

MGCSA Announces New Headquarters, Executive Director

Effective August 1, the Minnesota Golf Course Superintendents' Association will have a new headquarters and executive director.

Members of an Executive Director Inquiry Committee headed by MGCSA treasurer Jim Nicol, Bunker Hills, and the associations's Board of Directors have voted to accept the proposal of Turtinen Communications, Wayzata, to serve as the MGCSA's executive director.

"We are pleased to announce we have selected the Turtinen organization," said Nicol, whose committee began its search last December. "They have the experience, the staff, the ability, the interest in golf as a profession, industry and sport, and the enthusiasm to provide the service we desire and require."

"In addition, they have been doing an excellent job in developing *Hole Notes* since they began producing our association publication last December."

Founded in 1927, the MGCSA has had its headquarters in the offices of the Minnesota Golf Association, Edina, since October 1, 1975.

"However, the continuing growth of our association and the increasing activities in which the MGA is engaged made it mutually desirable to make the separation," Nicol said. "We really appreciate the outstanding cooperation given by Warren Rebholz (MGA executive director) and his staff for so many years.

Said Rebholz: "Ever since we took over the MGCSA's duties following the retirement of Al Wareham (a prominent U.S. Public Links committeeman, who also served as the MGA's president and executive director), we have enjoyed the people and programs of the superintendents' association, but with the dozens of new MGA programs initiated during the past decade and with the expansion of the MGCSA, it became obvious that growth caught up with both of our organizations. We were happy to be involved in the growth of that fine organization and will continue to cooperate in any way we can in the future."

Ralph Turtinen, owner of the 26-year-old association management, public relations and graphic arts company, who was named executive director, said that "the singular title of executive director is somewhat a misnomer, since we really have a team of capable persons to provide the necessary support services for the MGCSA's expanding activities."

"We are pleased to accept the challenge of serving the membership as best as we possibly can," he said. "During the past few months, with our work on *Hole Notes*, we have come to recognize the sincere interest golf course superintendents have in their profession, and their continuing desire to improve themselves as well as their golf courses. Furthermore, without exception, the members we have met have been most enjoyable to work with."

Working with Turtinen are his sons, Scott and Jeff, both of whom will have specific association responsibilities; Scott's wife, Laurie, whose special expertise focuses on convention/conference coordination and financial recordkeeping; Cathy Scott, typography specialist, and Diane Polsfuss, production coordinator.

For the past seven years the Turtinen firm also has served the Trans-Mississippi Golf Association, founded in 1990 "to foster, promote and advance the interest and true spirit of amateur golf by encouraging and cultivating the spirit of fellowship, harmony and friendly competition and cooperation among member clubs."

It was one of the first golf organizations to recognize the necessity of educating qualified men and women in golf course management and turf research. Since 1962 it has sponsored the Trans-Mississippi Turf Scholarship Program, which encourages agronomy and horticulture students to pursue golf course management and supervision as a career, places a special emphasis on turf management and grass culture and awards scholarships to deserving students. Last year the TMGA provided 30 \$1,000 scholarships at the Universities of Arizona, California Polytechnical Institute/Riverside, Colorado State, Iowa State, Michigan State, Minnesota, Missouri, Nebraska, Ohio State, Oklahoma State, North Carolina State, Penn State, Purdue and Texas A&M.

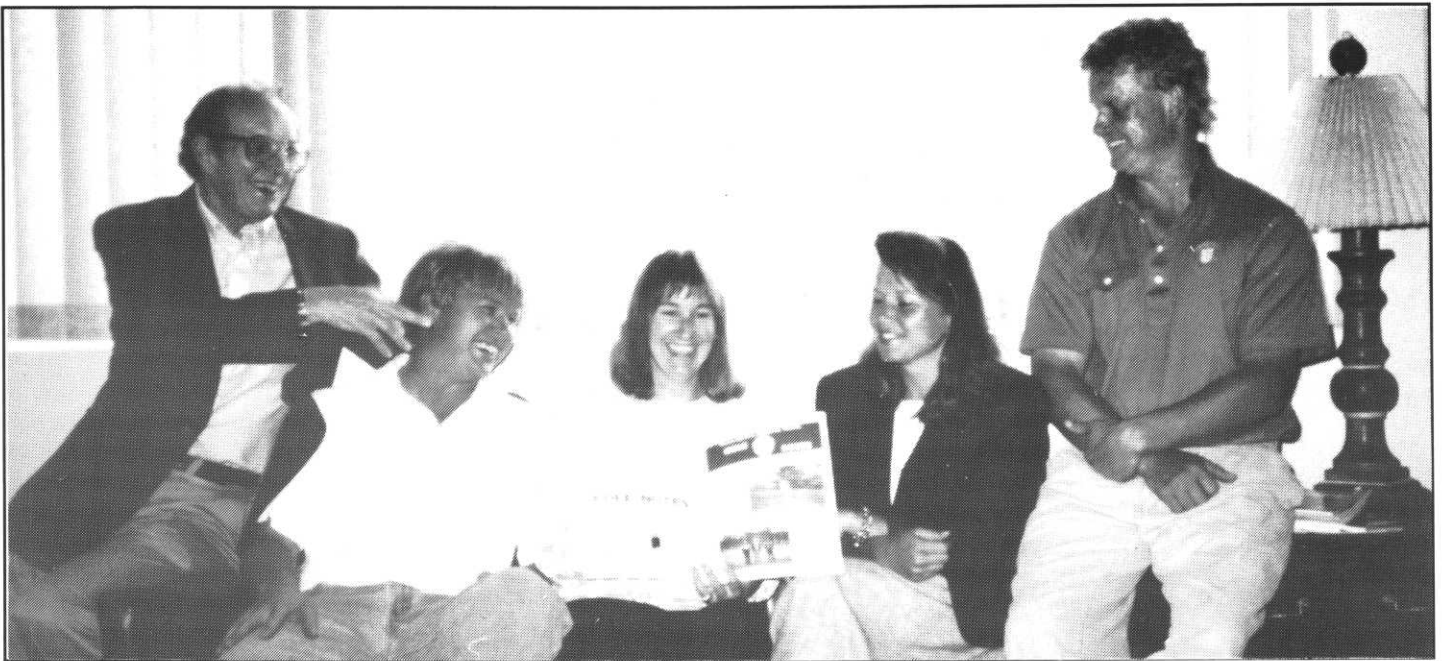
The TMGA also has sponsored the oldest continuing amateur match play tournament since 1901 and the highly popular TMGA Four-Ball Championship since 1981. Both raise money for the turf scholarships. Recent Trans-Miss championships in Minnesota were at Woodhill Country Club in 1988 and The Minikahda Club in 1981.

In regard to the MGCSA's new relationship with the Turtinen firm, Nicol said that "the basic tasks of the Board of Directors will remain the same as in the past."

"We feel that a working board is one of the major strengths of our association," he said. "The new executive director will be responsible for providing important support service for our various committees."

Among these are:

- Coordinating the MGCSA's annual conference and seminars for the Education Committee;
- Arranging meeting sites, mailing monthly notices, coordinating distributors and contacting speakers for monthly meetings as well as coordinating the MGCSA's annual Golf Championship and Scramble for the Arrangements Committee;
- Promoting the annual MGCSA's annual Turf Tourney, soliciting donations, coordinating various projects and preparing the Research Report for the Research Committee;
- Sending information to various colleges and schools, preparing information packets and notifying participants for the Scholarship Committee;
- Preparing and mailing membership forms, name tags and certificates, dues statements and membership cards as well as compiling the association's mailing list, updating records, maintaining the MGCSA roster, arranging interviews and preparing acceptance letters for the Membership Committee;
- Producing *Hole Notes*, the association's 10-times-a-year publication; soliciting and coordinating advertising and billing advertisers for the Editorial Committee.



CHECKING A RECENT ISSUE OF HOLE NOTES are, from left, Ralph Turtinen, Jeff Turtinen, Diane Polsfuss, Laurie Turtinen and Scott Turtinen. On August 1 they will begin serving the MGCSA in an executive directorial capacity, and their office will become headquarters of the association.

- Preparing surveys and assessments for the Water Use Committee;
- Coordinating employees right-to-know packets, preparing and mailing employment notices and performing a variety of other miscellaneous services.

Ralph Turtinen, a former newspaper reporter, magazine editor and, for many years, a golf writer, established Turtinen Communications in 1964 as a public relations firm, which later expanded into graphic arts services in the 1970s and association management service in the 1980s. A 1951 graduate of the University of Minnesota with a B.A. degree in journalism, he also has written or published several sports books, including two University of Minnesota football histories, (*Gold Glory and 100 Years of Golden Gopher Football*); a hockey instructional book *Hockey: Play-by-Play* and a soccer book (*How We Got Our Kicks*).

Scott Turtinen, a 1981 graduate of the University of Minnesota where he majored in marketing, graphic arts and communications, played junior varsity golf at the U of M and has coached Wayzata High School golf for 10 years since he was a sophomore in college. A 4-handicap player, he is a former club champion at Wayzata Country Club, once finished second in the MGA Four-Ball Championship but now finds his business and family responsibilities have a way of hindering a player's playing activity. Among other duties, he has had 10 years of association work through his responsibilities with the Minnesota Bakers Association, another Turtinen client, and will serve as primary account executive with the MGCSA.

Jeff Turtinen, a communications major at the University of Minnesota, also has had considerable association experience, primarily with the Trans-Mississippi Golf Association's tournament, scholarship and administrative programs. A 6-handicapper at Wayzata Country Club, Jeff like his brother, has participated in a variety of statewide amateur tournaments. He also has played for the U.S. bandy team in international competition at the bandy world championships in Sweden and Norway. For the MGCSA, his primary attention will be focused on *Hole Notes*, but he will also be engaged in a variety of special assignments.

Laurie Turtinen, Scott's wife, a real estate closer before becoming a mother in 1986, has been responsible for several association responsibilities with the MBA and TMGA, primarily with convention/seminar coordination, membership services and financial accounting for the past six years. She will perform many of the same duties for the MGCSA. Laurie and Scott are the parents of two daughters, Melissa, 3½, and Abbey, seven months.



Cathy Scott

Cathy Scott, a 1976 graduate of Minnetonka High School, has been associated with the Turtinen firm since 1986 as a typography specialist. She and her husband, Jim, are active in a variety of sports, including softball and bowling.

Diane (Lundeen) Polsfuss, a 1977 graduate of Minneapolis Southwest High School, joined the company earlier this year as a production coordinator. Previously she was involved in production control at Lee Data, Minneapolis. An active outdoors-woman, swimmer and golfer, she is married to Steve Polsfuss, who also played international bandy.

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Remaining 1990 MGCSA Meeting Sites

Date	Site	Event
July 9	Northfield Golf Club	
August 13	Hazeltine Nat'l. G.C.	MGCSA Championship
Sept. 24	Dellwood Hills G.C.	Stodola Scramble
October 8	Baker Park G.C.	