

15 Habits of Top Entrepreneurials

(Editor's Note: Dave Purdy, the author of this article, founded Wealth Management Midwest to provide clients with the highest level of unbiased financial services and guidance.)

1) **Entrepreneurials are optimistic** - having to do with every aspect of their life including relationships. They always see the glass as half full. However, they are not blindly optimistic, they are realists.

2) **They do the most productive thing at every moment.** Whether at work or home, continually think "am I doing the most productive thing right now," even look at sleep as a productive thing to do. They are more concerned with energy management than time management.

3) **They plan their time well in advance.** They plan the day, week, month, quarter, full year, and up to two years out.

4) **Once they have the facts, they make their mind up quickly** and change their minds slowly.

5) **They are early risers.** In virtually every case, they get up and going early. There are exceptions in different industries but not many.

6) **They fear less** - they know the difference between good and bad fears. A bad fear is to think about your plane going down, not making an appointment because you don't know what the weather will be like, etc. They don't waste any time thinking about things they can't control. Good fear - they ask themselves are they getting the most from life? Am I taking care of myself so I can be healthy and enjoy life?

7) **They have good long-term relationships** with their family, friends and co-workers. My grandma Purdy use to say "everybody brightens the room when they walk in, or when they walk out, which one are you?" These people brighten the room when they walk in.

8) **They don't have work as a social setting.** They don't have idle chitchat, gossip, read the paper.

9) **They are very organized** and clean about everything in their life. They have a clean office, clean home, have their car clean, and even dress clean and organized. They spend very little time looking for things; they know where everything is.

10) **They know the value of their day** from a money standpoint as well as an emotional standpoint. They analyze what they are doing and ask themselves is it worth it from a dollar standpoint and emotional standpoint. If it doesn't make sense, they don't do it.

11) **They are very health conscious** and are on a regular exercise plan and eating plan.

12) **They have a burning desire and a can-do attitude** about what they are doing. They dream of ways to do things differently. When they do things differently that can ignite more burning desire.

13) **They can motivate others.** They are good at motivating employees, clients, prospects, etc.

14) **They are cool as a cucumber,** they just don't get rattled. I have had these type of clients get divorced, get into a car accident, have their building burn down, have their building contractor declare bankruptcy, have their top salesperson quit, and they keep going as easy as water running off a duck's back. In fact, they often have a sense of humor about the situation, which is so refreshing. Make no mistake, just because they don't get rattled doesn't mean they are insensitive or uncaring, they are understanding and an overly compassionate group.

15) **They have an insatiable appetite to know more.** The story of Socrates reads that the people said he was the wisest person in all Athens. Socrates didn't think he was the wisest so he went to all the great philosophers of his time and asked questions. He then returned and knew he was the wisest, because after talking with all the philosophers he realized how much he didn't know, and that's what makes him the wisest.

- David Purdy
Wealth Management Midwest LLC

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2010 Wetting Agent Study Update

By **AARON JOHNSEN**
WinField Solutions, LLC

and **BRIAN HORGAN, Ph.D.**
University of Minnesota

Golf course superintendents mainly use wetting agents to combat localized dry spots and improve irrigation efficiency. Wetting agents work by reducing the surface tension of water; therefore, allowing water to be held by the soil and be taken up by the plant (Karnok et al, 2004). Research has demonstrated a reduction in soil wetting time and an increase in soil moisture uniformity from the application of wetting agents (Karcher et al, 2010).

Surfactants can be classified into four primary groups: anionic, cationic, nonionic, and amphoteric. Anionic and cationic surfactants generally treat the water. Most wetting agent products on the market are nonionic surfactants (Karnok et al, 2004). Block polymer nonionic surfactants. Treat both the water and the soil; therefore, these are the most common wetting agents used on golf courses. The strengths of block polymer nonionic surfactants include adhesion to soil particles, excellent re-wetting capabilities, and are safe to apply in a wide range of weather conditions. The downside of block polymer nonionic surfactants is they do not reduce the surface tension of water as well as anionic and nonionic surfactants (Kostka, 2005).

Objectives

The objectives of this research were to (1) evaluate soil moisture response to wetting agent applications, (2) determine if a reduction in localized dry spot occurred following wetting agent applications, and (3) evaluate the interaction of soil type,



Localized dry spot on a golf course green.

plant species and wetting agent applied.

Participating Sites and Superintendents

- Brackett's Crossing Country Club, Tom Proshok
- Burl Oaks Golf Club, Tom Natzel
- Dacotah Ridge Golf Course, Aaron Johnson
- Keller Golf Course, Paul Digneau
- La Crosse Country Club, Jack Tripp
- Medina Golf and Country Club, Erin McManus
- Midland Hills Country Club, Mike Manthey
- North Oaks Golf Club, Jack MacKenzie, CGCS
- Somerby Golf Club, Eric Counselman

- Somerset Country Club, James Bade
- The Minikahda Club, Jeff Johnson
- Les Bolstad University of Minnesota Golf Course, Brent Belanger

Testing Procedures

Soil moisture and GPS data were collected on three greens at each golf course prior to and after wetting agent application during July and August, 2010. In total, 37 greens were tested. Data was collected with a Spectrum Technologies FieldScout TDR 300 outfitted with 3 inch probes and a Garmin 72H GPS unit. Data was collected at a maximum of three days prior to and within five days after a wetting agent application. Data was processed using Dplot and Microsoft Excel.

What Did the Data Look Like

The images on the bottom of Page 23 are from an application of APSA 80. There was a significant reduction in soil moisture in the bottom center of the green and addition of water along the top left edge of the green from wetting agent application.

The images on the bottom of Page 24 are from an application of Revolution. There was a distinct dry spot on the top left side of the green that was reduced after wetting agent application. The wet areas were not eliminated from wetting agent application.

(Continued on Page 23)

PRODUCTS TESTED

Sites were encouraged to continue using products already in use.

Products	TriCure	Tournament Ready	Immerse GT	APSA 80h	Dispatch	Revolution
Manufacturer	Mitchell Products	Kalo, Inc.	AmegA Sciences	Amway	Aquatrols	Aquatrols
No. of courses using	2	1	1	2	1	5
Rate per 1000 sq ft	1 and 2 fl oz	6 fl oz	3 fl oz	0.11 and 2 fl oz	0.37 fl oz	6 fl oz
Active Ingredient	100% Block Polymer	100% Gluco Ether Block	100% Active Ingredient	80% Nonionic Surfactant	51% Gluco Ether Block Polymer	100% Modified Block Polymer

Wetting Agent-

(Continued from Page 22)

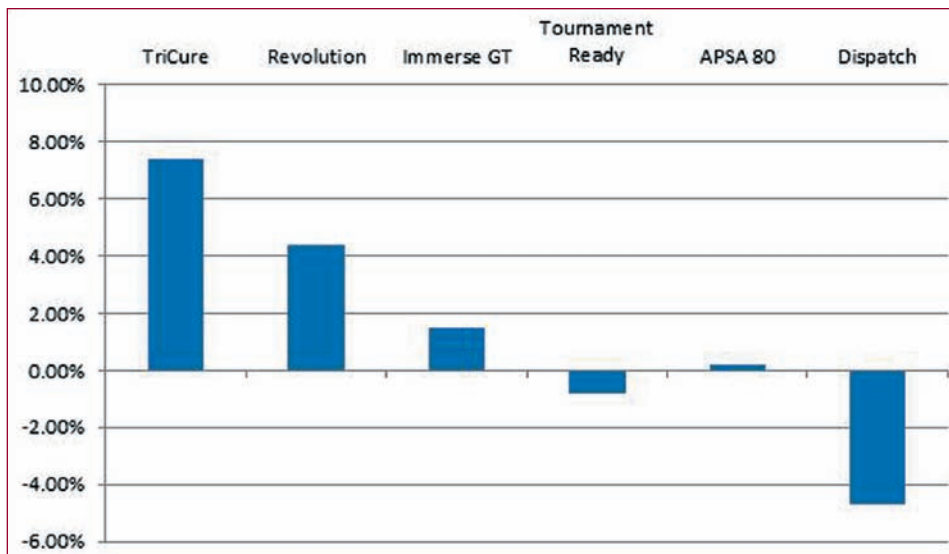
Results and Discussion

The average soil moisture on a green before treatment ranged from 10.7 to 35.9 percent with an average of 23 percent. Wetting agents with block polymer and modified block polymer active ingredients showed increased soil moisture, with an average increase of 4.7%. Immerse GT also showed increased soil moisture, which suggests that it belongs in the block polymer class of wetting agents. The gluco ether block polymer blend wetting agents decreased soil moisture, with an average decrease of 2.7%. The nonionic surfactant product demonstrated no real change in soil moisture levels between ratings.

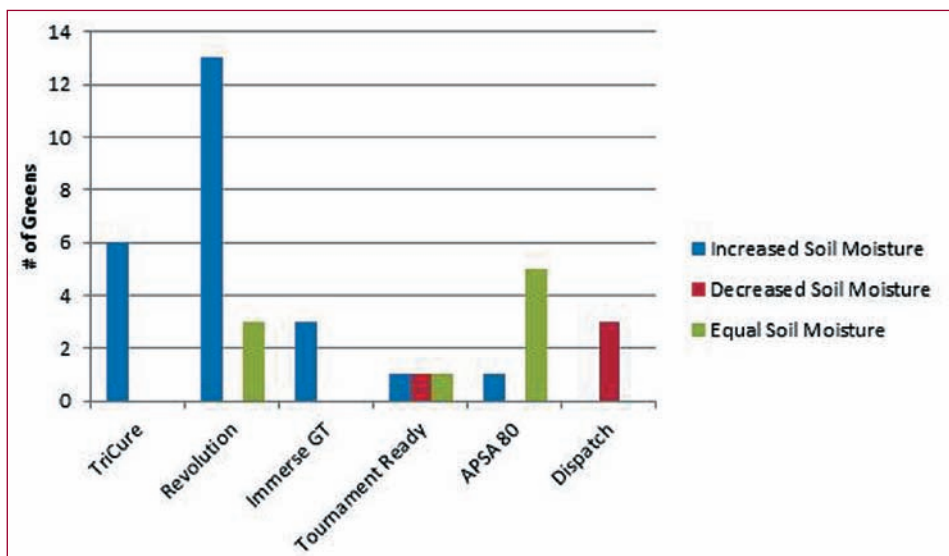
Soil moisture uniformity before treatment ranged from 54 to 90.2%, with the average soil moisture being 78.8%. Wetting agents with block polymer and modified block polymer active ingredients demonstrated increased uniformity on 17 of 22 greens with an average increase of 4.8%. Immerse GT demonstrated similar properties to the gluco ether block polymer blend and nonionic surfactant wetting agents, which had decreased uniformity on all sites. The average decrease in uniformity for these wetting agents was 3.9%.

It could be suggested that the soil moisture and uniformity differences demonstrated are due to a factor other than wetting agents. Given the minimum span of five days between data collection, this is entirely possible. Changes in soil

(Continued on Page 24)

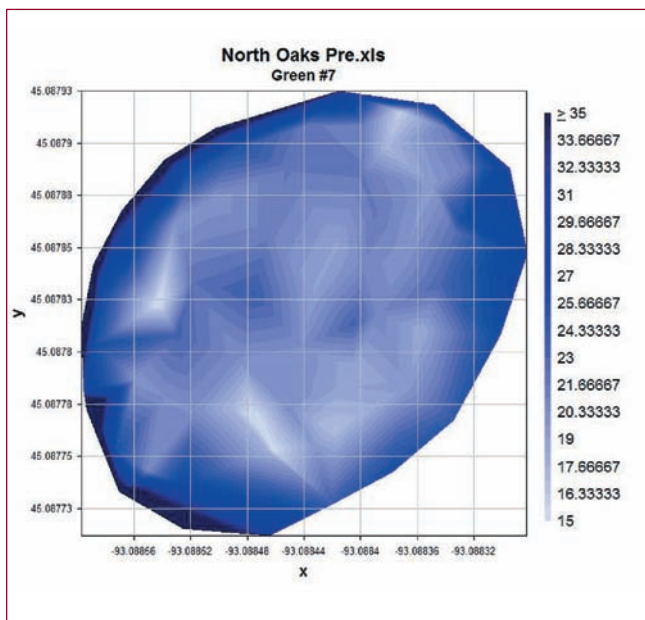


Average soil moisture difference between pre and post wetting agent.

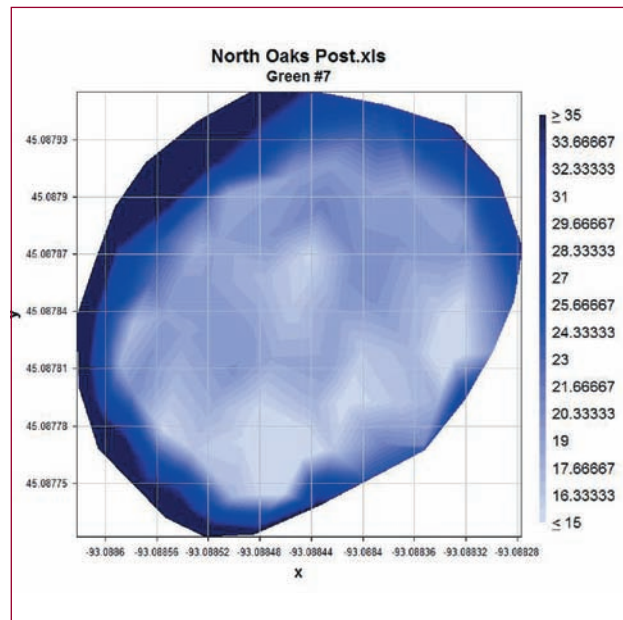


Number of greens exhibiting a soil moisture response to wetting agent application.

These images are from an application of APSA 80. There was a significant reduction in soil moisture in the bottom center of the green and addition of water along the top left edge of the green from wetting agent application.



APSA 80 pre wetting agent.



APSA 80 post wetting agent.

Wetting Agent-

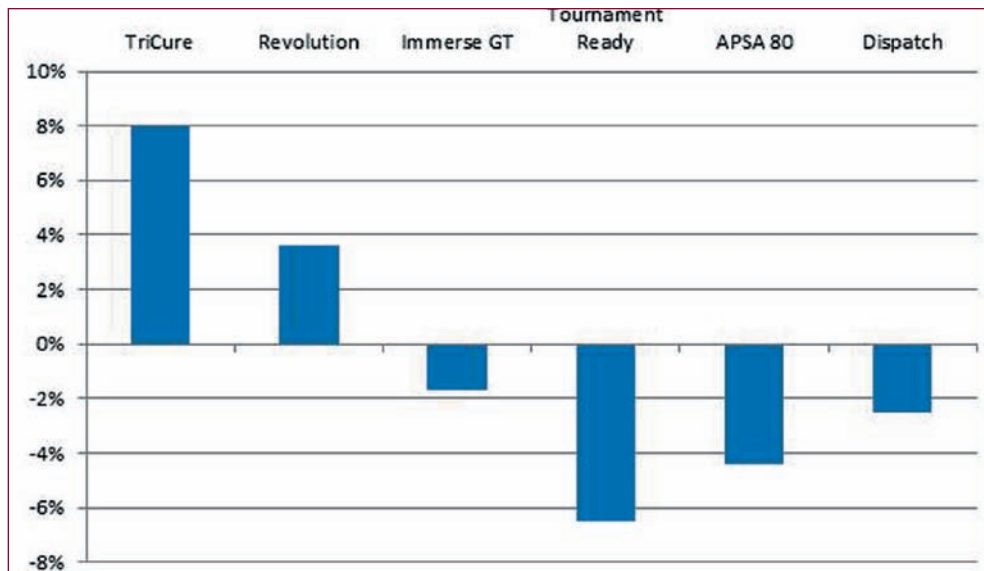
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moisture and uniformity are mostly due to the removal and addition of water. The primary source of removal was the turfgrass, which should be fairly constant across sites. Water was added between data collection through rain and irrigation. Total rainfall between ratings ranged from 0.12 to 4.33 inches, with an average of 0.73 inches. Irrigation systems ran between ratings one to four times, with an average of two runs. This suggests water removal and addition was not the principal reason for the soil moisture and uniformity responses.

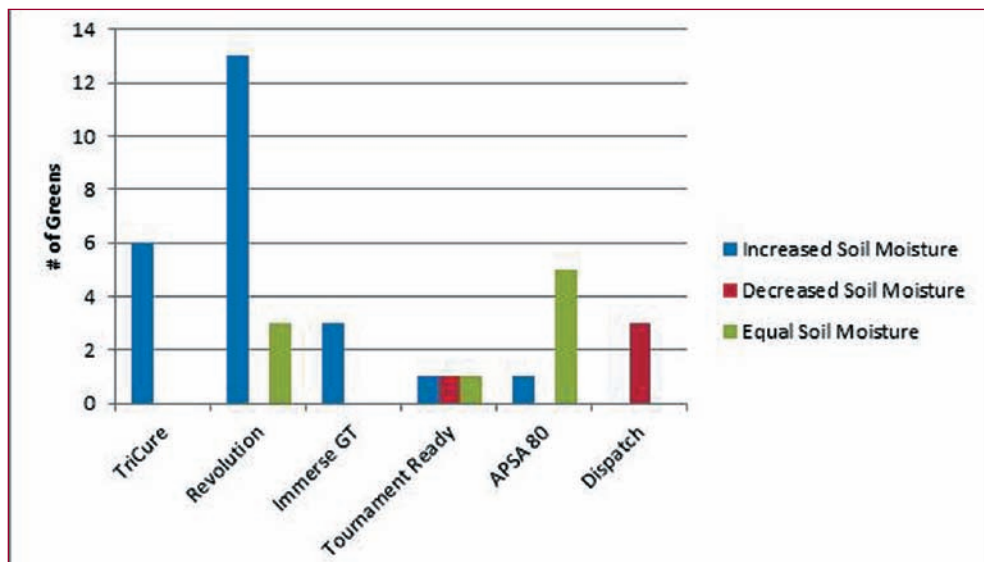
Conclusion

This study demonstrates a distinct soil moisture response to wetting agent applications and the active ingredient of a wetting agent. Soil moisture uniformity responded similarly to soil moisture values in this study. Wetting agents with similar active ingredients also responded in the same way. It should be noted that data was collected in the top 3-in of the soil and these wetting agents may demonstrate different characteristics at shallower and deeper soil depths. Whether the goal of a wetting agent application is to reduce localized dry spots or move water through the soil profile, there appears to be a wetting agent that will work.

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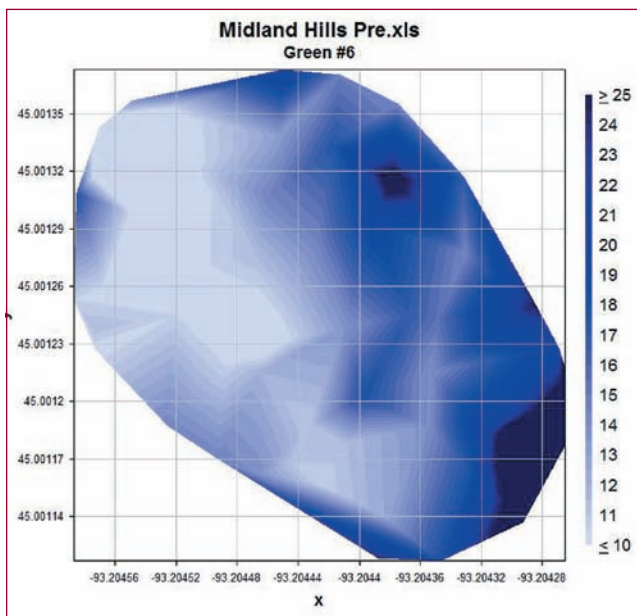


Average soil moisture uniformity difference between pre and post wetting agent.

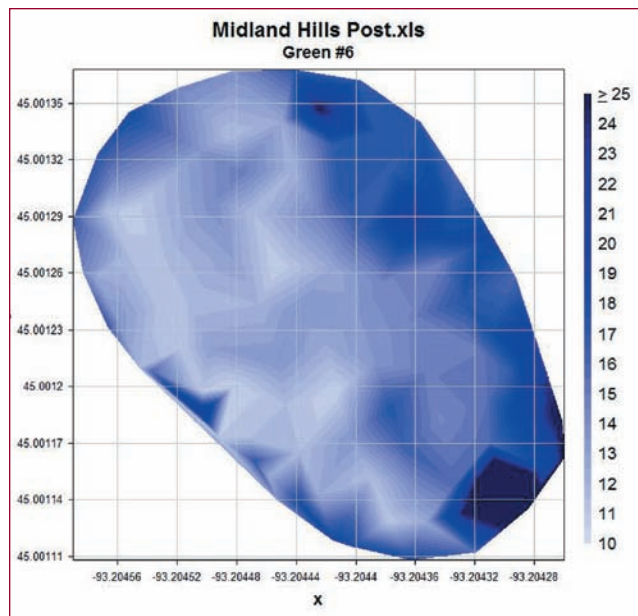


Number of greens exhibiting a soil moisture uniformity response to wetting agent application.

These images are from an application of Revolution. There was a distinct dry spot on the top left side of the green that was reduced after wetting agent application. The wet areas were not eliminated from wetting agent application.



Revolution pre wetting agent.



Revolution post wetting agent.

Wetting Agent-

(Continued from Page 24)

2011 Plans

This work will continue during the 2011 season at these sites and more. Several new products will be added to the study. Two of these are Performa Gold, a 100% gluco ether block polymer blend, and Magnus, a 100% block polymer. After the 2011 season data will be analyzed in a similar manner. In addition, the interaction of soil type and species with wetting agents will be analyzed.

References

Karcher, D., M. Richardson, A. Patton, and J. Summerford.

2010. Wetting agent effects on rootzone moisture distribution under various irrigation regimes - year 2 summary. Arkansas Turfgrass Report 2009, Ark. Ag. Exp. Stn. Res. Ser. 579:50-56.

Karnok, K.J., K. Xia, and K.A. Tucker. 2004. Wetting agents: What are they, and how do they work? Golf Course Management Magazine. June: 84-86.

Kostka, S.J. 2005. ACA1820 - A novel chemistry for rootzone water management in turfgrass systems. Non-peer-reviewed Paper at the 10th International Turfgrass Society Research Conference.



FIELD EVENT WINNERS AT THE MGCSA ASSISTANTS' SPRING MIXER AT NEW PRAGUE GOLF CLUB

From the left are, Troy Tschida, Medina Golf and Country Club; Ben Walker, Somerset Country Club; Nick Folk, The Minikahda Club; Eric Rasmussen, Southview Country Club; Manley Vinke-meier, Glencoe Country Club, and Jim O'Neill, Cycle Works Golf Supply.

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Think Ahead.

Revenue Constriction and Declining Conditioning – Is the Spiral Inevitable?

In a recent NGF study, *The Future of Public Golf in America*, we found that 37% of public courses have had to lower their course maintenance standards, and 71% have had to defer capital improvements in recent years due to financial considerations. For courses in more serious financial straits, naturally, these percentages were even higher.

And, in last year's study, *Operating & Financial Performance Profiles of Golf Facilities*, we found a not-surprising correlation between a drop in revenues and the need to lower maintenance expenditures, regardless of type, region or price point. For example, low-end public courses in the Frost belt saw their average total revenues drop 1.8% and accordingly lowered maintenance expenses by an average of 2.9%. Similarly, high-end private clubs had a 2.9% decline in revenues vs. a 3.5% drop in maintenance costs.

We wondered to what extent golfers

have noticed the lowering of maintenance standards. So, in December 2010, we surveyed 510 Core golfers online and asked:

What is your opinion regarding course conditions in 2010 at the golf course you play most often?

- Conditions deteriorated in 2010;
- Conditions improved in 2010, and
- Conditions remained about the same in 2010.

The results found only one in four golfers noticed conditions had deteriorated. However, given that only 21% thought conditions improved, there's a slight net negative opinion.

Core golfer opinion of course conditions in 2010

"We believe that golfers are somewhat accepting of lowered maintenance standards given the severity of the recession," noted Greg Nathan, NGF senior vice president, membership. "They themselves

have admitted to cutting back on spending per round, including playing at less expensive times, while curtailing spending on food, beverage and merchandise – so they probably feel they can't complain about the occasional bare patch of fairway or unmaintained bunker. However, as the economic picture improves, operators will gradually have to restore conditions to pre-recession levels. By then, hopefully, golfers will be in more of a mood to spend."

Final thoughts: The USGA should be applauded for its efforts to educate golfers that conditioning is about the playing conditions...not about the color green.

Now, more than ever, an exceptional golf course superintendent, with the skills to do more with less, could be a facility's most important asset.

(Editor's Note: This article was reproduced with permission from NGF Dashboard and was created by VCT.)



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PESTICIDE RECERTIFICATION

A (CORE) & E (TURF AND ORNAMENTALS)

November 18, 2011 | 9:00am—3:45pm

University of Minnesota Continuing
Education Center, St. Paul Campus



This workshop meets MDA's pesticide applicator recertification requirements for Categories A (Core) and E (Turf & Ornamentals).

This is your last chance to recertify in 2011. Register now before the class fills up! SPACE IS LIMITED!

Schedule

Session I

9:00am—9:45am: MDA's Pesticide Applicator Licensing, Kay Sargent and Stephanie Ende, ACI

Session II

9:45am—10:30am: Pesticides and Skin, Dean Herzfeld

10:30am—10:45am: Break

Session III (Concurrent Sessions—choose 1)

10:45am—11:45am: Turf: Developing Disease-Resistant Turfgrasses, Eric Watkins

10:45am—11:45am: Woodies: EAB Update, Jeff Hahn

11:45am—12:30pm: Lunch

Session IV (Concurrent Sessions—choose 1)

12:30pm—1:30pm: Turf: Current Topics in Landscape Turfgrass Pests, Bob Mugaas

12:30pm—1:30pm: Woodies: Beyond the Emerald Ash Borer: Replacement Trees for Ash, Kathy Zuzek

Session V (Concurrent Sessions—choose 1)

1:35pm—2:35pm: Turf: Sustainable Landscape Turfgrass Management, Bob Mugaas

1:35pm—2:35pm: Woodies: Tree and Herbaceous Diseases on the Horizon, Michelle Grabowski

2:35pm—2:45pm: Break

Session VI

2:45pm—3:45pm: Unintended Environmental Consequences of Herbicides to Landscape Trees & Shrubs, Mark Stennes

Session Descriptions

Session I

MDA's Pesticide Applicator Licensing

Minnesota Department of Agriculture (MDA) will review the basics of pesticide application licensing, certification, recordkeeping and posting turf applications.

Session II

Pesticides and Skin

This presentation will provide a review of what we know from recent pesticide exposure and health research and how that research is shaping current thinking on safety recommendations for pesticide applicators. The concept of "universal precautions" will be discussed and how it has the potential to reduce overall exposure for pesticide applicators.

Session III (Concurrent Sessions—choose 1)

Turf: Developing Disease-Resistant Turfgrasses

Managing diseases in turf is one of the greatest challenges faced by a turfgrass manager. In recent years, there has been increased effort in the area of breeding for disease resistance and the result has been a number of disease-resistant turfgrass cultivars. This seminar will describe how plant breeders develop these disease-resistant turfgrasses. We will also discuss recent disease data from turfgrass cultivar trials and how to find useful disease resistance data.

Woody Plants: EAB Update

We will take a short look at the history of emerald ash borer (EAB) in the U.S. and in Minnesota, especially what is new in 2011. We will also look at what is being done in Minnesota to slow EAB down as well as the management options that are available.

Session IV (Concurrent Sessions—choose 1)

Turf: Current Topics in Landscape Turfgrass Pests

This session will take a look back at some of the more troublesome landscape turfgrass pests and situations occurring over the last couple of years. At least one of the specific topics will include a review of several winter related problems and injury. Other items will be added as situations arise during the growing season. Where appropriate, prevention and/or control practices related to these situations will be addressed.

Beyond the EAB: Replacement Trees for Ash

Now that the emerald ash borer has been found in Minnesota, owners of private and public properties are looking for replacement trees as ash are removed. There are many other tree species without serious pest issues that are hardy, provide beauty in our landscapes, and can be used in place of ash trees. This seminar will introduce you to many of the species that can be used to replace ash and diversify our urban forests.

Session V (Concurrent Sessions—choose 1)

Turf: Sustainable Landscape Turfgrass Management

When it comes to managing our landscape turfgrass areas, the cultural practices we employ can play a significant role in the development and/or spread of particular pest problems. This session will address a number of cultural practices commonly used in landscape turfgrass management and how they can both impact the occurrence and severity of pest problems when carried out poorly or improperly. Common pest problems discussed will include insects, diseases and weeds. Make sure your cultural practices are as finely tuned as you can make them and learn how that contributes to a more sustainable turfgrass management program.

Woody Plants: Tree and Herbaceous Diseases on the Horizon

Grabowski will discuss some of the diseases anticipated in 2012 and beyond.

Session VI

Unintended Environmental Consequences of Herbicides to Landscape Trees and Shrubs

Frequently, herbicides are used to control weeds in and around our landscape trees and shrubs. However, even correctly applied herbicides can have unintended consequences for those plants that range from minor foliar damage to plant death. This session will focus on how some of these problems can occur and the symptoms associated with a few of the more common herbicides

Speaker Biographies

Michelle Grabowski completed a BS in botany and plant pathology at Michigan State University in 1998, and a master's degree in plant pathology at North Carolina State University in 2001. Michelle began working as a regional extension educator for the University of Minnesota in the spring of 2006. Her work focuses on common diseases of plants grown in landscapes, yards and gardens.



Jeff Hahn has a master's degree in entomology and has worked for the University of Minnesota Extension for 26 years. He specializes in urban insects, especially those found in landscapes, gardens, and buildings. He communicates insect information through publications,

newsletters, and educational programs to many audiences, including professional applicators, master gardeners, and extension staff.



Dean Herzfeld has nearly 25 years of experience in developing education programs for users of pesticides. Dean has a BS in integrated pest management, a MS in plant pathology and Ph.D. in designing non-formal adult education programs. In 2009, he was elected president of the American Association of Pesticide Safety Educators and has been involved in other national and regional organizations related to pesticides. Dr. Herzfeld is also currently involved in educational outreach in the areas of water quality, invasive species, and integrated pest management for Master Gardeners in Minnesota and the Midwest.



Bob Mugaas is an extension educator in horticulture with the University of Minnesota Extension for the past 33 years. He has both his Bachelor's and Master's degrees in horticulture from the University of Minnesota. His primary area of emphasis during most of that time has been in turfgrass science and management.

Bob is actively involved in education about lawn issues such as low input lawn care, environmentally responsible lawn care, low maintenance turfgrass species and cultivars, chemical and non-chemical turfgrass weed control, and lawn care for protecting water quality



Kay Sargent is an agricultural advisor with MDA's Licensing and Certification Unit. She works with the UMN and sponsoring organizations, such as MNLA and MTGF, as they develop Pesticide Applicator Recertification Workshops. Kay holds a BS in horticulture, a MS in environmental safety and health, working for many years at the UMN's experiment station in Grand Rapids.



Mark Stennes received his Bachelor of Science degree in Forest Science ('75) and his Master of Science in Plant Pathology ('81) from the University of Minnesota. His research concentrated on the practical management of Dutch elm disease with systemic fungicides. Mark has been practicing commercial arboriculture for

31 years. He works at S & S Tree Specialists as an arborist, plant pathologist, educator, customer care representative, salesman, liaison with professional associations and source of technical information. He served as president of the Minnesota Chapter of the International Society of Arboriculture (2000-2001) and as president of the Minnesota Turf and Grounds Foundation (2006-2007). Mark maintains a strong interest in plant pathology and the ecology of plant communities.



Eric Watkins is an assistant professor in the Department of Horticultural Science at the University of Minnesota. Eric received his Ph.D. in plant biology from Rutgers University. His research focuses on the development of low-input turfgrass cultivars for use in cold climates. Research activities involve germplasm

improvement of several cool-season turfgrass species including tall fescue, Kentucky bluegrass, and perennial ryegrass. A major focus of his research is breeding native grasses such as prairie junegrass (*Koeleria macrantha*) for use as low-input turf. He is also involved with turfgrass cultivar evaluation and other turfgrass science research. Eric teaches four undergraduate turfgrass science courses.



Kathy Zuzek is an Extension Educator with expertise in trees and shrubs. Her training is in forestry science and in plant breeding and genetics. Prior to joining the University of Minnesota Extension horticultural team, she worked in forest pathology research followed by 19 years as a plant breeder in the University of

Minnesota's woody ornamental research program that has provided northern gardeners with the Northern Accents™ roses, the "Lights" series of azaleas, Garden Glow™ dogwood, Firefall™ Freeman maple, and other shrub and tree cultivars.

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Making It Happen

By JACK MacKENZIE, CGCS
North Oaks Golf Club
Editor

Honey Bunch, Sweetheart, Gorgeous, Handsome; loving nick names between my wife and me. Punkin, Dawg are personal call signs of my kids. Saddle Kin Kaddie and Nuggie Been Buggie reflect the hounds when they are good and bad girls when they haven't. All are terms of endearment that reflect affection and admiration. We all have them and each of us use them in our own way.

Green Keeper, Director of Golf, Turf Manager. They are all appropriate descriptors of our titles. Although my position is reflected in each of those terms, I favor the name Golf Course Superintendent because of the prefix SUPER.

Defined as having; outstanding or excellent qualities, exceptionally large or powerful, greater than what is normal, to or in a high or extreme degree, something bigger or better, or used to express enthusiasm, approval or agreement. Now doesn't that pretty much sum up how impressive we are as participants in the free flowing management of a golf course?

Example please: All eyes fell upon me at a recent meeting when the discussion came to "who would develop and implement a request made by a golfing faction of the membership." Of course,

as Superintendent I was the natural 'go to' individual because not only did I have the incredible staff, an open mind and creative thought process, I have the super knack for getting a project done. It probably isn't any different at your course. When things have to get accomplished the green staff is called in because we tend to "get 'er done."

Speaking candidly, the best golf course Superintendents are great because they have exceptional common sense, understand logistics and think well beyond the boundaries of the common individual. The very best golf course Superintendents already have the answers to club-related questions even before they are asked because they have already thought about them. This ability is inherent to our very core of existence.

Growing up with three siblings allowed me many chances to experience different skill sets and learning styles. My sister and second oldest brother are very gifted in appreciating a finished product, yet they were, and probably will always be, quick to ask how and why when it relates to getting jobs done. They each are superb sales representatives, are service oriented and have impressive track records. However, changing a tire or assembling a new barbecue grill isn't in their bag of tricks. My oldest bro and I on the other hand could be miles down the road and serve dinner before the first lug nut was spun off of our sib's ride. They just don't have the "common sense" chip.

The same could be said at the club. I am not a salesman such as the golf pro nor do I have the patience it requires to be a General Manager. But, when the rubber hits the road and something has to be done the call is placed to the Turf Management Center. It isn't that the job is considered dirty work or that the resources are only available in the turf department, rather it is because our track record indicates we can accomplish virtually any task presented to us. I am by no means casting any negatives upon my fellow managers...rather I am expressing how totally competent Superintendents and their staffs are at carrying a task to its conclusion.

Do you know why we get the "off the wall" ideas? Because we, professional turf managers, make them happen (*they don't call anyone else do they?*)...a very nice feather in our caps! You and I are Super! We get it. We have the knack to bring all the pieces together and build an outstanding product. Sometimes, we even will make our own parts! By rallying the troops no project is insurmountable. That is why we are so heavily relied upon. Isn't that how it often is when we have to think out of the bunker and grapple with a goofy concept?

A while back a former employee of mine indicated that the request being made of the crew was really not, "part of our job description." We had been requested to develop a meaningful welcome sign emulating a scoreboard which could then be used as an actual scoreboard; complex yet simple, in our area of expertise, perhaps. Did we 'get 'er done'? You bet, and we were hailed as heroes of the event for our attentiveness. Crazy idea? Yup, but who got the call to accomplish the test.

We are such a creative bunch. Embrace your challenges and those placed upon you, and shine, shine, shine! Covet the name Superintendent for you really are quite Super.

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