

# GCSAA State of the Association-

(Continued from Page 20)

Superintendent members of the membership standards resource group have contacted each chapter to offer presentations on PDI. Presentations will be given to the chapters that request them.

GCSAA is continuing to develop return-on-investment methodology to determine the financial and time benefits that result from GCSAA education.

## Environmental Stewardship

GCSAA's first performance management survey was mailed to all Class A and B members. Results will be reported at the conference and show in Dallas. GCSAA and the Center for Resource Management have completed final editing of the "Collaboration Guide," which will be introduced in Dallas.

In addition, a new Audubon Sanctuary specialization is being developed for the environmental management program.

## Executive Management

The association continues to focus on its performance management system, the expansion of conference and show and the implications of PDI and classification standards. GCSAA also is focusing on the association's role in the Golf 20/20 Conference and the results of that meeting. In addition, GCSAA is planning to use its 75th anniversary celebration as a platform to advance the association's outreach, public relations and communications goals.

## Government Relations

GCSAA's relationship with its lobbying firm continues to develop well. GCSAA's government relations department is working with members on environmental and regulatory issues. Water resources and use will be major topics at the Dallas conference and show.

GCSAA is planning for a legislative conference to take place in Washington, D.C., in conjunction with the association's 75th anniversary. GCSAA also is preparing for the final American with Disabilities Act Architectural Guidelines regarding rules for construction and renovation of golf courses. In addition, the association will begin publishing quarterly articles in GCM pertaining to OSHA regulations.

## Historical Preservation

GCSAA completed its first major exhibit for its new lobby display. "The Reel Story: The Evolution of the Golf Course Mower" opened Sept. 8. Exhibits will rotate approximately every six months.

The first four chapters of a book about the history of the profession and the association have been completed. The book will be completed by the 2002 conference and show in Orlando.

Exhibit plans continue to be fine-tuned for conference and show. Seven historical exhibits are planned for Dallas.

## Human Resources

GCSAA is educating staff on the role of the superintendent through "A Day in the Life of a Golf Course Superintendent" events. The association also is working on

staff competencies and will be conducting a pilot program for a 360-degree evaluation of association managers.

## Information Services

GCSAA continues to respond to members' information needs, and the association is redesigning and developing several new information packs. GCSAA also is developing online ordering for information packs. In addition, the association is addressing space issues for archiving association records.

## Internet Services

The GCSAA Web site is averaging 2.8 million hits a month, and 40 percent of GCSAA members are registered on the Web site. The conference and show Web site, which was launched Sept. 1, has been successful in disseminating information about the event and providing real-time registration for attendees. GCSAA's Internet strategy is now fully under way, with strong progress particularly in the Net Market Knowledge Management area of focus. Staff also is integrating the site's security system with new discussion forum software, which will be launched as soon as possible after the conference and show.

## Management Information Systems

The association conducted an audit of the MIS structure and made the appropriate changes and updates, including a redesign of the computer room for greater access and control of key equipment. Technology supporting a new training venue was installed in the auditorium and GCSAA is working on the installation of an information kiosk in the atrium of the headquarters building.

## Member/Chapter Services

The association held its annual Chapter Delegates Meeting in September. The meeting included productive discussions of Professional Development Initiative and classification standards.

The membership/chapter services department is preparing for the impact of the PDI if it is approved at GCSAA's annual meeting in Dallas. GCSAA also is working to ensure that its certification exam is tied to the competencies on which its education program is based. There was a 22-percent increase in certification applicants and newly certified superintendents from last year. In addition to focus on PDI and certification issues

## Research

Clark Throssell, Ph.D., accepted the director of research position, replacing Jeff Nus, Ph.D., who recently accepted the position of research manager at the USGA. Throssell has been associated with GCSAA for many years and currently serves on the education committee and faculty resource group. Prior to accepting the position with GCSAA, he was a professor of turfgrass science at Purdue University.

## Publications

A survey conducted on industry publications resulted in 72 percent of respondents naming Golf Course Management magazine as the top publication in the industry, and 70 percent indicating that they regularly read 50 percent or more of the magazine.

# MGCSA Seasonal Pay Survey

The survey taken in mid January had a total of 91 responses. Categories were broken into regional, resort and metropolitan.

Responses	First Year Pay	Second Year Pay
<b>Mpls/St. Paul</b>		
10	\$7.00-8.00	\$8.00-8.50
3	\$6.50-8.00	\$7.00-10.00
3	\$8.00-8.50	\$8.50-10.50
<b>Large City</b>		
3	\$6.00	\$7.00
3	\$7.00-8.00	\$7.50-8.50
1	\$8.00	\$9.00
<b>Southern Minnesota</b>		
14	\$5.50-6.50	\$6.50-7.00
10	\$6.50-7.50	\$7.00-8.00
4	\$7.50-8.50	\$8.00-9.00
<b>East - includes areas of Wisconsin</b>		
2	\$6.00	\$7.00
11	\$6.50-7.50	\$7.00-8.00
5	\$7.50-8.50	\$8.50-9.50
<b>Northern Minnesota</b>		
6	\$5.50-6.50	\$6.00-7.50
2	\$6.50-7.50	\$7.50-9.00
<b>Western Minnesota</b>		
1	\$5.25	\$5.50
1	\$5.50	\$6.50
1	\$9.00	\$10.00
<b>Resort Areas</b>		
3	\$5.00-6.00	\$5.75-6.50
7	\$6.00-7.00	\$6.50-7.50
<b>First Pay Increase:</b>		
<b>Number of Responses</b>	<b>After:</b>	
10	30 Days	
19	60 Days	
5	6 Months	
55	1 Year	

Many responses gave that they provided year-end bonuses. Most said they required the employee to work the entire season to receive the bonus. Some said the bonus was based on attendance, attitude, work ethic, or absenteeism. Most bonuses ranged from \$0.25 to 0.75 cents per hour worked. 3 respondents stated that they paid \$10.00 to 20.00 per week worked. In order to collect the bonus, most respondents listed there employees had to either work a minimum number of days (90), needed to stay the entire season, work until an agreed upon date to stay, or until their seasonal contract ended.

There were referral bonuses awarded also that ranged from \$25.00 to 100.00. Following is a list of work related incentives:

- + Free meals, free food.
- + 1/2 price on meals, food discounts.
- + Full uniforms rented or provided.
- + Coveralls, rubber boots.
- + Shirts, t-shirts, shorts, hats, pants.
- + Free golf, golf on Mondays,
- + Golf privileges,
- + Driving range privileges.
- + Golf carts.
- + Full golf membership.
- + Discounts in the pro shop.
- + 50% discount in pro shop.
- + Fountain pop dispenser.
- + Free pop.
- + Scholarship.
- + Great place to work.
- + Great boss.
- + P.P.E.
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- + Flexible schedule.
- + Resort and golf privileges.
- + Vacation, sick time, benefits.

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## AT THE CONFERENCE ....

Pictured at right are Leif Erickson, Simplot Partners; Mary Erickson; Jerry Murphy, CGCS, Somerset Country Club, and John Sniker, GreenImage.

Pictured below are Mike Hilliard, Par Aide Products Co., Butch Greeninger, MTI, and Dan Brown, Par Aide.



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**JAMES GARDNER, CGCS**, superintendent at The Wilds, left, with Dave Simeon, assistant superintendent at Woodhill Country Club.

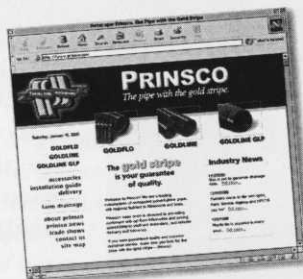
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# NORTH CENTRAL REGIONAL UPDATE

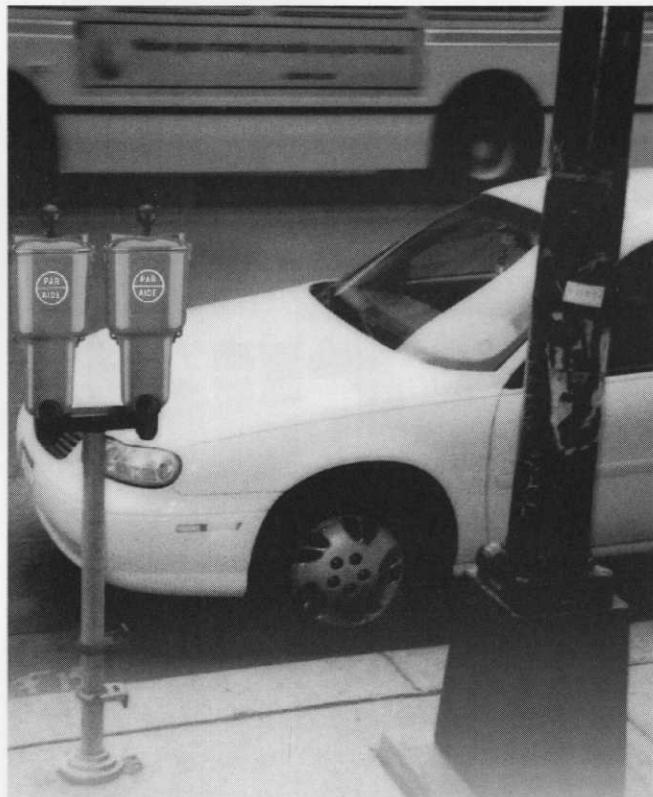
## *On the Road With the USGA*

By **R.A. (Bob) BRAME**  
*Director, North Central Region*

A new year has arrived and in fact, 2001 marks the beginning of a new millennium. For most, the focus at this time of year is family, friends, and New Year's resolutions. A good New Year's resolution for us all to adopt is that relationships will take precedent over our jobs. By no means is this to imply that we should not be offering our very best efforts on the job. However, relationships are the glue that holds other aspects of our lives together. Why not resolve as we enter a new millennium to guard priorities.

### **Snow Mold Protection**

The very cold December weather, along with snow cover throughout most of the region, has prompted a few calls regarding snow mold disease prevention. If



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the cold and snow blocked your planned fungicide application then be prepared to insert a treatment should we experience a midwinter thaw. If this is not possible, consider making an application in late winter/early spring as soon as the snow cover thaws and soil conditions make a treatment possible. Past history is an important criteria. It is common for some golf courses to skip a preventative snow mold treatment and still experience little to no damage. Yet, if past history on your course points to the importance of control measures, then be prepared for an application when weather conditions allow.

### **Employee Issues**

The winter months provide an excellent opportunity to train year-round staff and plan for the hiring of seasonal employees. Books, videos, and attendance at select conferences, seminars, and workshops can help prepare your staff for the golfing season ahead. Clearly, the operating budget should include funds to support ongoing educational activities.

Recognizing the challenge that has existed over the last several years in hiring and retaining quality seasonal employees now is the time to begin the process. Be sure the compensation and benefit package is competitive with surrounding courses. Flexible work hours, bonus incentives and golfing privileges also should be part of a competitive package that will draw and retain quality employees. The operating budget needs to reflect the above-mentioned components so that maximum flexibility is available in the recruiting and hiring process. After all, the golf course maintenance is directly tied to staff and equipment. The winter months provide an ideal time to ensure adequate resources are in place to address these two (staff and equipment) vital components of the maintenance operation.

### **Upcoming Conferences**

On the immediate horizon is the Midwest Regional Turf Foundation Conference in Indianapolis, IN on Jan. 9th and 10th, 2001. Following close behind (February 11th-18th, 2001) is the GCSAA Conference and Show in Dallas, TX. Hope to see you in Indianapolis or Dallas. In the meantime, give our office a call if we can assist with your planning for the season ahead. There will be a late January mailing to those golf courses in our database regarding the 2001 Turf Advisory Service. If you're not sure whether or not your course is in our database or if you just want to get a jump on scheduling a visit, give us a call (859/356-3272).

*(Editor's Note: Bob Brame may be reached at 859/356-3272 or [bobbrame@usga.org](mailto:bobbrame@usga.org))*

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# INDUSTRY NEWS

## Steve Hamelau, Rick McCarthy Join Superior Tech Products

Steve Hamelau, experienced superintendent of 30 years, the past 20 at Alexandria Golf Club, has joined Superior Tech Products' sales staff. Steve will be managing sales in western Minnesota out of his Alexandria office. His area will be from Highway 212 & 15 up to the northern Minnesota border. Parts of North and South Dakota will also be covered. Steve's many years of hands on experience in the turfgrass industry will help us continue our business expansion and allow us to keep our high level of customer turfgrass "hands on" attention to detail, says Dan and Rick Gabler of Superior Tech Products.

**Rick McCarthy** will bring many years of experience from the Landscape, Sportsfields and Nursery Industry. rick will be managing sales in these industries and also managing inside sales. Superior Tech Products is a distributor of leading edge products for the turfgrass industry for Minnesota, Wisconsin, North Dakota, and South Dakota. Products offered include Floratine Products turfgrass biostimulants. Gro-Power natural organic based granular fertilizer. JRM aeration tines, Trion Lift stations, Douglas Rollers and Waste2Water wash water recycling units.

For more information, please contact Steve Hamelau at 320/834-6039 or Rick McCarthy at our Minnetonka headquarters at 952/546-3678.

## Lebanon Turf Announces Funding For Superintendent Associations

Lebanon Turf Products announced the details for a funding program geared toward local golf course superintendent associations in the market area.

Lebanon will donate \$25 to the MGCSA for each golf course that purchases three or more tons of Lebanon branded products from January 1, 2001 through June 30, 2001.

The brands covered are Country Club, IsoTek31, NX-PRO and Par Ex. Also included in the program is Lebanon's new PERK Stress Relief controlled-release organic iron.

"Lebanon Turf Products is pleased to offer this program as a means of supporting golf course superintendent programs, and their efforts to educate superintendents at the local level. This is just a small way for Lebanon to show its appreciation for the role superintendents play in professional turf management," said Gary Neyman, Golf Product Manager.

Superintendents may claim their donation by completing a form and sending proof of purchase to Lebanon's business office. The form can be obtained from any Lebanon Turf Products representative or a distributor of Lebanon products. It can also be downloaded from Lebanon's web site at [www.Lebturf.com](http://www.Lebturf.com).

Checks will be issued in July and sent to each local association for the total amount accumulated by the association's membership. For further information, contact Frank Baden, the local territory manager, at 319/332-9288.

## Fargo CC's Craig Vigen Renews Professional Certification

Craig Vigen, certified golf course superintendent at Fargo Country Club and a member of the Minnesota Golf Course Superintendents' Association, has completed the renewal process for maintaining his status as a Certified Golf Course Superintendent (CGCS) with the Golf Course Superintendents Association of America (GCSAA).

Vigen has been at the Fargo course since 1980. He initially achieved his title of "CGCS" in 1986.

To become certified, a candidate must have at least three years' experience as a golf course superintendent, be employed in that capacity and meet specific post secondary educational requirements and/or continuing education units (CEUs). the candidate must then pass a rigorous six-hour examination covering: knowledge of GCSAA and its certification program; rules of golf; turfgrass management; pest control, safety and compliance; and financial and human resource management.

Maintaining certified status requires a renewal process be completed every five years. To fulfill certification renewal requirements, Vigen participated in 15 units of continuing education and professional development.

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