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## Upcoming MGCSA Schedule

**Tuesday, May 12**  
**MGCSA Spring Mixer**  
 Coffee Mill Golf Club, Wabasha  
 Host Superintendent: Jeff Normandt

**Tuesday, June 3**  
**MGCSA Vendor Appreciation Day**  
 Brackett's Crossing Country Club, Lakeville  
 Host Superintendent: Tom Proshok

**Monday, June 23**  
**MGCSA Scholarship Scramble**  
 Somerset Country Club, Mendota Heights  
 Host Superintendent: James Bade

**Monday, July 14**  
**Tri-State Outing**  
 Big Fish Golf Club, Hayward, WI  
 Host Superintendent: Tod Blankenship

**Monday, August 4**  
**MGCSA Harold Stodola Research Scramble**  
 Wayzata Country Club, Wayzata  
 Host Superintendent: Bob Distel

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## About the Cover

Coffee Mill G & CC hosts the Spring Mixer on May 12.

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## PRESIDENT'S MESSAGE

### *Blind Spot*

By Richard A. (Rick) Traver, CGCS

A couple of years ago I was on my way to work and pulled up to the stop sign at the entrance to our neighborhood. As always I looked both ways, and seeing that everything was clear and, "possibly" being in a little bit of a hurry, started to pull out on my short trek to work. Seconds later I was reading the letters on some awfully big tires zinging past the front corner of my much smaller pickup truck. It missed me by about a foot or two but scared the heck out of me. Now my confidence level was really high with regard to how I was driving. I swear to this day that I did look in that direction, yet it seems impossible that I could have missed seeing that truck.

*"With our jobs, how many times do we miss something because we are in much too much of a hurry or maybe we see it and plan to get back to it later only to get too busy to return. We take one of our many trips on the course throughout the day and because of what we have to do, or where we have to go, get on that same path that gets us there the fastest."*

This event got me to start thinking about life and the many times that we take a glance to the left or right only to miss the "big things" due to that "Blind Spot."

With our jobs, how many times do we miss something because we are in much too much of a hurry or maybe we see it and plan to get back to it later only to get too busy to return. We take one of our many trips on the course throughout the day and because of what we have to do, or where we have to go, get on that same path that gets us there the fastest. Maybe I am alone, but sometimes I am out golfing and see areas of the course that due to my maintenance traffic patterns seldom ever travel. When I see these areas all I can do is shake my head and wonder how I missed checking an area that should have been looked at earlier in the day.

With our families, how many times do we get caught in a pattern and take for granted our relationships with our spouses or our children. I would love to say not guilty here, but I know it has happened with me. I love my wife and daughter, but things cause me to get tunnel vision, develop "Blind Spots" and miss big events in my daughter's life or not be the husband to my wife I should be.

This spring when the snow melts we will be running as fast as ever with staff cuts and budget cuts. Keep those "Blinds Spots" in mind, especially when it comes to your spouse and children, but also visit those "Blind Spots" on the course, you never know what you may find.

**Thanks to Paul Diegnau for an excellent Mini-Seminar**, the water issues on the horizon loom big for our association. We will be hearing more about this topic shortly.

*Have a great month!*  
-Rick

# HOLE NOTES

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of the MGCSA

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# Coffee Mill Golf and Country Club Set to Host Spring Mixer May 12

By JEFF NORMANDT

Coffee Mill Golf and Country Club, located in Wabasha, was originally designed by golf course architect Glen Baldwin as a nine hole course in 1966. A second nine was added in 2004 and now stands as a Par 71.

## *Located on Top of the Mississippi River Bluffs*

The course is located on top of the Mississippi River bluffs offering great views and many interesting changes in elevation. The front nine features smaller, flatter push up style greens while the back nine has larger USGA spec greens.

## *Major Challenges*

Similar to many of today's golf courses, increasing turf demands on shrinking budgets and aging equipment are making golf course management a challenge.

## *Brief History of Course*

In 1966 the clubhouse was a mushroom-shaped structure and is located near No. 5 tee. The structure is used today as a private home, rebuilt after the new clubhouse was completed. The back nine and new clubhouse were completed in 2004 on property east of the existing nine.

The club is stockholder-owned and run by a Board of Directors with various committees. Rob Sill is the General Manager of the Club.

## *History*

I have been superintendent at Coffee Mill Golf and Country Club since June, 2005. Before that, I was superintendent and co-



*No. 1 offers a great view from the top of the Mississippi River Bluffs.*

owner of Valley High Golf Club in Houston, Minn.

I started my working career with a BS degree in Actuarial Science from Ball State University and worked for 17 years in various analysis, financial and management positions in the insurance industry in Chicago. During this time, I decided I would like to own and operate a golf course. I attended night

*"Similar to many of today's golf courses, increasing turf demands on shrinking budgets and aging equipment are making golf course management a challenge."*

school at Harper College and received an AAS degree in Parks Management and began working full time at golf courses around the Chicago suburbs. I started as a foreman at Bartlett Hills Golf Club in Bartlett, Ill. and moved on to Assistant Superintendent at Rolling Green Country Club in Arlington Heights, IL.

In 1999, I co-purchased Valley High Golf Club in Houston. With my wife and a partner, we ran Valley High until 2004 when it was sold.

I was married to Mary in 1984, have two children, Tim and Jessica, both in college. Tim is studying to be a high school chemistry teacher and Jessica plans to be a pharmacist.

When not working, I enjoy golf, baseball, biking and hiking. I am also an accomplished woodworker. Currently, my wood-working plans are on hold. We've recently sold our home near La Crosse and are renting a small condo in Wabasha. All of my woodworking tools are in storage until a more permanent home is found.



*No. 6 at Coffee Mill Golf & Country Club*

# The Minnesota Golf Economy

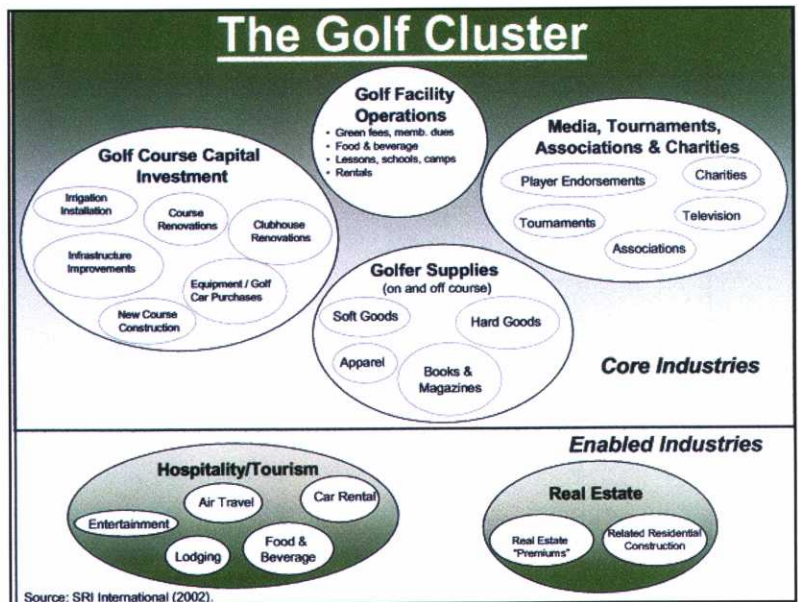
Courtesy of the Minnesota Golf Association

With over 10,000 lakes and 500 golf courses, tourism and recreation thrive in Minnesota. Golf is a key driver of Minnesota's tourism and recreation industries. However, the breadth of economic activity generated by the game of golf makes it a critical industry sector in its own right. In 2006, the size of Minnesota's direct golf economy was approximately \$1.2 billion. This puts the golf industry on par with several other important industries in the state: dairy products (\$1.1 billion), printed circuit assembly (\$1.3 billion) and accounting, tax and payroll services (\$1.4 billion).

<sup>1</sup>Golf brings visitors to the state, drives new construction and residential development, generates retail sales and creates demand for a myriad of goods and services. When the total economic impact of these golf-related activities is considered, Minnesota's golf industry generated approximately \$2.4 billion of direct, indirect and induced economic output, \$776.7 million of wage income and 34,653 jobs in 2006.

The Minnesota Golf Economy report describes and analyzes Minnesota's golf industry cluster, including the revenues and economic impact generated by the industry. It offers many potential uses:

Defining the range of core and enabled industries associated with the game of golf; Clearly articulating, for policymakers, the employment and revenue-generating contributions of the golf industry to the state economy; Building credibility and recognition of the golf industry as a significant business sector and a driver of economic activity in the state.



## GOLF INDUSTRY SEGMENTS

The Minnesota golf economy is comprised of \$671.0 million in core golf industries and an additional \$553.5 million in enabled industries, as illustrated in the table below.

### CORE INDUSTRIES

Golf Facility Operations. At the center of the golf economy lies the golf facilities—the largest component in terms of revenues.

The revenue that flows through a golf facility comes primarily from green fees, membership fees, golf cart rentals and associated spending on food and beverages. This revenue, in turn, supports a host of supply sectors including golf equipment manufacturers, food and beverage providers, turfgrass equipment and maintenance service providers.

Minnesota's 508 golf courses, 11 stand-alone ranges, and 29 miniature golf facilities generated \$534.6 million of revenues in 2006. This is more than all other major spectator sports—hockey, basketball, football and baseball—combined.

(Continued on Page 7)

Size of Minnesota's Golf Economy in 2006 by Segment (\$ million)	
<b>Core Industries</b>	
Golf Facility Operations	\$534.6
Golf Course Construction and Capital Investment	\$43.5
Golfer Supplies (retail margin and manufacturing exports)	\$83.3
Major Golf Tournaments and Associations	\$9.6
<b>Total Core Industries</b>	<b>\$671.0</b>
<b>Enabled Industries</b>	
Real Estate	\$177.0
Hospitality/Tourism	\$360.5
<b>Total Enabled Industries</b>	<b>\$553.5</b>
<b>TOTAL GOLF ECONOMY</b>	<b>\$1,208.5</b>

## Golf Economy-

(Continued from Page 6)

### Golf Course Capital Investments

Golf facilities generate economic impacts beyond operational revenues through investments to upgrade and maintain facilities and infrastructure and through the construction, expansion and renovation of courses. These investments create employment in the construction and maintenance industries and often involve the purchase of significant amounts of equipment and supplies from companies within the state. Minnesota's golf facilities made \$43.5 million worth of capital investments in 2006: \$31.1 million of investments at existing facilities and \$12.4 million for the construction of new courses.

### Golfer Supplies

Minnesota golfers spent significant sums on golf balls, golf clubs and golf apparel in 2006. Golf courses are also active consumers of turfgrass equipment, course amenities, and so on. The economic value of these goods comes from both the production of these goods, as well as retail sales of such items. Minnesota is home to a number of companies that manufacture turf maintenance and irrigation equipment, golf course amenities and other golf-related products—Toro, Miltona, Par Aide Products, etc. In 2006, Minnesota manufacturers' value-added shipments of golf-related products out of the state were approximately \$35.8 million.

In addition, the margin made on on-course and off-course retail sales of golf equipment, apparel, and media totaled \$47.5 million.

### Associations

Numerous organizations represent the game of golf in Minnesota. In addition to the Minnesota Golf Association, there are several state chapters of national golf organizations such as the Minnesota Section of the PGA of America, the Minnesota Golf Course Superintendents Association, the Midwest Golf Course Owners Association and the Upper Midwest Chapter of the Club Managers Association of America. Municipal golf facilities are also represented by the Midwest Public Golf Managers Association. These state golf associations generated an estimated \$4.1 million in revenues in 2006.

### Tournaments

Over the years, Minnesota has shown enthusiastic community support for hosting major golf championships. It is the only state to have hosted all 13 USGA championships in addition to the Curtis Cup, Walker Cup and State Team events, and has hosted several PGA and LPGA championships as well. In 2006, Minnesota played host to two professional golf tournaments: The Showdown at Somerby, a Nationwide Tour event held at Somerby Golf Club in Byron, followed later in the season by the 3M Championship at TPC of the Twin Cities. These two tournaments generated approximately \$5.5 million in 2006, excluding the tournament purse and costs for TV broadcasting.

### Charities

Minnesota's golf industry makes substantial contributions to a variety of charities. In addition to monies raised at local golf club events, golf serves as a vehicle for a variety of celebrity-sponsored charitable events. The annual Tapemark Charity Pro-Am and the Matt Blair Classic both benefit local organizations supporting children and adults with developmental and learning disabilities. The Randy Shaver Celebrity Golf Classic has raised

more than \$3.5 million since 1995 in support of local cancer research, prevention and treatment programs. Similarly, the annual Champions Tour and Nationwide tournaments played in Minnesota raise significant funds for local charities. Golf course owners, operators and golf professionals are happy to serve as access points for annual fundraising by local service organizations. SRI estimates that the total amount of golf-related charitable giving in Minnesota was \$52.4 million in 2006.

### ENABLED INDUSTRIES

**Golf Real Estate.** Real estate developers use amenities to attract new home buyers, and golf is a key amenity in both rural and urban areas of the state. A number of new golf communities were under construction in 2006 offering a mix of single family homes, town homes, and condominiums.

This new golf-related real estate construction generated \$105.6 million in 2006. Furthermore, in 2006 there were approximately 85 golf communities in Minnesota, and we estimate the "golf" premium associated with the sale of real estate in these developments to be \$71.4 million. The premium is the additional amount a buyer is willing to pay for a home or property located on a golf course or within a golf community.

### Hospitality/Tourism

Across the country, golf has enjoyed increasing popularity among travelers, whether it is the primary motivation for a trip or is connected to other recreational time spent with friends, family, or business colleagues. In Minnesota, golf is actively promoted as an important tourism segment. The state's "Explore

(Continued on Page 8)

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## Golf Economy-

(Continued from Page 7)

Minnesota" website features golf as a primary tourist attraction and links to a user-friendly golf website (<http://golf.exploreminnesota.com>). The content for the site was developed through a public-private partnership of key golf tourism stakeholders.

In 2006, SRI estimates golf-related tourism spending in Minnesota was \$360.5 million. This is based on: (1) an estimated 1,025,000 golf person trips taken annually in the state by Minnesota residents and non residents and (2) an average of \$352 of tourism spending per person per trip.

### Golf's Impact On Minnesota's Economy

Golf's impact on the Minnesota economy includes both the direct effects of economic activity in the core and enabled golf industries, as well as the indirect and induced (or multiplier) effects on the overall economy. In economics, the idea of the multiplier is that changes in the level of economic activity in one industry impact other industries throughout the economy.

For example, a fraction of each additional dollar spent at a golf course is, in

turn, spent by the golf course to purchase goods and services for golf course operation—these are indirect effects. In addition, golf course employees then spend a fraction of their incomes on personal goods and services, and this requires companies in a myriad of other industries to hire employees and increase output to meet this demand—these are induced effects. Therefore, golf's total (direct plus multiplier) economic impact includes both the employment and wage income of those employed in golf-related industries, as well as the employment and wages generated in other sectors of the economy through subsequent purchases of goods and services by golf industry employees.

In 2006, the Minnesota golf economy generated, an additional \$1.3 billion in indirect and induced economic impacts for the State of Minnesota for a total impact of \$2.4 billion; A total impact of 34,653 jobs, and total earnings of \$776.7 million.

Economic impact is calculated on \$1,106.0 million of direct golf economy revenues. The following industry segments are excluded in the economic impact analysis: (1) \*golf course capital investments—only new golf course construction (\$12.4 million) is included for

this category since other types of golf facility capital investment are typically financed through facility revenues (and, therefore, not included because of double counting) and (2) \*\*the golf premium associated with golf real estate—this is considered a transfer or assets rather than new economic activity, so only golf-related residential construction (\$105.6 million) is included.

1 U.S. Census Bureau, 2002 Economic Census. SRI used the GDP implicit price deflator to inflate 2002 industry revenue data to 2006 dollars.

2 These other sports generated revenues of \$421.6 million in 2002, or \$469.6 million in 2006 inflation-adjusted dollars U.S. Census Bureau (2005). Minnesota: 2002, 2002 Economic Census, Arts, Entertainment & Recreation Geographic Series, July 2005.

3 Minnesota will also host two major championships over the next two years: the 2008 U.S. Women's Open Championship will be held at Interlachen Country Club in Edina, followed by the 2009 PGA Championship at Hazeltine National Golf Club.

4 This estimate is derived from a national study based on the number of charitable golf outings held; the discounted fees, services and staff time for these events, as well as the charitable giving associated with professional golf tournaments. National Golf Foundation (2002). The Charitable Impact Report, 2002.

5 Note that charitable giving is not included in economic impact estimation, because it represents a transfer of income rather than new economic activity.

6 The Explore Minnesota Golf Alliance's (EMGA) primary objective is to market the state of Minnesota as a golf destination. EMGA membership includes daily fee golf facilities and golf resorts, local convention bureaus, the Explore Minnesota Tourism office, and the Minnesota Golf Association.

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## The Savory Super

Taste Tested by Jack MacKenzie, CGCS  
North Oaks Golf Club

### Thai Cucumber and Pineapple Salad

This is an easy and very delicious recipe for a cool salad. Prep time takes about 45 minutes but chow time is super fast as it is an awesome dish.

- 1 fresh pineapple cut in chunks
- 2 medium field cucumbers
- 3 spring onions (*green onions*), sliced
- 1 red bell pepper, sliced thinly, or diced
- 1/2 cup dry whole roasted unsalted peanuts  
handful of ground peanuts (*or roughly chopped*),  
*or substitute another nut, such as cashews*
- 1 cup fresh cilantro chopped + handful of fresh basil leaves  
(*roughly chopped if leaves are large*)

#### SALAD DRESSING:

- 4 cloves garlic, minced
- 1 red chilli, de-seeded and minced, OR 1 tsp. chili sauce  
(*or more if you want it extra spicy*)
- 2 Tbsp. soy sauce
- 2 Tbsp. fish sauce, OR vegetarian fish sauce  
(*look for vegetarian fish sauce at Vietnamese stores*)
- juice of 1/2 lime (about 1 Tbsp.)
- 2 tsp. brown sugar
- 1/2 tsp. shrimp paste, OR 1/2 Tbsp. more fish sauce  
(*or vegetarian fish sauce*)

**Optional:** To make this salad a complete meal, add 1 cup cooked shrimp, or 1 package deep-fried tofu.

#### PREPARATION:

- 1) Place all salad dressing ingredients in a cup. Stir well. Set aside.
- 2) Place pineapple chunks in a mixing bowl.
- 3) To prepare the cucumber: Remove skin with a vegetable peeler, or cut off with a knife (*if the cucumber is organic, leave the skin on for extra nutrients and fiber*). Next, cut the cucumber in half lengthwise. Cut these sections again lengthwise (*several times if the cucumber is thick*), then slice the other way to create cubes. Add these to the mixing bowl.
- 4) Clean out the seeds of the red bell pepper, then slice it thinly into strips. Slice these in half to create matchstick-like pieces. Add these to the mixing bowl.
- 5) Add the sliced spring/green onion, plus the whole roasted peanuts. Add most of the basil and coriander, putting aside a little of each for the garnish.
- 6) Now pour the salad dressing over. Toss well.
- 7) Pour or scoop the salad onto a serving plate. Top with the extra basil and coriander you kept back, plus a sprinkling of ground or chopped peanuts. If desired, serve with lime wedges on the side.

ENJOY!

**Salad Tips:** This salad is at its best when first tossed. Try to eat up leftovers as soon as possible. For added protein (*if serving as a main course*), toss in 1 cup cooked shrimp, or 1 package deep-fried tofu cut into cubes. If you're planning to serve it at a party or take it to a potluck: Prepare all the ingredients and place them in separate containers in the refrigerator. Also prepare the dressing and keep in a jar or covered container in the refrigerator. Then simply toss all together right before serving.



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# Noernet Begins 10th Year

By Tom Schwab, O.J. Noer Turfgrass Research and Education Facility  
University of Wisconsin-Madison

April 2008 marks the 10th anniversary of Noernet serving the turf industry of Wisconsin. Where have the years gone? For those unfamiliar with Noernet, it is an automated electronic list that serves as an "email discussion group" for turf professionals. Subscribers share information that helps them in their work. Discussions have included landscape construction projects, turfgrass selection, pest alerts, solutions to pest problems, equipment or tool choices, sale of used equipment, educational event announcements, university research results, government regulations, management solutions and other topics.

The way it works is any subscriber may write a turfgrass management related question, concern or comment to the Noernet email address. All subscribers will receive that message and may send a reply back if they choose. Everyone will see that reply and again have the option to respond with additional information.

Some subscribers are extremely active and respond to many messages. Others never write messages and only read Noernet to keep an eye on what is happening around the region. You may participate as much or as little as you like. There are also many topics discussed across professions. For instance, a sports field manager or sod producer may ask questions to lawn care providers and golf course superintendents, and vice versa. We all belong to one important industry that is being brought closer together by sharing information.

Noernet presently has 170 subscribers from golf courses, sod farms, sports fields, lawn care companies and turf businesses. Most are from Wisconsin, while others come from Michigan's Upper Peninsula, eastern Minnesota and northern Illinois. Several Minnesota superintendents have inquired about expanding Noernet to all of Minnesota. Soon there may be many more turf professionals from which to

gather expertise.

Noernet is meant for local use and concerns. There are many national discussion groups but Noernet is intended for turf care professionals in Wisconsin and neighboring states. We are better able to discuss topics unique to our Upper Midwest region by keeping it local. Noernet is also a private list. It is not meant for homeowners, media or any individuals outside of the turf profession.

If you think that sharing of information is an important tool for turf management, then Noernet is one more tool available to you. Let your peers know about this service if you feel they could benefit. Instructions for subscribing and participating in Noernet are written below.

The University of Wisconsin-Madison sponsors this electronic discussion group. They have set an appropriate use policy which includes:

*(Continued on Page 11)*

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