

## The State of the Association

*Synopsis of CEO Report to Spring Board Meeting  
May 4-5, 2000*

*Stephen F. Mona, CAE  
Chief Executive Officer*

### Career Development

Our national PR campaign this year includes a series of video news releases to highlight the start of the golf season and to showcase the preparation for the U.S. Open Championship at Pebble Beach, featuring Ted Horton, CGCS. We also have more than 100 airings of GCSAA's TV commercial booked on The Golf Channel, and are working on plans for our TV commercial for the John Deere Classic on CBS in July. Our two-page image ad appeared in *Golf Magazine* and *Golf Digest*, reaching millions of golfers and golf enthusiasts with an example of what superintendents do to provide the best conditions possible. Infographs depicting the results of the 2000 Leadership Survey have appeared in *USA Today* and numerous other publications.

Fifty GCSAA affiliated chapters have assigned First Tee liaisons to work with local First Tee chapters and facilities. GCSAA also has 50 student chapters, and we will be working to improve the linkage between student chapters and the local affiliated chapters.

**The first "Footsteps on the Green" scholarships will be funded by the Trans-Mississippi Golf Association.** The scholarships are for golf course management students following in the footsteps of a GCSAA-member superintendent parent or grandparent. (GCSAA Legacy Awards are for children or grandchildren of GCSAA members who are seeking a degree and career in another field.)

### Communications

Interviews with host superintendents for PGA Tour events are available on the Web via PGA Tour Radio's "Broadcast Booth." GCSAA's home page will offer links and more information about the interviews. Director of Communications Jeff Bollig has secured a commitment from the Senior PGA Tour to list host superintendents on Senior Tour event leader boards and involve them in various media activities. (The PGA TOUR already involves the host superintendent in these ways.) Bollig also addressed a group of TV golf

announcers at The Players Championship.

GCSAA NewsWeekly now has 11,000 subscribers and receives more than 80,000 hits per month. The online industry newsletter also received first place in the online publication division in the annual Turf and Ornamental Communicators Association competition.

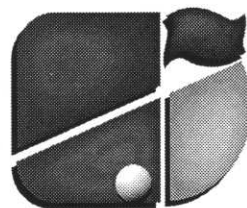
GCSAA will be the presenting sponsor of the American Junior Golf Association national girls' championship, which will be played at Eagle Bend Golf course in Lawrence, Kan. GCSAA also will host an event at GCSAA headquarters for players, their parents and tournament officials. This is also the second year that GCSAA has supplied the paint for course marking for all AJGA events.

### Corporate Marketing and Sales/Conference And Show/Foundation

Better-than-expected advertising sales, exhibit sales and conference registrations generated significant extra revenues to support the association's programs and activities. *Golf Course Management* continues to compete very favorably with newer publications aimed at golf course superintendents. With continuing mergers and acquisitions in the industry, GCSAA is focusing on additional ways to add value, to maintain non-dues revenue growth.

The 2001 Dallas conference and show will feature a new schedule, with the trade show running Thursday through Saturday. Education programs will be tracked with

*(Continued on Page 32)*



**GILL  
MILLER INC.**  
*Golf Course Architects*

**Design • Renovation • Master Planning • Practice Centers**

122 North 2nd Street • River Falls, WI 54022 • 715-425-9511 • e-mail: info@gillmiller.com

visit our website [www.gillmiller.com](http://www.gillmiller.com)

Member: American Society of Golf Course Architects

# State of GCSAA--

(Continued from Page 31)

Thursday designated as Professional Development Day, Friday as Industry Day and Saturday as Agronomy Day. The new schedule will allow attendees to participate in the entire conference and show, leave on Sunday and be back at work on Monday.

Staff also is working on logistics to help competitors in the San Antonio tournament get to Dallas in time for all the conference events. Information will be included in the registration packet.

Pledges to the "Investing in the Beauty of Golf" campaign have surpassed \$4 million. A number of Senior PGA Tour players have agreed to donate their time for playing a round with successful bidders in cyber auctions to support the GCSAA Foundation.

## Education

Currently, 120 seminars and more than 65 conference sessions are being planned for the Dallas conference and show. A total of 93 regional educational offerings, including 14 Superintendent Leadership Series seminars, are scheduled for FY 2000-01.

Ninety-one members participated in the April Cross-Committee Meeting to review and improve the Professional Development Initiative proposal. Staff will be contacting the three chapters that have not scheduled a chapter meeting to learn about the proposal.

The GCSAA Chapter Leadership Institute is scheduled to begin with a two-day meeting in November.

## Information Services

GCSAA's Washington, D.C.-based lobby firm has provided outstanding assistance in the areas of the Food Quality Protection Act and the Americans with Disabilities Act. The firm also is working on developing a golf course-specific manual regarding compliance with Occupational Safety and Health Administration regulations and standards. In addition to posting alerts on the GCSAA website when urgent state or local issues arise, government relations staff will begin sending e-mails to members in the area.

The information services committee is working on a mission statement and strategies to develop a more cohesive environmental program. Staff is working with USGA regional agronomists and university professors in anticipa-

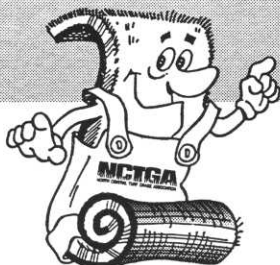
(Continued on Page 34)

## QUALITY SUPPLIER OF TURF

- **Washed** and Regular Turf (Sod) in 1½ yd. or up to 55 yd. Big Roll Size (42" Wide)

### TURF TYPES:

- ELITE KENTUCKY BLUEGRASS BLEND
- SPORTS TURF  
BLUEGRASS/P. RYEGRASS BLEND  
BENTGRASS



### MEMBER

NCTGA	MGCSA
MSTMA	WTA
SDGSA	ISTMA
MTGF	TPI

8651 Naples St. N.E.  
Blaine, MN 55449

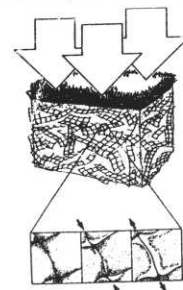
## QUALITY CONSTRUCTION & RECONSTRUCTION

- **Golf Courses**
- **Sports Fields**



### NETLON® ADVANCED TURF SYSTEMS

Self-Cultivating means healthier turf and better drainage.



### NETLON® MESH ELEMENTS AND MIXES

For Compaction Resistance on cart paths, sports fields and other high use areas.

For Quality Construction & Nelton® Products Contact:  
(612) 784-0657 • FAX: (612) 784-6001



# Your Friendly Neighborhood Pharmacy is a Phone Call Away.

"Flu Season" is upon us once again.

The Dog Days of Summer bring 24-hour days of stifling heat, escalating dewpoints and dead air, all the necessary ingredients for brown patch, dollar spot, anthracnose, gray leaf spot, *Pythium*, various patch diseases and all sorts of other ugly stuff.

North Star Turf's shelves are stocked with elixirs labeled to combat these as well as other ailments you'll encounter this season.

Echo chlorothalonil, Banner and Subdue Maxx, Chipco 26GT, Eagle, Aliette, Fungo 50 and Vorlan top a list of many. A full line of granular fungicides is available, too.

Be ready when trouble come knocking. Call us today for all your fungicide and turf care product needs.



3080 Centerville Road  
St. Paul, Minnesota 55117  
651.484.8411 • Fax: 651.484.8257  
800.592.9513

## State of GCSAA--

(Continued from Page 32)

tion of widespread drought conditions this summer to develop communications and materials to help members deal with concerns of employers and patrons.

Retired member Gordon Witteveen and golf writer Bob Labbanca are collaborating on the official history of the association, which will be published in conjunction with the association's 75th anniversary next year. A new mezzanine level for displaying elements of GCSAA's historical collection in GCSAA's headquarters lobby will be completed by early September. GCSAA will continue to loan items to secure venues such as the World Golf Village and the World Golf Hall of Fame.

Research Director Jeff Nus, Ph.D., has assumed the presidency of the C-5 section of the Crop Science Society of America.

Pursell Technologies is interested in developing a research program to monitor the environmental impact of golf course construction during the development of Pursell's new course in Alabama. The course is being designed by Michael Hurdzan, Ph.D.

### Internet Services

More than one-third of all GCSAA members are registered on GCSAA's website, including 35 percent of all



**Without you, who knows where we'd be.**

Thanks for placing our products where they belong. On your golf course. 1-888-893-2433



superintendent and assistant superintendent members. GCSAA will be encouraging the 1,500 members who have provided e-mail addresses but have not already registered to do so in order to take advantage of content available to registered members only.

New products to improve the functionality of the discussion forums are being investigated, with a target implementation date of July 24.

### Member/Chapter Services

As of March 31, membership was 20,209, with a June 30 goal of 20,915. Currently active certified golf course superintendents number 1,733.

Plans for the 2000 Chapter Delegates Meeting are under way. The meeting will take place in September at GCSAA headquarters and the Kansas City Airport Marriott.

### Publications

GCSAA received first place in the writing, use of photography and newsletter design categories in the annual Turf and Ornamental Communicators Association awards competition.

Golf Course Management has published 21 superintendent-written articles since July 1999. The magazine also is adding additional technical information to each issue, and is seeking opportunities to cover more limited-budget courses in stories and photography. A design consultant has been engaged to help improve the magazine's readability.

GCSAA will be testing an online version of Newsline to provide readers with a more interactive, functional publication. If the online version is adopted, all members will continue to receive the printed version unless they ask to discontinue it.

### Accounting

Preparation for integration of accounting functions with the Web is a key focus for the accounting team.

### Executive Management

GCSAA is continuing to monitor maintenance company activity, leadership changes in key industry clients and opportunities to partner in the development of technician training programs. I continue to serve on the Golf 20/20 executive board, The First Tee advisory committee and the National Golf Foundation board of directors.

### Human Resources

The human resources department is focusing efforts on improving recruitment procedures and training supervisors.

### Management Information Systems

The MIS team is reviewing processes association-wide and recommending improvements. MIS is also focusing on data security and disaster preparedness, as well as planning for the systems impact that would accompany implementation of the proposed Professional Development Initiative. ✂

## Stimpmeter Instructions--

(Continued from Page 30)

Speed variations among the different grasses presently used for putting greens can be documented.

By keeping good records, you will be better able to observe, determine, and explain variances in green speed throughout the year and compensate for them. For example, in spring, when *Poa annua* produces excessive seedheads, greens can be slower and more bumpy. Your records will serve as a reminder to topdress, begin vertical mowing, or schedule other practices calculated to help maintain the desired speed and consistency.

### General Comments

Knowing the speed of the greens may assist in determining whether a hole location is fair or unfair. A green so fast (or a hole cut in such a position) that a ball cannot be stopped near the hole from any point on the green, for

example, is an unfair challenge.

Championship greens should be fast and uniformly paced, firm but resilient. They should place a premium on well-executed shots, while exacting a penalty for less precise shots.

Close daily mowing, a light nutrient program, proper irrigation scheduling, a good topdressing schedule, and a minimum of thatch are the accepted means of achieving excellent greens. The test for determining whether a surface is properly firm but resilient is the type of ball mark that results from a distance shot onto the green. If the turf within the ball-mark depression holds together, the green has the firmness required of a championship green.

Strive for championship conditions only for limited periods of time, principally for important club events. Turfgrass failure is common when championship conditions are maintained for too long or when adverse weather conditions occur.

## TEAM CHAMPIONSHIP SET FOR GOLF COURSE SUPERINTENDENTS

*Golfweek's Superintendent News Team Championship to be held at TPC Four Seasons*

Golfweek's Superintendent News and its sponsor, Par Aide, will host the inaugural Superintendent News Team Championship Wednesday, February 14, 2001 at the TPC Four Seasons golf course in Dallas, Texas. The Team Championship will take place the day before the GCSAA Trade Show.

### Space is still available for entry

The Superintendent News Team Championship is an 18-hole, 2-man best-ball tournament.

Any currently employed Class A, B or C golf course superintendent is eligible to participate in this one-day event. The tournament field is limited to 56 teams.

Tournament entry fee is \$400 per team, and includes green fees, awards dinner (casual dress) and prizes.

Winners will receive publicity in Golfweek's Superintendent News.

### The field is set on a first-come, first-served basis.

The TPC Four Seasons golf course, one of Texas' most exclusive courses, is 15 minutes from the Dallas Convention Center and home to the PGA Tour's Byron Nelson Classic.

**For more information on how you can play in the Golfweek's Superintendent News Team Championship, please contact Armand Cimaroli at toll-free at 1.877.805.4653 or [ac@golfweek.com](mailto:ac@golfweek.com).**

*A part of The Golfweek Group, Golfweek's Superintendent News is a bi-weekly publication, which delivers the latest news on golf course maintenance, development, design and construction.*

# Superior Turf Services



***Superior Fall Seeding and Feeding for a Great Start in 2001!***

## Superi Organic

*designed for performance, homogeneous prill, the finest in combined technologies*

**8-2-10 Plus**

Greens & Tees

**14-0-14 Fe**

Fairways & Tees

**15-2-5**

Roughs & High Wear Areas

# SEED RESEARCH

**Genetically Superior Bentgrasses from the  
World's Most Complete Bentgrass Program**

## Country Club

**Lebanon**  
TURF PRODUCTS

*Introducing* **COMPOSITE TECHNOLOGY** *Fertilizers*

**For Superior Turf Services, Call: LARRY THORNTON**

**(612) 804-1692**

# When you need **Top Dressing Material...**



## you need Plaisted.

Plaisted Companies is the one call for all your golf course materials, including top dressing blends to meet your most demanding specifications.



**Plaisted  
Companies**  
INCORPORATED

P.O. Box 332 • 11555 205th Avenue N.W. • Elk River, MN 55330

**612-441-1100**

---

Construction Materials • Top Dressing Blends • Bunker Sand • Carpath Aggregate • Drintile & Decorative Rock

Photo courtesy of Burian Photography®

## Editor's Corner

By Steve Shumansky  
Perham Lakeside Country Club



### HAVING CONTACTS...

One of the most important things I have learned about this business, along with life itself, is having contacts. Sometimes it isn't what you know but who you know. It sure is a lot harder getting things done without having the right contacts. For instance, a weekend storm blew through my course, lightning hit somewhere close to my well and, poof, fried my pump motor. I later discovered not only the pump motor was shot, my VFD was also blown; it came in from the back side. Here it is, a Sunday morning, I call my pump guy at 7:30, he and his crew are there by 8:00, we get everything fixed, so we thought, and drop everything back down the well, fire the system up and the entire pump house shook like it did before we touched a single thing. Talk about a scary feeling, the well is about 15 feet from the building and it felt like we were in an earthquake.

Ok, next item, the VFD, 480 volts going in, 480 going out,

but the Hz weren't even close to what they should have been. 60 Hz being max and all we could get out of it was about 48Hz. Can you say, when is the fun going to start? Of course the wind is blowing, it's hot, and dry, even though we just had an inch and a half of rain the day before. I think, I have to get this up and running before too long, I sure can't wait until late Monday or even Tuesday. Our restrooms run off of the irrigation system and the course is packed with people. I call my VFD man at home about 11:00 Sunday morning. Guess what, he had the same drive I needed in inventory. All I remember saying is, don't go anywhere, I'll be right there to pick it up. And away we went.

**In a few hours my irrigation system was up and running.** My VFD man showed up bright and early Monday to check my programming to make sure I didn't forget anything and to just fine tune it for me. Now, between my pump guy and my VFD guy, that is service!! There is also a relationship there that a lot of people sometimes just don't understand. If either of the two businesses didn't really want to help me, on a Sunday, they didn't have to. Sure you might think, just call someone else then. But the fact of the matter is, treat people with respect, no matter who they are; someday you might need their help and they'll be there for you. One big thing I have learned in my tenure, people in the turf and agricultural business are usually willing to give a helping hand when called upon to do so. And somehow, show them thanks for doing so.

\* \* \* \*

**Our condolences go out to Dale Parske,** Turf Supply Company, for the loss of his father in July. Dale, you have always been a very good friend of mine and I am very sorry for your loss.

### SUMMERTIME BURN OUT...

Are you looking forward to fall? We're all past the hump, the 4th of July is long behind us, and for me, I look at the 4th as the peak, the rest is down hill. Do you catch yourself when someone asks you a question saying, "sure whatever"? Like, don't bug me with the little things, the no brainer things. Something as simple as a little isolated dry spot on the 18th green that shows up every year, why worry, it's only grass, once it cools off from the heat stress it's under, it'll be ok... besides, it isn't a matter of life or death, it's just grass. From talking to those of you I talk to on a regular basis, all I can say is THANKS!! I hope my telling you my problems have somewhat soothed yours a little and some of your problems have made many of mine seem like nothing. We all talk to each other, and when you feel like the sky is falling and the world is coming to an end, make a phone call to a friend and talk about it. It sure is better than paying a therapist and makes you feel even better hearing some of the things your friend is encountering. And when the burnout starts getting to you, take some time off, get outta there and do whatever relaxes you for the rest of the day. With that, I'll close, I hope your stress level is lower than your turf's.

See ya next month,  
Steve Shumansky  
Editor

## FLIGHT CONTROL™



### A BIRD REPELLENT THAT WORKS!

- Visual detection through UV sensitivity of birds
- Insoluble, stable and virtually odorless
- EPA registered
- Apply at 0.5 gallons per acre

Ask your LESCO sales representative for more information or call 800-321-5325

A LESCO Industry Exclusive

# LESCO®

LESCO is a registered trademark of LESCO, Inc. Flight Control is a trademark of EBL, Inc.



# SEEDING, SODDING OR NEEDING YOUR TURF REVITALIZED



## Difference? Like Night Versus Day!

In June of 1998 we got 11 inches of rain – including over 6 inches in a single day! Our No. 1 fairway was under water for a week and the turf that didn't get washed away was flood-killed.

In August, I slit-seeded the fairway, applying Launch to one side of it to see if it would make a difference. The difference was amazing – like night vs. day! And you could still see it until our third monthly application when the whole fairway was treated with Launch.

We're using it now with great results on all our par 3 tees and driving range tees.

*John Betchwars, CGS  
Creeks Bend GC  
New Prague, MN*

**PAIR  
FOR THE  
COURSE**



**TURF BIOSTIMULANTS**

**Contact  
Daryl Scheerhoorn  
1-800-821-7925  
Ext. 555  
www.pbigordon.com**

ALWAYS READ AND FOLLOW LABEL DIRECTIONS.

**G pbi/gordon  
CORPORATION**  
An Employee-Owned Company

## 'Miracle Worker' (Launch, that is)...

"LAUNCH™ Biostimulant is a miracle worker, in my opinion. A severe ice storm hit Cloquet in February, 1997. When I started here in March of last year it was still a mess. The No. 2 green didn't have a blade of grass left and No. 1 was almost as bad.

When we seeded these greens (partially sodding the shadiest area of one), we figured it would be mid-July or August before the new Penncross could be played. But, thanks to Launch, we were putting on them by the first of June!"

*Jud Crist, GCS  
Cloquet Country Club  
Cloquet, MN*

*Cloquet  
COUNTRY  
CLUB*  
MEMBERS & GUESTS

