



CHARTER

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George Cleaver

“A Past President’s Reflections on GCSAA”

The opportunity to interview an immediate Past President of GCSAA isn't likely due to this elite group of gentlemen being spread thinly across the country. We of the Mid-Atlantic are especially fortunate in having George Cleaver in our Chapter. All of us are proud of George's work with GCSAA. My day to day contact with George allowed me a special insight into GCSAA and I hope the following questions and answers might tell you readers some things you might not have known.

1. What are GCSAA's strong points and their immediate goals?

“Undoubtedly, GCSAA's strongest point is our Conference. The Conference is the key of GCSAA's monetary success. Individual dues make up only a very small percentage of GCSAA's operating income. Furthermore, the Conference is a jam packed week of information to the Superintendent, 50% of which are the educational sessions and 50% of the

benefits come from exposure to the manufacturers exhibits. It would sound better if I put more emphasis on the education aspect, but I sincerely believe the exposure to new products helps keep us up to date on the latest procedures in our business.

As far as their immediate goals, I guess the most important would be GCSAA's study on sectionalizing the membership. This is an idea I believe in, but there are so many ways this can go it is hard to even begin to describe it adequately.”

2. What might be some of GCSAA's weaknesses?

“At this time the most prominent item is to get more *Superintendent* members that are not from private clubs. Presently, GCSAA is made up almost entirely of Superintendents from private clubs. This majority has been an excellent majority membership throughout GCSAA's history, but the time has come to seek out our fellow Superintendents who are not from the private, exclusive club. There are two simple reasons for this: one, the number of new private clubs is on a downswing, while the daily fee and public course is the majority of new golf course construction. Second, if the situation ever arose where the private clubs refused to pay their Superintendent's dues, we would undoubtedly lose a substantial number of members. Now is the time to seek out those professionals who are willing to join out of their own pockets, it can only help to improve the character of our membership.”

3. What direction is GCSAA heading and what is your opinion of this direction?

“GCSAA is an ever-expanding professional association. Let me say again that to me the immediate need is for more *Superintendent* members. If a majority of members become commercial people, what good is it? Don't get me wrong, the commercial people are a definite advantage for GCSAA for obvious reasons, but we are an organization created for the advancement of the professional golf course Superintendent.”

4. Does GCSAA relate more towards individual membership or Chapters? What benefits do each receive and who has more influence collectively?

“GCSAA definitely relates to the advancement of the individual professional. However, Chapters do have more

(continued on page 2)

President's Message

The attendance at our first meeting was very encouraging to say the least. It was great to see so many old and new faces. It is the responsibility of the membership to welcome the new members and to make them feel a part of the group. We also need to encourage those that aren't too active.

Clean the dust off of your clubs and get out and practice. The Superintendent/Pro Tournament is always a lot of fun for those who participate. This year's tournament at Hog's Neck will be no exception. Hog's Neck is a great layout, with more sand than the Sahara desert and the hospitality is always great.

I hope to see everyone there.

Sam Kessel

P.S. The return reservation card worked very well for the meeting at my club. Do the host a favor and send your card in early. They are a big help.

GEORGE CLEAVER

(continued from page 1)

influence in GCSAA's affairs. A Chapter's suggestion is much more influential than a single member's request. A single member stands his best chance at being heard on the Conference floor more than any other time. The Chapters are really quite a bit stronger than our total membership because the total number of members belonging to Chapters is considerably more than the total GCSAA membership. There are NO provisions in GCSAA's bylaws stating members belonging to a local Chapter must belong to GCSAA. It's unfortunate that these non-members can exert influence on GCSAA, but it is a fact. My personal hope is that when the concept of sectionalization is perfected, we will eliminate this non-member participation."

5. What changes do you feel might be beneficial for GCSAA's membership structure: specifically this "sectionalization" you mentioned?

"It's hard to talk of specifics in GCSAA's sectionalization idea since so many of the details haven't been solved as yet. The idea looks good until one reflects on the hostility that might develop as Chapters lose some of their influence, especially when a section's area might take in two or three Chapters that previously worked independently of each other. Sectionalization means equal representation by area, not Chapter. Basically, it's reverse of the system we now employ. Because of the obvious mountain of possibilities and problems, many of us aren't totally convinced because we still don't have anything concrete worked out that we can put our hands on and judge. This probably seems ambiguous, but that's the process of perfection; if we didn't have a lot of loose ends and went out for approval with a half-hearted idea, it would be shot down immediately. If all the problems find answers, then I will be convinced this is the way for GCSAA to go."

6. Do you feel the President and his Board are an effective guidance system for GCSAA or do they merely influence an operation that generally steers itself from within?

"Actually, the system we're currently using is quite effective. What has to be kept in proper perspective is that the Board is a policy setting committee and not a day to day manager of GCSAA's office."

7. Should the President or any of the Board responsibilities be altered: Why and how?

"Each President has his own interpretation of policy. This has its' good and bad points. Those who agree with the President and his Board generally believe everything is satisfactory. Those persons who disagree with the elected officials feel that they aren't doing their job. Many times it has been suggested a President hold office longer than a year, supposedly to get a better grasp on his duties before his term runs out. I don't believe this to have any benefit because I sincerely feel that yearly change continually brings new ideas to GCSAA. We have run very good over the years due to

past Presidents and their Boards. Even though each year is different, GCSAA has progressed."

8. How much time is required of the President and his board?

"This varies tremendously, depending on if the President wants to take in every possible event or delegate many of the items he could do but is not required to do. Our main job is not an elected official, but a golf course superintendent; it's a feeling of responsibility that motivates a person to offer as much time as he can. This is one very good reason I respect our office staff, because each year they are faced with a President and Board that do things differently than the past. If the elected officials don't have much time to spend on GCSAA, then the staff makes up the difference. Then you add the fact that each year the officials choose to do different tasks, requiring the staff to continually have to tackle the various remaining tasks. The staff's flexibility and the time available to the officials always adds up to 100% completion and perhaps because each year is different in duties, GCSAA benefits."

9. For your year as President, how would you evaluate the office staff?

"As I've said, they did a very good job and it was a pleasure to work with them. If I were to mention a complaint, I would have to express my regret that many times we have personnel changes. I would like to see some stabilization of our staff. I do realize that continual mobility is the norm for association personnel advancement and I assume that GCSAA will always have this minor problem."

10. Are you satisfied with your work as President of GCSAA?

"Yes, most definitely; I really enjoyed it. I sincerely believe a lot was accomplished. I'm especially satisfied with GCSAA's combined work with our Allied Associations. It seems to have brought us more recognition, both as GCSAA and as individual Superintendents. The magazine format and name change was perhaps the single most tangible item that was accomplished during my year. Also, the Conference was the largest ever this year. Of course, I'm not taking credit as some sort of great leader, the combined efforts of many fine people helped make it a year for me to always remember."

11. Do you have any recommendations for GCSAA or individual Superintendents?

"It's just like proverbs always say, the more you put into it the more you get out of it. It's a shame more people don't participate both nationally and in local Chapters. A much better understanding can develop by participation in organizations, especially a deep understanding of ourselves as a profession."

8th Annual Superintendent/Pro Golf Tournament May 8, 1979

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Snapper soup
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*There will be a cash bar. For those attending dinner only, there will be a charge of \$14.00.

Hosts: Ben Stagg — Superintendent
John Medved — Pro



Directions: Take Rt. 50 East across the Bay Bridge. Head towards Easton, Maryland. Just North of Easton, turn left on Hog Neck Golf Course Road (the turn right is marked Rabbit Road), follow the signs to the golf course. Pro Shop: 822-6079 Ben's shop: 822-7467

BE SURE TO RETURN THE POST CARDS

Hog's Neck Golf Course is the type of course that's hard to forget for a long time after you play it. Add to that a chance to play in a tournament with your Pro, plus incredible "Eastern Shore Hospitality", and it becomes an event that all of us will fondly remember.

The course, designed by Lindsay Ervin, was built on the sit of the Hog Neck Farm which was owned by Mrs. Alton Jones. The incredible part is that Mrs. Jones financed the construction of the golf course and then turned the course over to the Talbot County Park Board.

The 6th Annual Superintendent/Pro was played here in May of 1972. It's still the great course remembered from the last outing. The front nine consists of gusty winds — traps everywhere and numerous amounts of water hazards. The back nine is identical in hazards but it has perhaps 10,000 trees that line the fairways just waiting to leap out and knock your ball down. This editor can distinctly remember the last

tournament when I wished my ball would suddenly develop "disc brakes" each time I putted, and I well imagine it'll be the same this time.

The course is indeed incredible and so is our host, Ben Stagg. He has been at Hog's Neck since August of 1974 when he came aboard to help supervise/nurse the course up for its' opening in July 1976. Before this, Ben was Superintendent at Nassainango Country Club in Snow Hill, Maryland. Ben also worked with George Gum at Ocean City Country Club for a while in 1969. The golf course and the people of the surrounding area certainly do appreciate Ben: evidence of this can be found on the score card which boasts his name along-side the Pro's (not many Superintendents can claim such a distinction).

This Superintendent/Pro Tournament has the ingredients of a fantastic outing. Be sure to attend, bring your Pro, your day will be one to remember.

DISTANCES IN METERS	FRONT NINE									BACK NINE									COURSE RATING				
	1	2	3	4	5	6	7	8	9	OUT	10	11	12	13	14	15	16	17	18	IN	TOTAL	HDCP	NET
GOLD TEES	345	362	164	460	358	370	163	383	469	3077	364	332	433	199	552	399	401	183	478	3341	6418		
BLUE TEES	321	330	129	432	326	346	115	354	442	2795	335	305	407	173	524	371	373	158	451	3097	5892		
WHITE TEES	290	304	128	401	300	317	91	323	411	2565	305	275	374	142	494	341	343	144	420	2838	5403		
RED TEES	266	282	105	378	272	294	71	300	386	2354	281	252	349	118	464	316	320	120	394	2614	4968		
PARS	4	4	3	5	4	4	3	4	5	36	4	4	4	3	5	4	4	3	5	36	72		

Mid-Atlantic Turfgrass Booster Tournament

Bob Orazi

Dr. Fred Grau's article in the April issue of the Mid-Atlantic Newsletter explained the history and goals of the Musser Foundation. Two points worth mentioning again are (1) that the proceeds will be split 50-50 with the Musser Foundation and the Maryland Turfgrass Council (2) funds will be used "to give financial aid to exceptional graduate students working toward advanced degrees in turfgrass management." What's being discussed is the future of turfgrass research both on a local and national level.

Several committees have been organized to help with the planning and running of such a tournament. The following is a list of these committees and the people who will head each committee. Your personal time and support is not only requested but suggested. I'm sure that most of you have had some experience and can devote some time in helping run this tournament in some capacity.

- Advisory Committee Dr. Fred Grau
 - Host Committee Herb Heinlein
 - Golf Committee Ken Braun
 - Prize Committee Dave Kroll
 - Finance Committee Merrill Frank
 - Publicity Committee Russ Bull
 - Sponsorship Committee Bill Emerson
- Co-Chairman - John Strickland and Sam Kessell
Chairman - Bob Orazi

Details, format etc., will be discussed in future articles of the Newsletters. In the meantime, circle August 21 on your calendar and start looking for 3 other players to make up your foursome.

VP's Report

Ron Hall

This will be my last month to report about this year's meeting sites. As of this writing, we've filled all dates. Volunteers Wally Stedding and Bob Shields have offered themselves as hosts for June and October. Considering the reluctance of volunteers this year, we all should offer a *special thanks* to each host who is proud enough of his work to put it on display.

In order to avoid a difficulty next year, I'm asking for volunteers NOW. To set an example, I will take one date: May 1980, Maryland Golf and Country Club will host the 9th annual Superintendent/Pro Tournament. OK, the rest of you fellows, let's act now and fill 1980.

Board Meeting Briefs

Ben Stagg

The main items of interest from the March Board meeting are as follows:

The Maryland Turf Grass Council is developing a statewide survey. Bill Emerson is our representative on the committee developing this survey.

Treasurer M. McKenzie reports that as of March 21, the Mid-Atlantic now has 138 PAID members.

The board approved the following new members/changes:

George E. Hoenig - Shenandoah Valley G. C.
Class B to A

Frank W. Shirk III - Prospect Plantation G. C.
Class A

Joel A. Ratcliff - Goose Creek G. C.
Class D

Steve Nash reported some startling figures on prospective members, be sure to read his article this month.

MID-ATLANTIC OFFICERS 1979

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Ronald E. Hall, *Vice-Pres.*
Maryland Golf & C.C.
Bel-Air, MD
(301) 879-2025

James (Ben) Stagg, *Secretary*
Hogs Neck Golf Club
Easton, MD
(301) 822-7467

Mike McKenzie, *Treas.*
U.S. Naval Academy G.C.
Annapolis, MD
(301) 757-4406

Bill Emerson, *Past Pres.*
Chevy Chase Club
Ken Braun, *Director*
Bonnie View C.C.

Wayne Evans, *Director*
Marlton C.C.

Mike Larsen, *Director*
Hillendale C.C.

Stan Lawson, *Director*
Ruggles Golf Course
Steve Nash, *Director*
Potomac Valley C.C.

Bob Orazi, *Director*
Hunt Valley Golf Club

Long, Long, Ago

Greg Bayor

• 15 yrs. May 1964

The May meeting was held at the course of the Superintendent pictured here? Then President, Thomas A. Doerer, Jr., wrote "None of us should be inactive and sit back and let someone else do all the work. We all have ideas pertaining



to the operation of our association and for the advancement and recognition of the GOLF COURSE SUPERINTENDENT. The expression of these thoughts is a duty we owe ourselves, our fellow members and to our chosen profession."

Dr. Fred V. Grau wrote, "In spite of severe losses of several bermuda grasses (u-3, 328, common) in the Spring of 1963, many superintendents said — *We haven't given up — we're going to stick with the warm season grasses.* This is sound thinking. Tufcote seems to have the ability to tolerate and survive winter play on dormant grasses...Problem tees in open sun may cease to be problems with Tufcote."

Congressional Country Club was seeking 18 superintendents to guard the greens for their upcoming USGA Open scheduled for June 18, 19, 20.

• 10 yrs. May 1969

The May meeting was held at the Washington Golf and Country Club in Arlington, Va. The monthly Board meeting read a letter submitted by Doug Hawes, explaining his latest experiment of Penncross bent as related to the growth habit of the grass with varying temperatures and fertility levels.

Paul Barefoot reported that Ladies Night this year would be the Jack Benny Show at the Shady Grove Music Fair. Ladies were also to be invited to Woodmont C.C. for the October meeting.

The Board, at this time, consisted of: Lee Dieter, Washington Golf & C.C.; Bob Miller, Suburban Club; George Thompson Columbia C.C.; Paul Barefoot, Old Soldiers Home; Bert Yingling, Beaver Creek C.C.; Denny McCammon, Springfield C.C. and Bob Milligan, Gunpowder Golf Club.

• 5 yrs. May 1974

Ron Hall hosted the May meeting at his Maryland Golf and C.C.; it was the 3rd annual Superintendent — Pro Tournament.

George Thompson wrote an excellent article on golf course benches. He was able to buy a steel form for park type benches for \$110.00. The cost per bench of materials was \$16.50. Seems like quite a bargain; maybe George can tell us how much they cost today (might still be a great bargain).

"*Golf Superintendent Overlooked*", by Herb Heinlein, stated something that may be tempered somewhat in 5 years, but is it really? "The golf course superintendent has been overlooked by the vast majority of amateur golfers and golf professionals, who just take for granted that their round of

golf will be played over a course that has smooth greens and close cut fairways. If it is a national tournament or a club outing, the superintendent is always forgotten. I am hoping that the next time you walk out on the course and look around, you just pause for a second and say a prayer for the golf course superintendent and crew."

Membership Search

Steve Nash

The Board of Directors has asked me to come up with some ideas on how to increase our membership. I started out by getting a mailing list from a local equipment dealer and after checking off the present members I came up with a list of non-members. There are approximately 55 prospective members in Maryland, 5 in D. C. and at least 18 in northern Virginia. This does not include assistants.

My plan is to send each prospective member a packet containing a newsletter, an application and a letter describing the Mid-Atlantic and inviting them to join.

Please contact me if you have any ideas that may be of help or if you know of prospective members. My home address: 19468 Brassie Place, Gaithersburg, Md. 20760.

Golf News

Ken Braun

8th Annual Superintendent Pro Tournament May 8, 1979 Hog's Neck Golf Course

This year we will return to Hog's Neck Golf Course for our Eighth Annual Superintendent/Pro Tournament. Our hosts will be Ben Stagg and John Medved. Everybody's welcome to come down and play a fine course. There will be plenty of prizes for Superintendents, Pro's and Guests. The price for the entire day will be \$22.50 a man, which will include lunch, cart, beer, golf prizes and "dinner". This will be collected in the Pro Shop when you first arrive. See everybody May 8.



Reflective Listening Glenn Shields

All of us, by the nature of our jobs, are in the position of being problem solvers. A key part in our problem solving ability rests with our proficiency in dealing with others effectively. One method of doing this involves a process known as reflective listening.

A very cogent argument could be developed that there are 3½ billion different languages in the world. Each of us talks, listens and thinks in his own special language. Our personal language is shaped by our culture, profession, personality, attitudes and mood of the moment. The chances that even a few of us will share all of these "ingredients" in the same way at the same time is remote.

We recognize that to be an effective problem solver—for us to be good at our jobs—we must be effective communicators. To be an effective communicator one must be able to help the other person come to grips with and solve their own problems, especially as they relate to the work situation. During this exchange of information, it is important to keep the lines of communication open. Unfortunately, the tendency to charge in and solve another's problem, issue orders, sympathize or assume that we know exactly what the person means, is almost second nature to most of us.

The process of reflective listening reduces this problem. In the simplest sense, reflective listening is encouraging a person to talk about a problem without inserting the thoughts or ideas of the listener into the problem. Frequently, this process of reflective listening must be applied through many rounds of dialogue in order to determine what, if anything, the real problem is, and to permit the correct solution to emerge naturally. Reflective listening is especially useful in the process of problem definition. Many times in our dealings with employees, family and friends, determining the problem is the most difficult part of the final solution and the part most vulnerable to the roadblocks which can develop in interpersonal communication. The idea with reflective listening is to help people define their own problems. An important aspect of this is the ability to sense what the other person is feeling and feed these feelings back to that person. These feelings are transmitted verbally and non-verbally, i.e., through body language. To communicate effectively, one tries to "read" the psychological posture of the other person. By practicing reflective listening you can improve your problem solving and managerial skills and become more effective in communicating with your boss, employees, family and friends.

Benevolence Mike Larsen

Speedy recovery wished from the entire Mid-Atlantic membership to Dave Cammarotas' wife Cheryl Anne who recently had surgery, and Lou Rudinski now home recovering from another angina problem.



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SAVE THE ELMS – Baltimore City

Helen Coleman

The "Save The Elms" program has been in existence since 1976. During this time, the program has encouraged many of our neighborhoods to involve themselves in "Save The Elm" projects in their community. This has involved inoculating their City elm trees against the deadly Dutch Elm Disease. The Mayor helped in supplying the chemical needed for this process.

As part of a Federal Urban Forestry Program, young people have been employed by Save The Elms. Their responsibilities include identifying the City's 4,000-5,000 elm trees by placing a numbered tag on all such trees. They also maintain records on the condition of the trees. These youth assisted in the inoculation of elm trees not cared for by the community groups. The Save The Elms youth were responsible for inoculating about 1,200 trees.

In 1979, the program will involve a re-forestation project to replace the elms that have died, with varied species. They

will also continue with the inoculation program and surveillance of Baltimore City's elm trees.

We at Save the Elms are concerned with the diminishing elm tree population across the nation and in our City. We know this shade tree is vital to the economic, aesthetic and environmental needs of our community.

***Editor's note** — Perhaps many of you readers are wondering why a City tree program has been included in our newsletter. My feeling is that after reading this, you'll appreciate that our golf courses are not alone in the fight to save this country's "greenery". Also noteworthy is that our tax money does revert back to use in ways we can especially appreciate! Ms Coleman has become very knowledgeable in this tree program and would be happy to answer any questions you might have. Her work phone number is (301) 396-6105.

Future Meetings

- May 8 — Hogs Neck Golf Course, Easton, MD.
Pro/Superintendent Tournament
- June 12 — Carroll Valley, Fairfield, PA.
- July 10 — Mt. Pleasant G. C., Baltimore, MD.
- Aug. — Mid-Atlantic Family Picnic
- Aug. 21 — Musser Foundation Golf Outing,

- Indian Springs C. C., Silver Spring, MD
- Sept. 18 — Woodholme D. C., Pikesville, MD
- Oct. — Woodmont C. C., Rockville, MD
- Nov. — Loudoun Golf & C. C., Purcellville, VA
- Dec. — Marlton C. C., Upper Marlboro, MD

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