

# New Twist to 15th Chapter Delegates Meeting

## Delegates Experience New Orleans, Engage in Discussions

Submitted by KEVIN CLUNIS, CGCS  
Tanners Brook Golf Course, MGCSA Chapter Delegate

Desiring to give members as much information as possible about the upcoming conference and show, GCSAA took its 2008 Chapter Delegates meeting to New Orleans, Oct. 24-26. A total of 97 of the 100 GCSAA affiliated chapters were represented.

"We knew there was some concern about New Orleans' ability to host conference and show," GCSAA President David S. Downing II, CGCS said. "We felt the best way to address that was by hosting the delegates in New Orleans. Various association activities have been held there since Hurricane Katrina, so we were confident the delegates would be impressed by what they saw."

Not only did the meeting break ranks by moving from its traditional Lawrence/Kansas City region, but it also included a two-hour tour of the city and a

briefing from local officials on the recovery from storms during the past two years.

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*"I thought it was great that we got to see the city," delegate Gary Myers, CGCS said. "I appreciate that we saw everything...from the standpoint of attending the Conference and Show, everything was fine. It should be a great event."*

see the city," first-time delegate Gary Myers, CGCS said. "I appreciate that we saw everything. There are still some areas that need to be rebuilt, but from the standpoint of attending Conference and Show, everything was fine. I did not hear any delegate say New Orleans would not be a good place for us. It should be a great event."

The agenda for the meeting was developed by GCSAA Vice President Mark D. Kuhns, CGCS. His focus was on presenting a complete picture of New Orleans, providing in-depth discussion on Chapter Effectiveness and giving attendees a look at the future of the association. The meeting also afforded attendees to hear GCSAA Chief Executive Officer Mark Woodward address the delegates for the first time. Woodward, who took over in July, shared his vision for the association. He touched on the following topics:

- The importance of chapter effectiveness.
- The need for member engagement on the chapter and national level.
- Building relationships to advance the association and its members.

(Continued on Page 22)



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## Chapter Delegates Meeting-

(Continued from Page 21)

• GCSAA and The Environmental Institute for Golf's role as a leader in ensuring golf's compatibility with the environment.

• The role of the GCSAA member now and in the future.

Special attention was paid to sharing tactics with delegates how they could help their chapters to become more effective. A report on the extensive work of the Chapter Relations Committee, chaired by GCSAA Past President Tim O'Neill, CGCS was presented. The committee identified four key elements to enhancing chapters:

- Strategic Planning
- GCSAA Field Staff
- Executive Paid Leadership
- Sharing of Resources with other Chapters

Peggy Hoffman and Peter Houstle of Mariner Marketing and Management facilitated a session focused on chapter effectiveness that explored means to increase volunteer participation, enhance communications, activate memberships, improve

management and engage in strategic planning, all on the chapter level. The key take-away was research, indicating that more people volunteer if they are directly asked, and are offered opportunities that are ad hoc or short term in nature.

The delegates heard several presentations and engaged in discussions regarding member programs and services. Topics included:

- Industry efforts to grow the game, focusing on the role of GCSAA and its members.
- Membership growth and retention efforts.
- GCSAA's financial picture.
- Marketing, outreach and advocacy activities.
- The importance of data for GCSAA and member input, including member needs, assessment, compensation and benefits report, and golf course environmental profile project.
- GCSAA Education Conference and Golf Industry Show.

A staple of every delegates meeting, the opportunity to meet the candidates and discuss issues of importance was also conducted.

Based on the discussions, financial issues were leading area of interest.

Downing, Woodward and GCSAA Managing Director of Finance Cam Oury presented the association's financial picture as being strong with no debt, valuable assets and a solid cash reserve. Although revenues will be lower in 2008 than 2007, association leaders indicated expenses were being managed down appropriately. Delegates also asked for assistance in communicating issues during tough economic times. Staff will provide support to help members in this area regarding Conference and Show attendance and in sharing their value and the importance of golf course maintenance in light of budget cuts.

"I appreciate the delegates taking their personal time to meet in New Orleans," Woodward said. We rely on them to be the conduit to chapters. We also need them to give us feedback. The one item that was very clear to me is that when member financial challenges are great, the opportunities and the need to assist our members are at their greatest. We live by the mantra that 'Members Matter Most' and I would contend they need us more than ever right now, and we need them as well because it is truly a partnership."

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## GREEN EXPO 2009 PRELIMINARY PROGRAM

### WEDNESDAY, JANUARY 7

- 7:30—8:25 My Favorite Plant, *Jayne Roberts* MNLA  
 7:30—8:25 Water Efficiency: It's Not Just for Deserts Anymore, *Doug Bennett* MNLA  
 7:30—8:25 Website Management, *Jim Kohut* MNLA  
 7:30—8:25 U of M Turfgrass Research Update, *Brian Horgan, Eric Watkins* MTGF  
 7:30—8:25 The Care and Feeding of a Full Service Garden Center and Landscape Design Build Firm: AKA Operations 101, *Matt Horn* MNLA  
 8:40-9:35 Opening Keynote: Leading the Next Generation, *Mike Muetzel*  
 9:45-10:45 Turf 101, Part I, *John Hopko* MTGF  
 9:45-10:45 Annual Plant Maintenance, *Mary Meyer* MTGF  
 9:45-10:45 Below-Ground Organic Strategy to Combat Global Warming, *Mike Amaranthus* MSA  
 9:45-11:00 Perennials: Oh Beautiful in Spacious Skies, *Tony Avent* MNLA  
 9:45-11:00 The Dirt on Soil Testing, *Sam Ferro* MTGF  
 9:45-11:00 Award-Winning Landscapes: Installation & Management, *Doug Geesaman, moderator* MNLA  
 9:45-11:00 A Strategy for Working Smarter, *Charlie Fultz* MGCSA  
 9:45-11:00 New Nursery Technology & Mechanization, Part I, *John Hughes* MNLA  
 9:45-11:00 Water Conservation - What's in it for Me?, *Brian Horgan* MNLA  
 9:45-11:00 Landscape Lighting: Tricks of the Trade, Panel - *Nels Peterson, Mark Hanson* MNLA  
 9:45-11:00 Why Walls & Pavers Fail, *Bill Kwasny* MNLA  
 9:45-11:00 Innovative Climbing for the Everyday Arborist, *Rip Tompkins* MNLA  
 2:00-2:50 Defining Organic Turfgrass Management for Golf Courses, *Troy Carson* MGCSA  
 2:00—2:50 New Nursery Technology & Mechanization, Part II, *John Hughes* MNLA  
 2:00—3:50 Perennials: Surround Yourself with Shady Characters, *Tony Avent* MNLA  
 2:00—3:50 Award Winning Landscapes: Design, *Rob LaFavor, moderator* MNLA  
 2:00—3:50 Showcasing the Best of Local Landscape Lighting, *Nels Peterson* MNLA  
 2:00—3:50 Arborists, Cranes and Trees, *Rip Tompkins* MNLA  
 2:00-4:00 Water Efficiency: Threat or Opportunity?, *Doug Bennett* MNLA  
 3:00-3:50 Landscape Photography, *Jade Staus* MTGF  
 3:00-3:50 Turf 101, Part II, *John Hopko* MTGF  
 3:00-3:50 Effective Snow and Ice Operations via New Technology, *Tom Struve* MTGF  
 3:00-3:50 Don't Treat Your Soil Like Dirt, *Mike Amaranthus* MSA  
 3:00-3:50 Your Crew, Your Team, and Stages of Team Development, *Mike Muetzel* MGCSA  
 3:00-3:50 Lights, Camera...Landscape!, *Matt Horn* MNLA  
 3:00-3:50 What Works and What Doesn't: A Nursery Inspector's Perspective, *Steve Shimek* MNLA

### THURSDAY, JANUARY 8

- 7:30-8:50 Traffic Stoppers! What's HOT from the U of M & California Pack Trials, *Neil Anderson* MNLA  
 7:30-8:50 Futuristic Plants, *Harold Pellett, Stan Hokanson* MNLA  
 7:30-8:50 Construction Project "Must Do" Field Systems, *George Hedley* MNLA  
 7:30-8:50 The Mechanics and Dynamics of Support Systems, *John Ball* MNLA  
 7:30-8:50 Spanish: First Aid for Nursery & Landscape Workers, *Patti Morris, Presenter & Isabel Toledo, Interpreter* MNLA  
 7:30-12:00 PGRs, *Thomas Watschke* MGCSA  
 8:00-8:50 Gas Engine Maintenance, Troubleshooting & Issues, *Carl Osterhaus* MTGF  
 9:00-9:50 Response to Eight Nitrogen Fertility Programs on Three Cool-Season Lawn Species, *Kristie Walker* MTGF  
 9:00-10:30 Diesel Engine Maintenance, Troubleshooting & Issues, *Carl Osterhaus* MTGF  
 9:00-10:30 Inside the Landscape Architects Studio, Part I, *Bob Close* MNLA  
 9:00-10:30 Relevancy: The IGC Untapped Competitive Advantage, *Stan Pohmer* MNLA  
 9:00-10:30 Quercus for Minnesota, *Philip Ronald* MNLA  
 9:00-10:30 Organic Lawn Care, *Bob Mugaas* MNLA  
 9:00-10:30 Support Systems: When to Use Them & How to Make Money, *John Ball* MNLA  
 9:00-1 0:30 Crew Leader Idea Exchange, *Scott Frampton, moderator* MNLA

- 9:00-10:30 Spanish: Plant Identification, *Rock Kelly, Jaime Omana* MNLA  
 9:30-10:30 Improving Irrigation Efficiency, *Larry Lennert* MTGF  
 2:00-2:50 Superseed Suppression: Controlling Poa Seedheads, *Shawn Askew* MGCSA  
 2:00-2:50 Maples for Minnesota, *Susan Wiegrefe* MNLA  
 2:00-2:50 Environmental Monitoring & Irrigation Control (and a Bit More), *Andy Lindquist* MTGF  
 2:00-2:50 Manage your Asphalt and Concrete Assets, *Tom Struve* MTGF  
 2:00-2:50 Low Input Lawns, *Bob Mugaas* MNLA  
 2:00-2:50 OSHA Compliance for Shops, *Gary Robertson* MGCSA  
 2:00-2:50 The Kandiyohi Elm Forest: The Past and Future Forest of MN, *Lee Frelich* MSA  
 2:00-2:50 Bluebirds Across Minnesota, *Keith Radel* MGCSA  
 2:00-3:50 Inside the Landscape Architects Studio, Part II, *Bob Close* MNLA  
 2:00-3:50 Estimate Accurate Labor, Equipment, Overhead & Profit, *George Hedley* MNLA  
 2:00-4:00 PLT: Irrigation, Lighting, and the National Electrical Code, *Ed Lethert* MTGF  
 2:00-4:00 Aquatics Recertification, *Steve Enger, John Hiebert, John Barten* MTGF  
 3:00-3:50 The Elms of Minnesota: Myths and Mysteries, *Mark Stennes* MSA  
 3:00-3:50 The Hoax of Global Warming, *Herb Stevens* MGCSA  
 3:00-3:50 Garden Center Panel, *Van Cooley, Amanda Clark, John O'Reilly* MNLA  
 3:00-3:50 Traditional, Native, and Ornamental Grasses for Low Maintenance Areas, *Kristie Walker* MTGF  
 3:00-3:50 Perennial Plant Maintenance, *Mary Meyer* MTGF  
 3:00-3:50 Answers to Nursery Questions, *Panel* MNLA

### FRIDAY, JANUARY 9 GENERAL SESSIONS

- 8:00- 8:50 All Customers are Not Created Equal, *Stan Pohmer* MNLA  
 9:00-10:30 Outdoor Structures: Arbors, Pergolas, and More! *Tim Huinker* MNLA  
 9:00-1 0:30 Drip Irrigation, *Ross Pudenz* MNLA  
 9:00-10:30 Celebrating Failure: A Path to Creating Breakthrough Thinking & Garden Center Idea Exchange, *Stan Pohmer* MNLA  
 9:00-10:30 Environmental Keynote: Eyewitness to Polar Meltdown, *John Stetson* MNLA  
 12:30-2:30 PLT: Irrigation, Lighting, and the National Electrical Code, *Ed Lethert* MNLA  
 12:30-2:30 Environmental Keynote: Construction & Design of Residential Raingardens, *Rusty Schmidt, Mike Isensee, Shawn Tracy* MNLA  
 1:00-2:00 What's New with Sedges & Ornamental Grasses, *Mary Meyer* MNLA

### FRIDAY, JANUARY 9 PESTICIDE RECERTIFICATION SESSIONS

The following sessions qualify for Pesticide Applicator Recertification. Participants must attend the 7:30 a.m. session and four additional sessions. Attendance will be monitored.

- 7:30-8:30 MDA General Session - MDA Laws and Regulation Update & Monitoring Urban Pesticide Use, *Joe Spitzmueller, Colliie Graddick*  
 8:35-9:30 Ways to Reduce Use of Pesticides, Fungicides, *John Erwin* MNLA  
 8:35-9:30 Using Tenacity in Lawn Turf, *Shawn Askew* MTGF  
 8:35-9:30 EAB Management Updates, *Dan Herms* MNLA  
 8:35-9:30 Designing Disease Control Programs for Summer Disease Control in Bentgrass Greens, *Bruce Martin* MGCSA  
 9:35-10:30 Citizen Concerns About Pesticide Spraying in Urban Areas - The Law and What Applicators Can and Should Do, *Joe Peckham*  
 9:35-10:30 Selectivity of Insecticides: What Works for Which Pest, and What Doesn't, *Dan Herms* MNLA  
 9:35-10:30 Using Tenacity on the Golf Course, *Shawn Askew* MGCSA  
 9:35-10:30 Ways to Reduce Use of Growth Retardants, *John Erwin* MNLA  
 1:00-1:55 Biology and Control of Rhizoctonia and Pythium as Turfgrass Pathogens, *Bruce Martin* MGCSA  
 1:00-1:55 Woody Plant Insect Mgmt Update, *Vera Krischik* MNLA  
 1:00-1:55 Benefits of Endophytic Turfgrasses, *Kristie Walker* MTGF  
 2:00-3:00 Turf Fungicides A to Z, *Bruce Martin* MGCSA  
 2:00-3:00 Woody Plant Diseases Mgmt, *Michelle Grabowski* MNLA  
 2:00-3:00 Pesticides Long Term Health Effects: What Do We Know and What You Can Do, *Dean Herzfeld*



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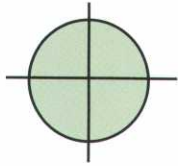
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# Engage In 2009

By PAUL DIEGNAU, CGCS  
Keller Golf Course



As the "new awakening" looms in our immediate future, I sit back and speculate what is in store for our industry. I hear names like Gore and Kennedy thrown about as possible heirs to the throne of the EPA. Regardless of who gets the nod, I think we, as an industry, must engage the political process NOW rather than later. Your voice can and will make a difference in determining the level of regulation laid on our doorstep. Now is the time to post the names and numbers to your local, state and federal representatives by your phone and use them. E-mails are also effective in making your opinions known. I am afraid that if we fail to engage the process we will see regulation in the turfgrass industry, the likes we have never seen before. Separate yourself from apathy, stand up, and be counted!

\* \* \* \*

**As the 2009 Green Expo draws near,** make plans to attend January 7-9. For a very reasonable price, you and your staff can experience the latest and greatest in education and products, not to mention the networking and socializing opportunities. Some of the speakers include Dr. Bruce Martin, Clemson University, who will discuss Rhizoctonia and Pythium pathogens as well as designing disease control programs for bentgrass greens. Dr. Shawn Askew, Virginia Tech, will cover Tenacity use on the golf course and controlling Poa seedheads. MN OSHA will discuss compliance issues in our maintenance shops and Herb Stevens, "The Skiing Weatherman," will provide you with the facts that the mainstream media doesn't tell you regarding global warming/climate change. Keith Radel will teach you all you need to know to join the ranks of the successful bluebirders and Charlie Fultz, former 13-year GCS, will share an innovative method for improving operational efficiency using input from your staff. These are just a few of the educational opportunities offered this year. I hope to see you there!

\* \* \* \*

**I try not to be a shill for TurfNet.com** but, in all honesty, it is some of the best budget money I spend annually. In addition

to the highly informative forum/discussion board with participants from across the U.S. and beyond, constantly updated interviews from the movers and shakers in the golf industry, Turfnet now offers free educational webinars to its members. In the past six weeks, I have participated in live presentations by Dr. Frank Rossi, Kevin Ross, CGCS, Dr. Fred Ylverton and Dr. Roch Gaussoin on topics

*"Our new definition takes the position that dry, firm turf provides the best condition for playing golf. Our new definition is intended to encourage water conservation, by rewarding courses that don't overwater fairways and greens."*

such as late-season fertility, dormant seeding, what I learned this past year, new herbicide technology and preparing for winter. Not only do you get access to the latest research and findings from well-known experts but educational CEU's are offered as well. These real-time educational offerings are also archived for viewing at a later date. Check out Turfnet.com and see if sitting at your office desk earning CEU's while acquiring the latest industry research and information makes sense for you.

\* \* \* \*

**Do not forget to mark March 10 on your calendars for the 2009 March Mini-Seminar** to be held at The Wilds Golf Club. Spend a full day with the highly controversial, outspoken and entertaining Dr. Frank Rossi from Cornell University. As an added benefit, breakfast will be served prior to the seminar.

\* \* \* \*

Below is part of a letter my Golf Professional recently received from *Golf Digest Magazine* regarding their annual "America's 100 Greatest Golf Courses and Best Courses in each State" ranking. Ron Whitten, Senior Editor, wrote the letter. It appears that *Golf Digest* is taking a big step in combating the "Augusta Syndrome" on a national level. Check this out:

"As Architecture Editor, I coordinate

Golf Digest's survey of America's 100 Greatest Golf Courses and Best Courses in Each State. As Keller Golf Course is a candidate for consideration for our 2009 rankings, I thought you should know about a major change in one of the seven criteria used in our course evaluations.

**"Earlier this year, we redefined our conditioning category.** The old definition read: 'How would you rate the playing quality of the tees, fairways and greens on the date you last played the course?'

"The new definition reads: 'How firm, fast and rolling were the fairways and how firm yet receptive were the greens on the day you played the course.'

"Our new definition takes the position that dry, firm turf provides the best condition for playing golf. Our new definition is

intended to encourage water conservation, by rewarding courses that don't overwater fairways and greens. It is also intended to reward courses with adequate drainage that allow fairways and greens to be playable in a reasonable time after major rainstorms. Since our new definition has nothing to do with the color green, it is meant to encourage clubs to forego winter overseeding if possible. While recognizing some high volume winter courses need to overseed to avoid fairway divots, we feel dormant turf can often provide good, firm playing conditions, so our definition rewards courses that avoid purely cosmetic overseeding.

**"Note that our definition does not mention rough or bunkers.** Those are hazards in which no golfer should expect optimum lies. Note, too, that, unlike the old definition, our new definition does not mention tee boxes. In the past, many panelists scored a course lower if its tee boxes were full of divots. Our editorial position has always been that golfers, not clubs, should replace or fill divots, so it was unfair to penalize a course for the thoughtlessness of its patrons. (Likewise, the old emphasis on tees unfairly rewarded courses that received light play and therefore had flawless tee boxes.)"

How refreshing is that? Hats off to *Golf Digest!*



## In Bounds: *Desired Things*

By JOHN "JACK" MACKENZIE, CGCS  
North Oaks Golf Club

One childhood Christmas, four identical sized packages, adorned in gay wrapping and ribbons, awaited my siblings and me under a tree sharp with glitter and bright with lights. It was the year we received as a family a ten foot toboggan, my brothers each a desk for their bedrooms, a pair of skis for my sister and the game Battle Ship for me.

All in all a good haul, but the very best gift, a life long lesson in self preservation for within the seasonally dressed boxes my father had given each of us a framed copy of the Desiderata. This profound piece of wisdom by Max Ehrmann has carried me through many tough and puzzling times. Two copies keep me company, one at home and one in my office, for quick reflection.

Merry Christmas to each of you and good health and happiness in the year ahead to you and your families.

*(Editor's Note: Max Ehrmann was an attorney-turned-philosopher-poet who lived in Terre Haute, Ind. He spent his life wrestling with the realities of making a living and following his personal calling to a life of poetry, literature and thought. He wrote A Prayer, which became a message of hope for thousands, but he is best known for Desiderata, which he wrote for himself, "because it counsels those virtues I felt myself most in need of." Max included this work as part of a personal Christmas greeting in 1933, and Desiderata's power and appeal have continued to reach out to and significantly affect readers ever since. He*

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## The Desiderata

*Go placidly amid the noise and haste,  
and remember what peace there may be in silence.*

*As far as possible, without surrender,  
be on good terms with all persons.*

*Speak your truth quietly and clearly; and listen to others,  
even to the dull and ignorant; they too have their story.*

*Avoid loud and aggressive persons;  
they are vexations to the spirit.*

*If you compare yourself with others,  
you may become vain or bitter,  
for always there will be greater and  
lesser persons than yourself.*

*Enjoy your achievements as well as your plans.  
Keep interested in your own career, however humble,  
it's a real possession in the changing fortunes of time.*

*Exercise caution in your business affairs,  
for the world is full of trickery.*

*But let this not blind you to what virtue there is;  
many persons strive for high ideals,  
and everywhere life is full of heroism.*

*Be yourself.*

*Especially do not feign affection.*

*Neither be cynical about love;  
for in the face of all aridity and disenchantment,  
it is as perennial as the grass.*

*Take kindly the counsel of the years,  
gracefully surrendering the things of youth.*

*Nurture strength of spirit to shield you in sudden misfortune.*

*But do not distress yourself with dark imaginings.*

*Many fears are born of fatigue and loneliness.*

*Beyond a wholesome discipline, be gentle with yourself.*

*You are a child of the universe  
no less than the trees and the stars;  
you have a right to be here.*

*And whether or not it is clear to you,  
no doubt the universe is unfolding as it should.*

*Therefore be at peace with God,  
whatever you conceive him to be.*

*And whatever your labors and aspirations,  
in the noisy confusion of life,  
keep peace in your soul.*

*With all its sham, drudgery and broken dreams,  
it is still a beautiful world.*

*Be cheerful.*

*Strive to be happy.*

*by Max Ehrmann*