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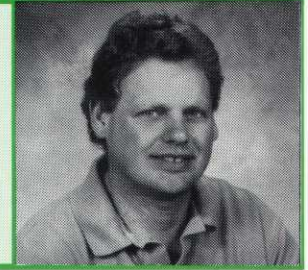
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FROM YOUR PRESIDENT'S DESK

Real Heroes Make Noise Quietly



Quietly making noise. Only true Parrotheads* will recognize this phrase as the title of a Jimmy Buffet song from the compact disc "Fruit Cakes." Ever since I came across this somewhat oxymoronic title, it has intrigued me. The concept is obscure, but after thinking about it at length, it seems to me that it fits a lot of golf course superintendents.

Many superintendents that I know, either on purpose or by chance, lead themselves to success by applying this adage to their professional lives. Defined, quietly making noise is the process of reaching objectives, goals and pinnacles of success with little or no fanfare. It is letting your accomplishments speak for themselves, or deferring credit to someone else for the sake of organizational harmony. It is taking small steps, one at a time, to reach a goal that seemed unattainable. It is about being humble and unassuming. It is function over form.

Still confused? Think about some of the veteran superintendents that made an impression on you as a youngster — heroes if you will. Think of guys like Kurt Erdmann or Irv Fuller Sr., or George Ostler, Sr. Were these guys flashy or self-promoting? Hardly. No, their success came from hard work, going about their business with enthusiasm and dedication, with little regard given to how the rest of the world was going to reward them. You don't have to look very hard in our industry to find people who have made enormous contributions without "making noise."

So who does the golf world give the most credit to? Obviously, to the players. The heroes are the guys that have the multimillion dollar endorsement contracts. Those that make more money in one tournament appearance than most superintendents will make in a lifetime are the people who are revered with God-like fascination. Take Tiger Woods for example. Here is a kid, twenty-one years old, who in less than a year on the pro tour, is *Sports Illustrated's* Man of the Year. He will make enough money in endorsements to operate half of the golf courses in Minnesota — at once. Every kid in the country who has tried to swing a nine iron has come to love Tiger. I'm not saying that's bad, I'm just saying that you don't have to look to the spin doctors and media hypesters to find folks worthy of admiration.

Try looking up the road apiece, to the little nine-hole course that, without diddley-squat for a budget, is consistently well-groomed and in nice shape. Now, there is an accomplishment. There is a professional superintendent who won't be on TV this Sunday, but has attained success quietly. How about our assistants, who seldom get the recognition or salary they deserve, but yet consistently do more than they're asked to do, and sometimes make superintendents look better than they are? That is quietly making noise. That is also, in this society of dysguntilism and misplaced glorification, where we can start looking for our heroes.

* A Parrothead is a person who religiously follows and listens to the music of Jimmy Buffet.

* * * *

One of the services that the MGCSA provides to all of its members is educational opportunities. The "Three Days of March" is a great example. The March Mini-Seminar followed by the aquatics and turf stress seminars was a well-rounded, informative and pertinent block of education that *everyone* in our association could learn from. I congratulate our members that recognize and appreciate good education who were on hand to learn from three of the country's leading experts. I would also like to thank Steve Young, Tom Parent and Scott Turtinen for setting up this event for us.

* * * *

See you April 29th at Lafayette!

— Fred Taylor,
MGCSA President

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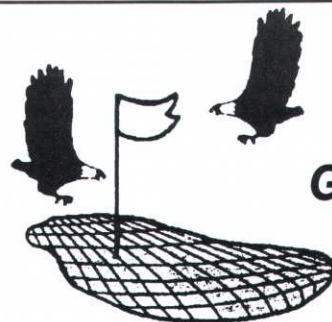
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1997 MGCSA Monthly Meeting Schedule

- April 29**
The Lafayette Club • Dinner Only
Speaker: Bob Vavrek, USGA • Host: John Harris
- June 16**
Cannon GC • Host: Jeff Backstrom
- July 14**
Scholarship Scramble
Hidden Creek GC • Host: Marty Terveer
- August 18**
MGCSA Amateur Championship
Rush Creek GC • Host: Tom Fuller
- September 14**
Stodola Research Scramble
The Preserve at Grand View Lodge • Host: Tom Kientzle
- October 6**
Les Bolstad University of Minn. GC • Host Charlie Pooch
- December 10, 11 & 12**
MGCSA Annual Meeting
MTGF Conference & Trade Show
Minneapolis Convention Center

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What's Happening Around the State???

By **ROB PANUSKA**
Waseca Lakeside Club

The first week of March I took a morning and called several superintendents around the state to "get a feel" for what was happening on their course as it relates to the melting (if that applies) and turf condition. Thanks to all who were willing to share their observations. By the time you read this, most of us will have a good handle on our turf condition coming out of winter. The purpose of this article is to give you some others' opinions and observations early. Please take the time to record what has happened and what you have done at your course this spring as it relates to ice, disease, rodent damage, etc.

* * * *

Leif Erickson of Scotts Co. has seen the most severe ice buildup in the western area of the state where the rain in November froze and snow cover insulated any possible melting. Many superintendents were removing the snow in early March when the weather was predicted to be sunny and warm. Some had removed snow early and broke up the ice. He said that those who did not remove the ice after breaking it up were finding that it just melted and refroze again. On the eastern side the problem was more from unfrozen turf and the resulting snow mold that was developing now.

* * * *

Bill Whitworth at Northfield had around two inches of clear ice on some greens. He went out in February and removed the snow and broke up the ice on a couple of problem greens. On areas that he had problems with in the past, he split and removed snow and ice on one half and left the other as an experiment. He also reported that shortly after removal in February he had a 6-inch snowfall before any severe cold weather. "At his point the areas look ok" he told me. He also has seen major damage to *Arborvitae* by deer.

* * * *

At Owatonna, Mankato and here at Waseca, Steve (VanNatta), Fred (Taylor) and I all agreed that our situations are not critical at this point. Ice, while it may be up to two inches thick, is cloudy and honeycombed and the turf looks fine underneath. I have noticed significant damage to some landscape areas from rabbits and mice. Also with the wind creating large drifts around evergreens, I am seeing damage to branches from settling snow as it melts.

* * * *

Kevin Clunis from St. Croix National in Somerset,



The 10th hole at Wayzata Country Club on St. Patrick's Day.

Wis. reported that he still has 18 inches of snow cover and around 1/4 to 1/2 inch of ice. His biggest concern was a rapid melt and the problems of erosion with a new course. His plan was to remove snow as needed to create drainage areas on greens but he added that with a new course he did not know where all those areas might be. He also said that he visited with Dr. Don Taylor at UW-River Falls and Don expects to see a lot of crown hydration, especially *Poa*. Kevin's reaction was "well, at least at this point, my greens are all bent."

* * * *

Steve Hamelau at Alexandria Golf Club had just returned from a bull session with 22 other supers in the area. "We have 36 inches of snow on the ground and around three inches of ice under it" he said. Some had gone out and removed the snow and chipped at the ice early and, after comparing plug samples, they agreed that not much difference was seen in turf condition which is o.k. at this point. Their biggest concern is "how are we going to get to dry greens." Some said that the frost had actually gone out from the bottom up and were concerned about damage trying to remove the snow, but felt that they needed to get the snow off ASAP. Others were going to go out and blow off what they could. Most felt that removal of the snow was essential and that the ice would go fast with good sunshine. Steve said he was going to wait for the "pack" to melt down to 6 to 18 inches, then go out and shovel it off. He said "we went into winter o.k., the big question is, can we get out now?"

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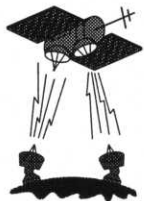
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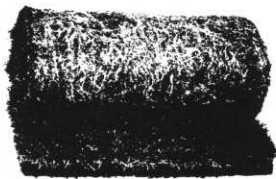
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Pioneer Milorganite Promoter C. L. 'Jim' Graham Dies

By Jack Kolb

(Editor's Note: This article was printed in the June 1995 issue of Hole Notes but we felt it was worth publishing again because of the generosity of Clarence L. "Jim" Graham. Upon his death on January 14, 1997, Mr. Graham donated \$2,500 to the MGCSA Turf Scholarship Fund.)

* * * *

Back in 1926—1929 there was a young college student by the name of C.L. "Jim" Graham who was struggling to get through medical school at the University of Minnesota. Like many college students, Jim looked for summer work and because of his close association with the Feser boys, he prevailed upon Leo Feser for a summer job on a golf course.



Jim Graham

Being a medical student, Jim was very learned in chemistry so Leo Feser would quite often consult with Jim about the role of certain products and their relationship or interaction with the management of turf. One summer a gentleman by the name of Dr. O.J. Noer stopped by. O.J. Noer was a Ph.D. who had left the University of Wisconsin Soils Department to promote a by-product of the Milwaukee Sewage Commission.

Young Jim Graham was fascinated by this man (Dr. O.J. Noer). After the formal introductions, Leo assigned Jim the job of monitoring the many test plots laid out on Woodhill Country Club by this vigorous and most enthusiastic soil scientist (turned salesman) from Milwaukee. As time went by, it became apparent to Dr. O.J. Noer that in order to cover all the potential sales of Milorganite in Minnesota it would be necessary to expend a considerable amount of his time. This would be true for the other populous areas of the country as well!

In order to take the load from his shoulders, Dr. O.J. Noer asked Leo Feser to become a distributor. Leo Feser felt his first love was with Woodhill Golf Course, and probably even at that time Leo was thinking of developing Orono Golf Club.

Stepping forward to offer his abilities was the young college student, Jim Graham, whose largest obstacle was finances. You might think that the goal of *Doctor of Medicine* could not be cast off too lightly, but after the last quarter of "Cadaver Carving 101" Jim was ready to toss off his laboratory coat and aim for the fresh air of the Minnesota countryside.

There were many interesting stories related to the promotion of Milorganite. Those who are old enough to remem-

ber will testify that O.J. Noer was a stirring speaker and a hands-on lecturer. Slide projectors were not very popular back then, and O.J. held court out on the fairways and greens of the particular course that he happened to be working. His knowledge of soils was infinite, and traveling as he did from course to course gave him a practical approach to many problems. For instance, Leonard Bloomquist, who at the time was Superintendent of Brookview Golf Course, had a problem with No. 10 green. The green was virtually top-dressed with Milorganite. O.J. took one look around the periphery of the green, pulled out his trusty knife and cut a large plug. O.J. knew with his first look that the Elm trees which were 60 to 70 feet in radius from the

green had invaded with their roots.

Being young and dramatic, Jim Graham had some original ideas on how to promote his product. As you should know, the Twin Cities of that day were quite different than today. Most all of today's suburbs were farms back then. Jim would pick a site, usually a hill along a main artery such as Lyndale Avenue or Highway 12, get permission from the owner (which was usually a farmer) and spell M I L O R G A N I T E using copious amounts of the product. A popular columnist of that day, who later became a legend in radio and television, was a man by the name of Cedric Adams. Cedric noted *those green messages* along the highway and his curiosity caused an investigative inquiry. He then wrote an article in the Minneapolis paper. According to Jim this made the product a "Household Word" and the sales began to climb. Shortly thereafter Woodhill and The Minikahda Club were using carload lots of the material.

One sales promotion that did not work was a little perk devised to move more material without first increasing the demand or consumption of the product. Jim was told by the manufacturer (Milwaukee Sewage) that for each ton of product ordered the customer was to get "one ton in addition at no extra cost." Jim worked his heart out and recorded record sales. That was in 1932. In 1933, when Jim started his round of sales, each and every customer had carried over just enough or the exact required amount of material that he would need for the 1933 season. The young entrepreneur had a very lean profit for the 1933 season.

Graham's company was known as Minnesota Milorganite and continued to operate until Jim's retirement in 1970.

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GCSAA, USGA Finding Ways To Work Together

By KIT BRADSHAW

(Editor's Note: This information from a press conference was held at GCSAA's Conference & Show in Las Vegas in February is reprinted from Showtime '97, a publication of GCSAA during the Conference & Show.)

* * *

Judy Bell, president of the United States Golf Association, told the audience at Monday's press conference "I can't tell you how important golf course superintendents are to me. In our work with the GCSAA, we are of one mind when it comes to our direction."

Bell's sentiments were echoed by Bruce Williams, CGCS, president of GCSAA, who said, "We need to work together — the GCSAA, the USGA, the ASGCA."

Each of these organizations has its role in the golf industry, said Bell, with the USGA committed to educating and teaching people about the history of golf, the standards for equipment and the Rules of Golf. One of the most important missions of the USGA is in research, where 30 different projects are underway, with \$3 million contributed by the USGA for these projects.

"We strive to be good listeners," said Bell. "As part of our new turfgrass variety testing, we have allocated \$1 million to creating 15 greens around the country so that these grasses can be tested in the real world, in real playing conditions, with real golfers walking on them and playing on them."

"Sometimes our USGA specifications have gotten heat," added Bell, "and we are hoping that this varietal testing of grasses will be the proof of the pudding."

Williams commented that the USGA specification for greens construction is still the bible for the industry, and has been modified somewhat over the years. Golf course superintendents, he said, "respect the scientific studies done by the USGA in greens construction."

Despite the advances made by technology, Bell bemoaned the impact of technology on the game.

"I don't think golf should be perfect. We get so focused on the latest gadget in golf that we forget the most important thing is teeing it up and putting it into the hole. We should have challenge in our game. One of the charms of our game is that it isn't like basketball or football, where the field is the same. Our playing field is different every time we play"

Williams added that sometimes golf course superintendents can be their own worst enemies because they strive for perfection.

"Who says the challenge is greater on a fast green," said Bell. "If we have to judge weight and line, who says that this isn't more challenging to a golfer than reading a fast green."

Bell said that if she could have her way, she would like to see golf course superintendents have more identity so that more people would know what they do, and how unusual and creative their profession is. She would like them to be able to do their job as economically as possible, and golf course superintendents should use the technology to help maintain the simplicity of the game.

"Great golf courses are natural," she said, "not contrived."

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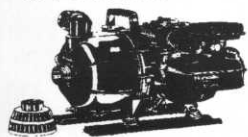
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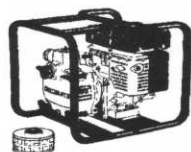
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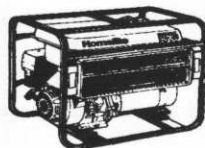


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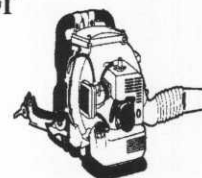


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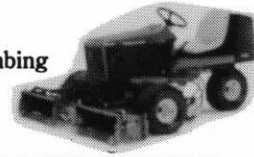
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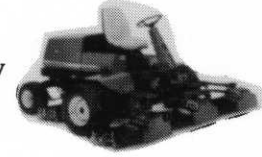


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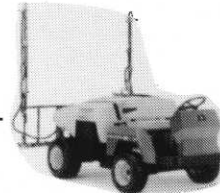


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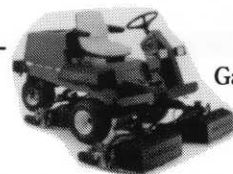
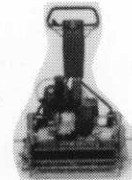


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