe on the Wisconsin River and a trip to Disney makes every winter a hit.

The State Open is played over 72 holes with 18 holes Monday, 18 holes Tuesday and the low 60 plus ties qualify for the final 36 holes on Wednesday. The event is open to any legal resident of the State of Wisconsin, golf professionals working as such within the state, PGA professionals working as such within the Wisconsin Section, PGA and all exempt players.

Qualifying for the 2010 Open was held at Wild Ridge GC, Koshkonong Mounds Country Club, Kenosha CC, The Bull at Pinehurst Farms, Washington County Golf Course, Morningstar Golfers Club, Royal St

WGCSA Mission Statement

The Wisconsin Golf Course Superintendents Association is committed to serve each member by promoting the profession and enhancing the growth of the game of golf through education, communication and research.

WGCSA Vision Statement

The Wisconsin Golf Course Superintendent Association is dedicated to increase the value provided to its members and to the profession by:

- Enhancing the professionalism of its members by strengthening our role as a leading golf organization in the state.
- Growing and recognizing the benefits of a diverse membership throughout Wisconsin.
- Educating and promoting our members as leaders in environmental stewardship.
- Offering affordable, high value educational programs at the forefront of technology and service.
- Being key to enjoyment and the economic success of the game of golf.

We Make Sure the Grass is Always Greener on *Your* Side.

We combine the world's leading professional turf maintenance brands with a team of local experts to deliver the best overall turf solutions to our customers. From creating customized solutions designed to tackle site specific issues to building customer specific application programs that achieve maximum results, our customer-driven, expert staff is dedicated to the overall success of each and every customer.

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Bristecones 18th hole, a par 4 playing 402 yards for The State Open.

The 3rd hole shown from green to tee plays 613 yards.

Patricks, Green Wood Hills,.

In 2009 Dan Woltman came from behind with a 70 on the final day at Blackwolf Run to tie Neil Johnson of River Falls at the 72 hole mark with a score of 283. Woltman then won in a playoff to take the title for the second time as an amateur.

This year's open will challenge the states best players as the staff at Bristlecone will have the course ready for tournament golf. Spectators are welcome and entry is free so take some time and enjoy a beautiful summer day walking a beautiful golf course and you might just see some great golf shots along the way!

MEMBER 9 - With Josh LePine

1. **What was your first vehicle?** My first vehicle was a 1973 Chevy Monza. It was a hand-me-down from my older brother. Previous owner rolled the car so the roof was dented in but it got me from A to B. At 16, it was all about freedom anyway, didn't much matter to me what I was driving.
2. **Favorite piece of golf course equipment?** My favorite piece of golf course equipment is my portable SubAir unit. I have two greens stubbed with a subair connection and it is one of the ways I can attempt to manage what Mother Nature throws my way.
3. **18 hole Handicap?** My golf game is definitely not my strong suit....20.
4. **What is your current vehicle?** My current vehicle is a 1999 Mercury Mountaineer. 150K, runs like a charm however. Also like to ride Sportster 1200, anybody in the area up for a ride?
5. **Favorite TV shows?** With three kids, I'm lucky to find the remote, let alone change it to what I want to watch! When I get a chance, I like watching anything on ESPN, Sportscenter.
6. **Favorite professional sports team?** Green Bay Packers
7. **Favorite main course meal?** I'm a huge fan of Stromboli.
8. **Pets?** We have a yellow Lab named Daisy, a black cat named Panther and a mouse named Butterscotch.
9. **Favorite thing about working in the golf industry?** My favorite thing about working in the golf industry is my staff. I enjoy coming to work each morning and seeing their faces ready to tackle another day. I have a nice mix of retired help, college help, Hispanic staff, husband/wife team, 3 brothers' team and student intern. Everyone works hard and well together. I couldn't ask for anything more out of a staff.

Going Brown, a Poor Message

By Dan Dinelli, CGCS, North Shore Country Club

Editors Note: This article was originally printed in the Midwest Association of Golf Course Superintnedents publication "On Course", and is reprinted with their permission.

Just when the world is appreciating the concept of "green," our industry seems to want to go brown! When it comes to golf, the newly coined phrase, "brown is beautiful," concerns me. The idea is being sold based on the assumption that "brown" turf requires fewer inputs, saves money, is better for the environment, and plays better. A few key issues will drive this topic for some time to come. The industry is trying to break itself from the "Augusta effect," where all plants are growing beautifully, and the look of perfection is seen in all elements within the landscape. "Over grooming is over spending," is the phrase often associated with Augusta-like conditions. Some golfers enjoy the beautified landscape enhanced with flowers and shrubs. Others feel it distracts from the purity of the game. The fact is most budgets can't afford the intensity of care golf-scapes like Augusta's require. In many areas around the country, the drive to "go brown" is about water conservation and restrictions. In other areas the concern is water quality and the application of inputs, such as Nitrogen and Phosphorous. Many scientific studies have concluded that inputs, when used properly, pose extremely low risks on turf. However, governing bodies often overlook these studies and propose broad bans. The expense in over-seeding dormant turf is another driving force behind the idea that brown is good. Lastly, many of the better golfers enjoy the dry, firm and fast surface that thinning turf offers, because it is similar to the courses where the game originated. Regardless of the reasons driving this new trend, I feel it threatens long-term revenues, playability, the health of the facility, and the environment.

The challenge with "brown is beautiful" or "brown is the new green" is that it can work in certain areas and be devastating in others. Yes, one can argue that over-seeding dormant turf in order to maintain the green look is spending money poorly. The game can be played on dormant turf, and the grass will grow again when conditions are favorable. There are grasses that can survive when pushed into dormancy, like the Bluegrass common in Midwest lawns and prevalent in our inner roughs. During hot, dry summers, un-irrigated rough often turns brown and gets very thin. Unless the stressful growing conditions become extreme, the turf can still be playable. However, these are the areas where we actively fight weeds and have to make turf repairs. The problem is, not all grasses tolerate dormancy; some, like Poa annua, simply die. Bentgrass tolerates some brief level of dormancy, but typically dies under the added stress of putting green conditions. The variability in tolerance to stress and seasonal hardiness within turf species is confusing to the non-professional. Much of what a turf professional learns is directly related to preventing brown, stressed turf during the growing season. It has been documented that healthy, growing turf is the best defense against many pests, diseases, weeds, and wear. Typically, the grasses used in our climate on greens, tees, and fairways are *Poa annua* (considered a weed by many because it lacks winter and summer hardiness and invades the turf with its prolific seed production) and bentgrass. We try to favor bentgrass because it is a hardier species that tolerates weather extremes better then Poa, but Poa eventually becomes part of the turfgrass stand. These grasses, when starved for both water and nutrients, become stressed and vulnerable to some potentially devastating diseases. We are reminded of this from time to time during stressful growing conditions. Rumors quickly circulate when turf dies in key playing areas at a course. Turf loss can compromise membership retention, playability, rounds played, revenues, and the course's overall reputation.

Sustainability is another buzz word used a lot today. In our climate, with the grasses that we use, turf that continues to grow and function offers sustainable playing conditions. Stressed "brown turf" will not be capable of tolerating wear from play over time. The stand of turf will thin, allowing the surface to turn into barren soil. The potential short-term savings in going brown will be offset when additional resources are required to bring these areas back to healthy, playable turf.

Healthy, actively growing turf, which is defined by the plants' ability to photosynthesize and characterized by green color, offers far more environmental benefit than "brown" turf. The plants ability to cool the surface, filter the water and air, and anchor the soil is greatest when the turf is healthy and active.

The current economy is straining maintenance budgets. As the industry responds and budgets are reduced, golf-scapes will change at many courses. In the big picture, some feel the change will be better for the game because it will lower the cost and make golf affordable for more people. I have seen standards change during my career. We now have sophisticated irrigation systems that almost mimic rain rather than the old, manual quick-coupler systems. Mowing heights on greens, tees, and fairways are less than half of what they were just three decades ago. This has been driven by the quest for fast, firm playing conditions. Managing these ultra-low mowing heights requires a fleet of equipment, an arsenal of inputs, and an army of staff to monitor the turf's life support systems, which mimic an intensive care unit. Bunkers, once considered hazards, now receive a level of attention that rivals what we give to finely managed turf. Some insist that golfer demand drove these changes. Others think it was superintendents demonstrating their skills. Regardless of what instigated the changes, these high standards are challenging our budgets today.

The key is balance. We must balance the turf's health, playability, economics, and environmental concerns to meet reasonable expectations and function. In short, this is what Superintendents are trained to do. The millions of dollars spent in research to better understand and manage turf's ecology and improve its playability are wasted when plant health is ignored. The training, tools, and resources that allow practitioners to grow healthy turf have little value when plant function is allowed to fail. "Going brown" in our climate is misunderstood. I feel it is a poor message that could lead to unattractive consequences for the golf course.

Customer Service

By David Brandenburg, *Golf Course Manager, Rolling Meadows Golf Course*

Customer Service means different things to different people and my Google search for "customer service, definition" netted 10,900,000 results in .34 seconds. At its basic meaning customer service is how we treat customers. It is a concept that sounds easy, but is it really? Providing consistent customer service for a variety of people can be a challenge because every customer has a different opinion of what it means.

Golf courses as a optional recreational activity need to provide what the customers want in order to attract new and return business. Often one bad experience on the links will cause a golfer to swear off a golf course for good, while he tells everyone that will listen about his bad experience. Attracting return business takes offering the customer a good experience from calling for a tee time all the way through to post round refreshments.

Facility leaders should discuss teamwork and the common goal of providing a great end product for the customer. However, the grounds crew has nothing to do with Friday nights fish fry while the dishwashers and busboys have nothing to do with the long grass over by the 13th. Often the rank and file employees are responsible for their portion of the facility exclusively while managers work towards teamwork and a greater understanding of meeting customer needs.

For the maintenance department providing customer service comes down to a few basic principles.

- Consistent conditions on the golf course as the weather and budget allows.
- Treating customers with respect and friendliness.
- Working with the golf shop to avoid conflicts with golf events or even single golfers.

The level of course conditioning is different from a high end private club to a low end daily fee, however every golfer wants good conditions. The limiting factor to conditions is the course infrastructure, weather and budget. In reality, what is considered "good conditions" changes from player to player. The best thing for the golf course superintendent to do is have a set of written maintenance standards to cover course conditioning during normal weather conditions.

Written Standards allows the ownership or membership to be involved in the decision making of what is expected from the maintenance department. It also allows the turf manager to handle requests for increased workload or reductions to budget by showing management how conditions will be affected.

Treating customers with respect and friendliness is easier to define but still open to varying golfer expectations. At some resort or private golf facilities the golfers do not expect to see any maintenance workers and the budgets are large enough the work is done before the golfers reach the golf course. However at most golf facilities the grounds crew needs to co-exist with the players.

Working around customers is a customer service item because the players do not want noise or visual distractions while they are playing. And at the same time it is a safety item as being hit by a golf ball can be dangerous to workers. At our daily fee course we interact with the players quite a bit and the employees get to know the regular players and what their expectations are.

Some players want total silence while they are playing so we try to avoid working anywhere near them, while others could care less about noise as long as we are not in the line of play, and we also have some that are just out for a quick 9 and could care less about noise or line of play. Our employee manual expresses "if you cannot keep an eye on the ball you should leave the area when players are hitting as a safety concern. However equipment operation and engine idling can take place to the side or behind players unless they give the employee the "evil eyes" in which case silence is needed."

We also stress not bothering the same group of players more than once keeping in mind the golfers will encounter other employees during their round. Regardless of your policies it takes a great deal of training and experience for maintenance crews to safely work around golfers without causing problems with their game.

Working with the golf shop to avoid conflicts with golf events is a challenge at all golf courses and something we struggle with in the daily fee market. Have you heard the acronym NIMBY? It stands for Not in My Backyard. For example a person may support wind energy as long as the turbines are not by his house. Or I want a new highway to be able to travel the state from east to west as long as the new road does not go through my property. NWIP or Not When I Play could be the motto for golfers who expect healthy turf but do not want cultural practices whether it be mowing or aerifying done while it affects their game.

I have the fortunate / unfortunate job of working on grounds and in the golf shop so I have firsthand knowledge of the challenge of both areas. When our course was expanded to 27 holes the project was sold with the idea 9 holes would be available for maintenance on a regular basis. Unless a regular basis is at night that is not the case. Our goal on most days is to not have players go off the back 9 so our workers can turn there after their work on the front 9 and the 9-hole 9s', but often the customers beat us there.

We ask the golf shop not to send players there and often mark the paper tee sheet with closed or turns only to no avail. It is easy to blame the golf shop but in most cases it is the paying customer who asks to play that 9 holes. Despite a skillful explanation why players should not play on that 9 holes, the customer rarely understands or is concerned by the explanation. They just want to play golf and don't care if workers are out there or the greens are not yet mowed.

This offers a customer service dilemma.

Is it good customer service to allow a player to play when they want, where they want as long as they know they will run into maintenance workers? It seems like a good thing to do for the customer.

OR

Is it good customer service to have players out on a 9 that is full of maintenance equipment and playing on greens, tees and fairways that are half mowed? I would say it isn't a good idea to allow play on a less than perfect golf course when with a short wait the golfer could of played on the other available course where the maintenance is already been done.

This scenario happens all the time at golf courses across the area. Maintenance staffs and equipment fleets are a set by budget limiting how many holes can be maintained at once. From the golf shops point of view allowing the players on the 9 that is supposed to be closed keeps the customers happy. The hidden problem is the few early morning players going through the maintenance staff slows down the scheduled work meaning the players who had a tee time and played the proper rotation catch the employees and are inconvenienced by their work.

There is not a easy answer to the challenge of maintenance versus customer service. I do have a few tips that may improve situation.

1. Written maintenance standards will provide the level of service needed to satisfy customer needs.
2. Proper training of employees on golf etiquette, safety and player expectations will help guide them around customers.
3. A facility wide understanding and agreement on starting times, player rotation and maintenance schedules will reduce misunderstandings and allow for efficient maintenance work.

Customer service is more than a friendly greeting in the golf shop and cold water in the coolers. It requires a understanding of customer needs and demands along with training of all departments.

Plan Ahead to Control Snow Mold This Year

By Paul Koch, *Turfgrass Diagnostic Lab and* **Dr Jim Kerns** *Department of Pathology, University of Wisconsin - Madison*

While it seems like the summer of 2009 came and went without much notice, or much warmth, 2010's version of summer is a different animal entirely. Temperatures have for the most part been warm and the humidities for the most part have been oppressive. This has led to a trying summer for those that manage golf course turf for a living, who are undoubtedly using the Labor Day weekend as a harbinger of cooler temperatures ahead. Well nothing says cooler temperatures like snow mold, so to cool yourself down as we near the end of summer let's review the latest and greatest methods for controlling snow mold.

The 2009-2010 University of Wisconsin Snow Mold Fungicide Trials were held at Milwaukee Country Club in Milwaukee, WI; Sentryworld Golf Course in Stevens Point, WI; Wawonowin Country Club in Champion, MI; Edina Country Club in Edina, MN; and The Legacy at Craguns Resort in Brainerd, MN. To see the final results and reports for all these sites, along with pictures of each treatment, please visit the "Research" page at the Turfgrass Diagnostic Lab's website (www.plantpath.wisc.edu/tdl). Disease pressure was quite low at Milwaukee and Edina, while pressure was extremely high at Wawonowin. Since the pressure at Sentryworld was more representative of what most golf course superintendents in the state face in a given winter, that report will be the focus here.

The Trial

Stevens Point, WI is located directly in the center of the state, approximately 2 hours due north of Madison. Sentryworld Golf Course is a high end public golf course designed by Robert Trent Jones, Jr. that opened for play in 1982. While the public might know it best for its flower hole (#16), or its annual ranking within or near the top 10 of Wisconsin's public courses, many turf management professionals know it as the long time host of the UW's snow mold trials. The trial itself is con-

	Treatment	Rate	Timing[a]	Dis Severity[b]	Quality[c]	Color[d]
1	Non treated Control			89.5 a	2.8 l	0.334 g
2	Emerald	0.13 OZ/M	Late	87.5 a	2.8 l	0.343 g
	Iprodione Pro	2.0 FL OZ/M	Late			
3	Emerald	0.13 OZ/M	Late	82.5 ab	2.8 l	0.359 g
	Iprodione Pro	3.0 FL OZ/M	Late			
4	Emerald	0.13 OZ/M	Late	61.3 bc	3.8 i-l	0.481 c-f
	Daconil Ultrex	1.8 OZ/M	Late			
5	Emerald	0.13 OZ/M	Late	40.0 cde	4.8 g-k	0.510 a-f
	Daconil Ultrex	3.25 OZ/M	Late			
6	Curalan EG	1.0 OZ/M	Late	71.3 ab	3.3 kl	0.370 g
7	BAS63700F	2.25 LB/M	Late	36.3 def	5.5 d-h	0.487 b-f
8	BAS63700F	3.0 LB/M	Late	21.3 d-g	6.0 b-h	0.494 a-f
9	Insignia	0.9 OZ/M	Late	66.3 b	3.8 i-l	0.461 ef
10	Insignia	0.9 OZ/M	Late	1.3 g	7.0 a-e	0.612 abc
	Trinity	1.0 FL OZ/M	Late			
11	Insignia SC	0.54 FL OZ/M	Late	0.5 g	7.3 a-d	0.604 a-d
	Trinity	1.0 FL OZ/M	Late			
	Daconil Ultrex	3.2 OZ/M	Late			
12	Insignia SC	0.54 FL OZ/M	Late	0.0 g	7.3 a-d	0.619 ab
	Trinity	1.0 FL OZ/M	Late			
	Iprodione Pro	4.0 FL OZ/M	Late			
13	Honor	0.83 OZ/M	Late	3.8 g	7.3 a-d	0.568 a-e
	Trinity	1.0 FL OZ/M	Late			
	Daconil Ultrex	3.2 OZ/M	Late			
14	Curalan EG	1.0 OZ/M	Early	0.0 g	7.5 abc	0.603 a-d
	Daconil Ultrex	3.2 OZ/M	Early			
	Insignia SC	0.54 FL OZ/M	Late			
	Trinity	1.0 FL OZ/M	Late			
	Daconil Ultrex	3.2 OZ/M	Late			
15	DPX-LEM 17-50	0.7 OZ/M	Late	6.8 g	6.8 a-e	0.588 a-e
16	DPX-LEM 17-50	0.9 OZ/M	Late	11.3 fg	6.3 a-g	0.600 a-d
17	DPX-LEM 17-50	1.1 OZ/M	Late	3.8 g	6.8 a-e	0.604 a-d
18	DPX-LEM 17-50	0.7 OZ/M	Late	0.8 g	7.0 a-e	0.597 a-e
	Daconil Ultrex	5.0 OZ/M	Late			
19	DPX-LEM 17-50	0.7 OZ/M	Late	11.3 fg	7.0 a-e	0.618 abc
	Chipco 26GT	4.0 OZ/M	Late			
20	Interface	4.0 FL OZ/M	Late	0.0 g	7.8 ab	0.600 a-d
	Triton Flo	0.85 FL OZ/M	Late			
21	Interface	5.0 FL OZ/M	Late	1.3 g	8.0 a	0.628 a
	Triton Flo	0.85 FL OZ/M	Late			
22	Interface	6.0 FL OZ/M	Late	0.0 g	8.0 a	0.605 a-d
	Triton Flo	0.85 FL OZ/M	Late			
23	Reserve	4.5 FL OZ/M	Late	0.0 g	7.8 ab	0.598 a-e
	Compass	0.25 OZ/M	Late			
24	Reserve	5.4 FL OZ/M	Late	0.0 g	7.8 ab	0.604 a-d
	Compass	0.25 OZ/M	Late			
25	Tartan	2.0 FL OZ/M	Late	0.0 g	7.5 abc	0.607 a-d
	Daconil Ultrex	5.0 OZ/M	Late			

Means followed by same letter do not significantly differ (P=.05, Student-Newman-Keuls)

[a] Early and late fungicide treatments were applied on Oct. 16th, 2009 and Nov. 6th, 2009, respectively

[b] Mean % diseased area

[c] Quality was visually rated on a scale of 1-9 where 1 = completely dead, 6 = acceptable, 9 = dark green

[d] Color was rated using a TCM 500 NDVI Turf Color Meter from Spectrum Technologies ®

Table 1: Snow mold disease severity, turfgrass quality, and turfgrass color as observed at Sentryworld Golf Course on March 24th, 2010.

Figure 1: While snow mold pressure was high at Sentryworld, as it was over much of the state, many different treatments provided excellent control.

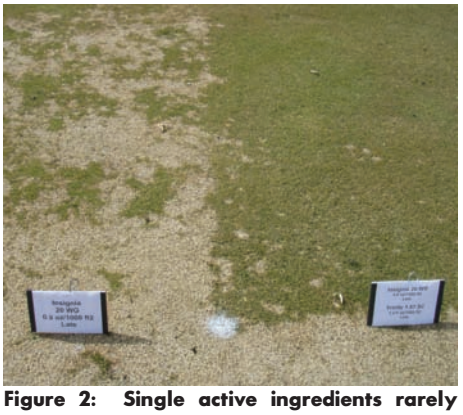

Figure 2: Single active ingredients rarely provide acceptable snow mold control in the upper Midwest, but when mixed with others the control increases dramatically. The treatment on the left is a single active ingredient that provides poor snow mold control, but when that same ingredient is mixed with another (which on its own also provides limited control), control increases significantly.

ducted on a 'Penneagle' creeping bentgrass nursery maintained at one half of one inch. Either one (late) or two (early and late) fungicide applications were made based on the specifications of the cooperator providing the material. Early applications were made on October 16th, 2009 and late applications were made on November 6th, 2009. Disease severity, turf quality, and color were recorded on March 24th, 2010. Disease severity was visually rated as percent disease, turfgrass quality was visually rated on a 1-9 scale with 6 being acceptable, and Normalized Difference Vegetative Index (turfgrass color) was rated using a TCM 500 NDVI Turf Color Meter® from Spectrum Technologies. Data was subjected to an analysis of variance and means were separated using Student Newman-Keuls test. Means for disease severity, turf quality and color are presented in the following tables for individual treatments. Fifty standard and experimental treatments were tested in the 2009-2010 trials, of which 46 are presented here (Table 1 and Table 1a page 20).

The Results and Discussion

Disease pressure at Sentryworld mirrored that observed around the state, which was for the most part quite high (Figure 1). Non treated controls averaged 89.5% disease, of which *T. ishikariensis* was the predominant snow mold pathogen observed. All treatments with the exception of the Emerald and

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