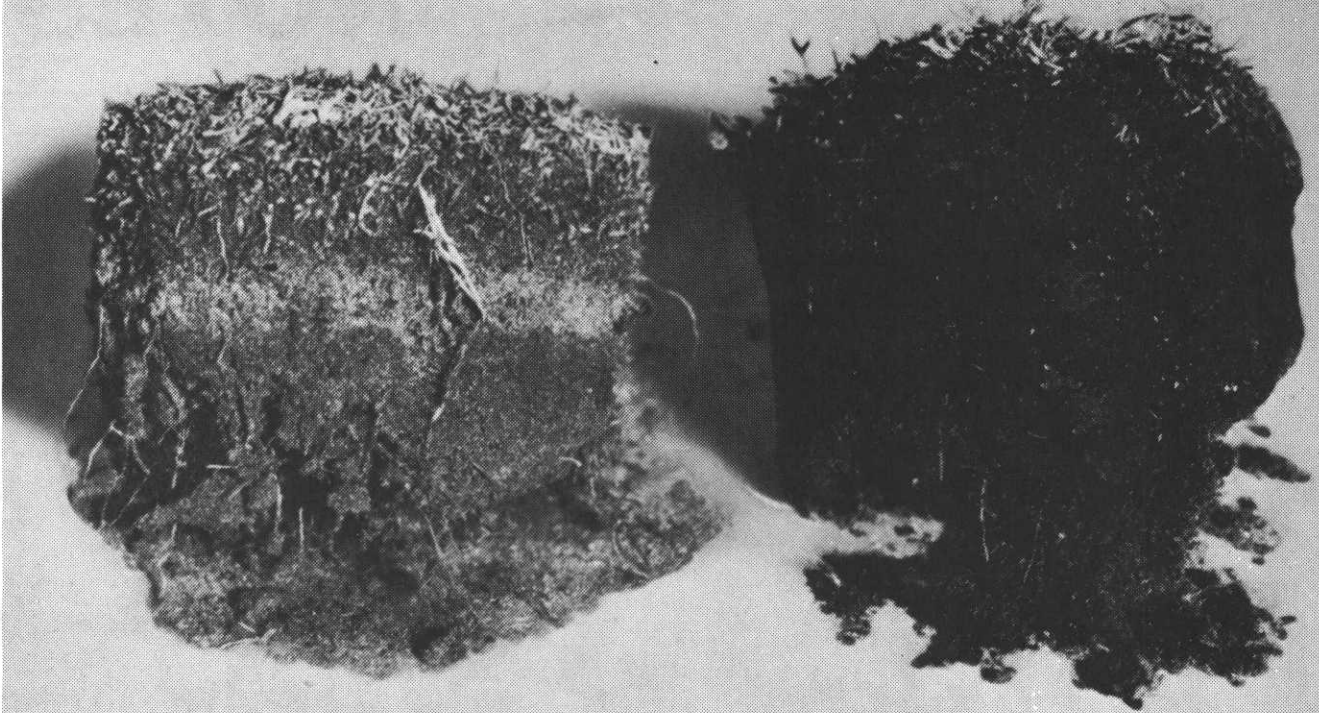


# bio de-thatch®

Looking  
for results?

Take a look  
at this!



Photograph of plugs removed from test plots at University of Florida, Plantation Field Laboratory, Ft. Lauderdale, Florida. Research is continuing.

It's a proven fact that thatch is a major problem in highly maintained turf. Thatch reduces air and water movement into the soil, impedes utilization of fertilizers, and provides a favorable environment for insects, fungi, and diseases. The sample on the left shows what happens when thatch is allowed to build up. And look at that compaction layer.

Now take a close look at the plug on the right. Bio de-

thatch was applied to this turf. Before total decomposition, the grass turned a darker green and the rate of growth increased. The actual decomposition became apparent approximately 8 months after application. By the end of 12 months, most of it had disappeared and the changes in soil structure were dramatic.

It's readily apparent that the micro-organisms in bio de-

thatch have done their job well—the thatch is gone, leaving a rich humus for better water penetration, retention, and improved soil tilth. It all adds up to a stronger, healthier turf when using this proven product. If you'd like more information on bio-de-thatch see your local USSAC distributor or, write to USS Agri-Chemicals, P.O. Box 1685, Atlanta, Georgia 30301.

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## Fun & Facts Feature Somerset Meeting

The monthly meeting of the M.G.C.S.A. held on May 3 at the Somerset Country Club had a little different twist from the normal meetings held throughout the year. Not only was there a chance for an enjoyable recreational day by playing the championship caliber Somerset Golf Course, but it was also the time for the opportunity to view the construction of an extensive drainage system being installed this year. This made it an educational day as well. Somerset Superintendent Gerry Murphy, who proved to be an excellent host, and his staff are laying a 36 inch tile line as well as creating several holding ponds around the course. This provides an extremely fine drainage channel for the tons of water that pass through the course after every rainfall. When the system is finished the bill will run around \$150,000, once again magnifying the large amount of work being done at Somerset this spring. Throughout the day one could see almost every one of the some one hundred superintendents who turned out looking at this project and, hopefully, learning a little something to take back with him to his own course.

The golf, cards and socializing were followed by the Membership Meeting in which M.G.C.S.A. President Dean Sime brought up several important items of business. Scott Hoffman of Madden's Pine Beach Inn Golf Course in Brainerd, Minnesota was accepted by the general membership and is now a Class B1 member of our organization. We would like to welcome Scott into M.G.C.S.A. at this time and we are sure that he will find the time he spends with this organization extremely worthwhile in furthering his skills as a golf course superintendent. Four other applicants were eligible for membership at this meeting but were unable to attend. Therefore, they will not be able to join for several months when the next meeting allowing new members' acceptance is held. Three long time members of M.G.C.S.A. were granted Life Memberships. Ray Hall, Larry Graves and Oscar Bergman are the new life members and we would like to congratulate them and also thank them for being such a vital part of our organization for so many years.

Jim Lindblad reported that the M.G.C.S.A. Research Fund totals only \$265.00 toward the goal we have set of \$2,000. Several superintendents mentioned the fact that their courses were unable to contribute because of certain laws governing contributions by municipalities. However, several personal donations were received at the meeting and Jim mentioned that all these personal donations are tax deductible. Let's not forget to keep hustling these donations because with the EPA and Mother Nature working as a team, we all know only too well what an important project this really is!

The meeting was followed by an excellent buffet steak dinner as only Somerset can provide. We would like to sincerely thank Gerry Murphy and the entire staff at Somerset for all the hospitality and courtesy shown to us that day.



NEW MEMBER. Former President Larry Vetter of the Minikahda Club greets new member, Scott Hoffman of Madden's Pine Beach Inn and Golf Course.

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## On A Personal Basis:

# Public Relations for the Superintendent

Many golf course superintendents question how much they can do individually to gain the respect, recognition and news coverage they rightfully feel they deserve. Some people firmly believe they can do little, others have proven just the opposite and have gained tremendous coverage for their operation, their profession and themselves. In the final analysis, the success or failure of a venture into personal public relations seems to depend upon the approaches used by the individual. ("Approaches" is used in the plural form because single, one-time efforts, will seldom result in real success.)

Belief in yourself is probably the basic requirement for any successful program of this nature. If you are uncertain of yourself, or what you are attempting to tell others, chances are you won't be successful. Norman Vincent Peale convinced a lot of people on the, "Power of Positive Thinking," and this should become a motto for all golf course superintendents. The stronger you believe in what you want others to believe, the more successful you will probably be.

Another aspect of this problem concerns the news media's own situation. Most sports, business or news writers are assigned a story by their editor, they may have little opportunity to explore a potential story on their own, although they can, and do, present story ideas to the editors for possible assignment and coverage. There must be a realization that intense competition is taking place between several factions for the availability of personnel time and publicity space.

On a personal basis, the golf course superintendent must determine his goals and fix his sights on the approaches he feels appropriate and comfortable with in an attempt to gain the publicity he desires.

Of top priority must be the existence of some publicity or news worthy event which would be of interest to a particular news medium. Without such a basis, the superintendent will only be wasting his own and the writer's time. Although the range of possible events is rather endless, you must also consider the public that is normally reached by the medium you are considering in your approach. For example, an educational television station would be interested in an event quite

different from that which would interest the local news program or a noon-hour talk show.

Once the sights have been set and an appropriate topic determined, the individual superintendent must then take what is perhaps the hardest, but most vital step, contacting the media representative.

Obviously, each member of the mass media personnel team is an individual, with likes and dislikes. While one approach may be the beginning of a long and productive relationship for one individual, the same approach could totally backfire on another individual. One major point to keep in mind is that media personnel usually tend to shy away from the old concept of "payola," or what might be seen as a bribe, yet in pursuit of a news story, they would probably not turn down a round of golf at your course, or some other innocent "gift," such as a club cap, lunch or a drink or two.

In breaking the ice with the individual, that is making the initial contact, make certain you know exactly who you want to talk to and that you have your story idea well in mind prior to contacting him. Because of the press for time these individuals suffer, keep your conversation directly to the point, yet giving sufficient facts to gain his interest. Also, don't give up if you don't get an immediate acceptance, and remember that many, many people have been working on this writer for a long time, in an attempt to have their story told.

If your story concerns some aspect of the course, invite the writer to your course, at his convenience, and then stick


to a tight schedule for him. Give him the highlights of the story, show him what you want him to see and let him take it from there through questions, additional touring, etc. Constantly keep in mind that some valuable time is being invested in even a preliminary exploration of your story, and that if in fact a story develops from all of this effort, it still may not see the light of print, nor the air-time you personally feel it deserves.

As with all public relations activities, you should not wait until you really need or want something to start building your rapport with the media personnel. Utilize every opportunity you have to meet as many of these people as possible, and without becoming a pest or nuisance, keep in touch with those you know by offering them some information, without the string of a story necessarily involved.

If your course or chapter has a press day, participate as fully as possible. Invite someone you may know, or better yet, want to know, and then do everything possible to see that the individual receives a good return on the investment of his time. Nothing will kill your approaches faster than wasting this person's time.

As the old saying goes, "If at first you don't succeed, try, try again." If the publicity game was extremely easy, there would not be a need for public relations and publicity professionals, everyone in the world would be getting everything they wanted into the public's attention. While at times the entire operation is filled with frustration, the successes, even if small, will out weigh all else and provide fuel to continue and strive for more.

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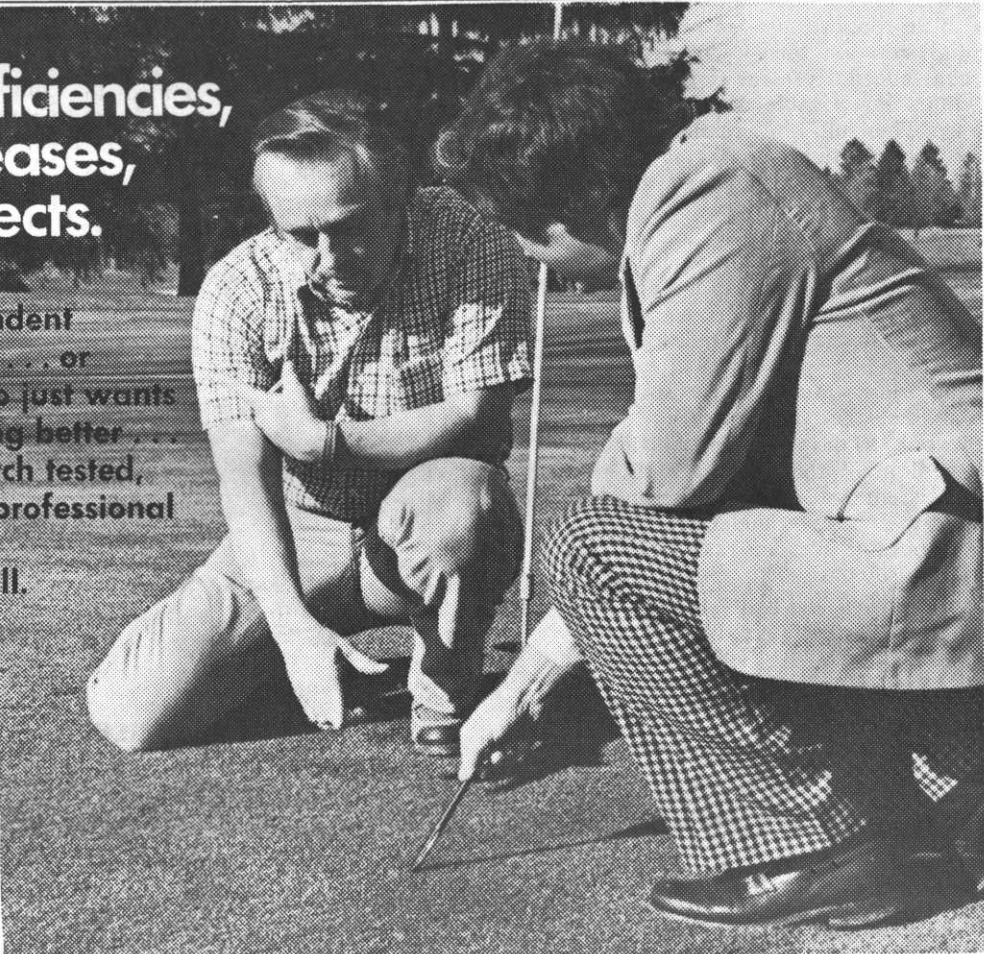
published by the  
Golf Course Superintendents  
Association of America  
1617 St. Andrews Drive,  
Lawrence, Kansas  
Executive Director — Conrad Scheetz  
Editor — Douglas Fender

# Green Clippings

**CLIP 1: NOTICE OF JOB OPENING.** Golf Course Superintendent, City of Anoka, Minn. Population: 13,500. 18-Hole Course. Graduation from high school, preferably supplemented by specialized training in soil conditioning and plant care, growing of grass, trees, shrubs, flowers, etc. Five years of progressively responsible experience as a golf course maintenance man or assistant to the superintendent, preferably with some amount of supervisory experience or an equivalent combination of experience and training. Liberal fringe benefits. Salary open. Will appoint in June if qualified individual is found. Apply to Personnel Director, Mert Watson, 2015 1st Avenue, Anoka, Minnesota 55303. Phone 612/421-6630.

**CLIP 2:** Milt Wiley informs us that as of June his son, John, is joining the company. John graduated from Iowa State in 1971 with a degree in Landscape Architecture and a minor in Turf Grass Management. John's major responsibilities will be as a Horticulture & Landscape materials salesman. This will be a new division of the company and Milt feels that John is well qualified to be of assistance to the superintendents in the selection of plant materials for their golf courses.

**CLIP 3: WANTED TO BUY:** A 5 or 7 gang set of used rough mowers. If you have some available for sale contact Jim Madden, Madden's Pine Beach Inn, Brainerd, Minnesota 56401.



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### FUTURE MEETINGS

#### SUMMER MEETING SCHEDULE:

JUNE 14 - Cloquet Country Club

JULY 12 - Minnesota Arboretum  
Family Picnic

AUGUST 9 - Forest Hills Golf Club

SEPT. 20 - M.G.C.S.A. Golf Tournament  
Hazeltine National Golf Club

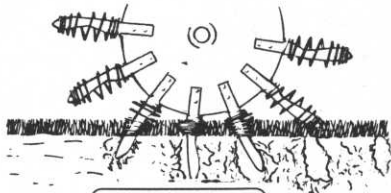
OCT. 3 - (Tuesday) Oak Ridge C.C.

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## IT'S CLOQUET IN JUNE

The June meeting will be held at the Cloquet Country Club on Monday the 14th. Golf Course Superintendent John Lightfoot will be the host. He will have both golf and tennis available and invites all superintendents to bring their wives and green chairman if they can. Please register by 1:00 p.m. if you are planning on golf. Lunch is available at the clubhouse. The cost of the dinner will be \$5.50 including gratuity. Directions to Cloquet: From the Twin Cities take I-35 to 33, jog slightly to the right off I-35, stay on 33 for about a mile after passing Hardee's Restaurant and the National Guard Armory. Take first turn to left to Big Lake Road, stay on Big Lake Road to Birch Street, take right on Birch to the clubhouse. From the west (Brainerd and Little Falls) take 210 to I-35, turn left to 33 as above. From the north take 53 from Range area or Hwy. 2 from Walker. Both intersect 33. Go south on 33 through Cloquet past 2 stop and go lights. Turn right just before reaching Hardee's and the National Guard Armory. Go up hill to Big Lake Road to Birch St., turn right on Birch to the clubhouse. It is absolutely imperative that reservations be made so that proper arrangements can be planned. Please fill out the reservation blank below and mail it to Mr. John Lightfoot, 223 Ave. C, Cloquet 55720 to reach him no later than Wednesday, June 9.

M.G.C.S.A. CLOQUET JUNE 14 MEETING ----- RESERVATION FORM

Name \_\_\_\_\_

Club \_\_\_\_\_

Number of Guests \_\_\_\_\_ Total number for Dinner \_\_\_\_\_

Number for Golf \_\_\_\_\_ Number for Tennis \_\_\_\_\_

# Certified Superintendents Report

## Favorable Response to Program's Value

The value of becoming a Certified Golf Course Superintendent, according to a recent survey of Certified GCSAA Members, is dependent upon the desires of the individual, and his personal abilities to realize those goals.

A companion survey of employers indicates a strong interest in the program, particularly when the individual superintendent has fully advised the club about Certification. In monetary terms, salaries of the Certified Superintendent averaged more than \$2,900 higher than the salaries of all superintendents, as determined by GCSAA's national survey in 1974. Nearly a quarter of those responding to the certification survey indicated they received a pay raise upon attaining the CGCS status.

Especially revealing in the survey were personal comments made in response to various questions. As to why the individual took the Certification examination, answers ranged from remarks such as,

"Felt it could only be of benefit and think someday it will mean much more to the people who hire superintendents. You'll need CGCS to get the good jobs," and "I feel that Certification is an advancement and any educational advancement should be taken advantage of," to remarks such as, "Why do you climb a mountain?" or "To find out if I was capable of passing."

Employers, in response to the question, "Do you feel it is to your advantage to hire a Certified Superintendent?", noted, "Certification provides the employer assurance that the employee does possess expertise and knowledge in Golf Course Management, and that his knowledge is recognized by an organization comprised of Golf Course Management Professionals." Others commented, "By all means, no course should be without a Certified man." or "We feel we can rely on an individual with credentials."

Public relations aspects of the program were most often criticised in the survey by CGCS Members. They noted that little was made of the event at the club, and

perhaps even at the chapter level. Although GCSAA is embarking upon a stronger overall public relations program, it was concluded that a major responsibility for the program's success lays with the individual making his achievement known personally.

Opportunities of announcing this achievement have been expanded now that the newly Certified individual may determine when and where the plaque presentation will be made, and could therefore ask that it be held during a club function, or other time when people he would like to know about the achievement would normally be present. Additionally, upon a request of the individual, a news release is sent by GCSAA to all news outlets he desires.

It was generally agreed by those responding to the survey that Certification will become more and more important to the profession as more people become Certified and word spreads through the superintendents, employers and golfers about the advantages of the program.

Currently more than 300 GCSAA Members have become Certified with a third again that number in some stage of progress. Basic eligibility now requires current employment as a golf course superintendent and at least two years status as a Class A member of GCSAA.

The six-part written examination required for Certification covers the areas of practical turf management, plant protectant chemicals, business administration, leadership, golf and GCSAA. A maximum of six-hours is permitted for completion of the open-book test.

To maintain Certification status, A CGCS Member must accumulate a minimum of six points during the five years following his initial Certification. The points are granted by the following method: GCSAA Conference will provide one-half a point per conference, GCSAA Seminars successfully completed will provide two points, the two-hour Recertification Examination will provide four points upon successful completion, or the individual may choose to take the then current six-hour Certification exam for six points.

Although the Certification Program contained a "grandfather clause" at its inception in 1971, that option is no longer available, and all members, regardless of age or years of Class A membership, must complete all parts of the program to attain Certification.

Application forms and additional information concerning the program are available from the GCSAA Director of Education, 1617 St. Andrews Drive, Lawrence, Kansas 66044.

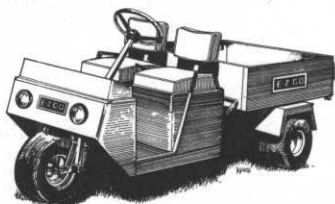
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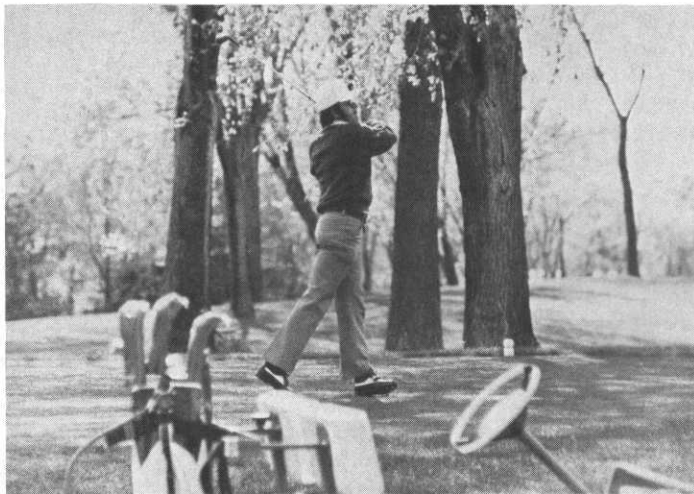
# SUPER GOLFERS IN ACTION!!



PERFECT FORM. Not the golfer, Carl Johnston, but the watchers! Left to right, Keith Scott, Jim Lindblad and Dean Sime.



HIGH FINISH. Excellent follow through probably provided a straight long drive for Dennis Hendrickson of Honeywell C.C.



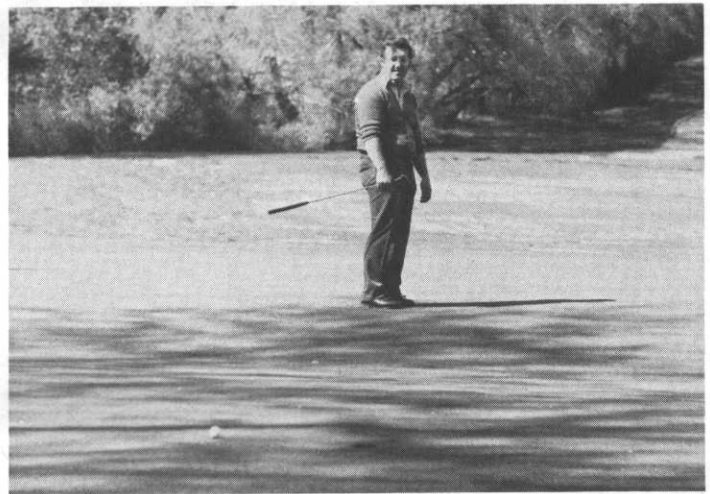
DETERMINATION. One bad hole doesn't ruin a round but Dan Evavold of Mpls. Golf Club can't afford any more.



GOOD GROUP. Jack Greengo drives one under the scrutiny of left to right Jerry Parizek, Dan Evavold and Irv Novak



CAN'T BELIEVE IT. Jim Lindblad of Wayzata missed a long one while opponent, Carl Johnston, snickers.



NO GIMMIE. Keith Scott puts on the stall waiting for a concede but none is forthcoming.