

# TRY COMMUNICATING

by Tom Regan, CGCS

At most clubs in our area the Superintendent is known as the guy who takes care of the golf course, and tries to keep the course green. Everyone knows us, but do they really know us? At most clubs there is a monthly newsletter, and some of us are asked to contribute a column about the goings on around the golf course. We explain aerification, when we plan on aerifying, course condition, all of the related subjects we are paid to perform. From a PR standpoint this is good, the members who read this information know first hand what it is we are doing, and it eliminates many rumors which have a tendency to circulate around the club or in the Mens' Grille. A good example of this happened to me this past fall. We have a considerable amount of Poa Annuua on certain greens here at Bethesda Country Club, and I was determined to tackle this problem with "TGR". I knew of the pitfalls, discoloration, green speed, bumpy putting surfaces, timing, etc. . . ., but prior to application of this product I began writing in my monthly newsletter column about what was going to happen, and what the membership should expect to observe when they were playing. There was some concern on my part, that maybe I made a mistake, the greens were rather unsightly, fortunately for the little PR work done prior to the application with an explanation to the end result, there were no unfavorable comments. Complaints? Yes we had some, that's the nature of the Beast. But as we all know, communication is probably 70% of our job. We all communicate with our members, but do we do it effectively? Do the members really know us? I think more respect is given to us professionally, if we write our column and add such things as homeowner lawn tips, give an explanation of why the leaves turn color in the fall, what grasses grow better for the homeowner, tips on Christmas tree care, why there are frost delays on the course in the mornings, other than it kills the grass. Little things like this, which we take for granted, are sometimes very beneficial to the layman. It also gives the membership a better understanding of our profession, which is more than that of a grass grower. Food for thought.

## GET WELL QUICK

We have heard that our good friend Dr. Fred Grau has been in the hospital and was recovering in the Carriage Hill Nursing Home. By the time you receive this letter he will be back home in College Park. For those of you that would like to get in touch the address is: Dr. Fred Grau, 4604 Amherst Road, Box AA, College Park, Maryland 20740-1014. We all wish him the best for a speedy recovery. We received word of his problem at a late date. Sorry for the late notice.

## Vince Triplett Fund

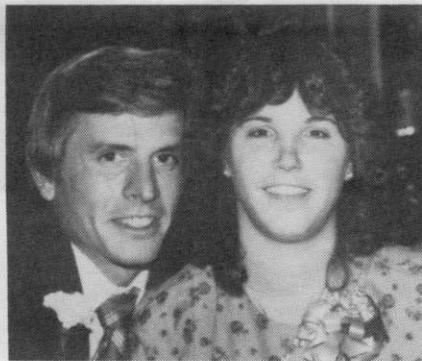
The Mid-Atlantic Association was notified by John Segui, GCSAA President at the October meeting that our request to the National had been acted upon. The National Board had voted on our request for special attention for the family of Vince Triplett and had approved it. John presented us with a check for the family at the meeting. Donations are still being accepted for the memorial fund, a check will be presented before Christmas to his family. Thanks.

## Dues Increase

The Board of Directors at its last meeting approved a dues increase for the upcoming year. Plans are in the works for more member services and publicity. The dues for all members, except assistants and non resident, will be \$70, assistants will pay \$55, and non-residents \$35.

## Nominating Committee Report

The Nominating Committee, Lee Dieter, Chairman, and members Bob Miller and Sam Kessel met and have the following slate to present to the membership. For President, Walter Montross; Vice President, Bill Neus; Treasurer, Nick Vance; Secretary, Steve Cohoon, and Lester Tanner; and for Directors (2) Donn Dietrick, Joel Ratcliff, Lou Rudinski, and James Meier. Nominations will be accepted at the meeting from the floor. Second Notice.



## NEW ARRIVAL

Congratulations to Tom and Karen Walsh on the birth of a daughter, Sarah Christine, born the 14th of September. The picture is of the proud couple at our 60th anniversary - Ladies Night.

## DECEMBER MEETING

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Greens are fertilized with 4½ lbs. of nitrogen and 4½ lbs. of potash. Tees receive 4½ lbs. of nitrogen while fairways receive 2½ lbs. of nitrogen. The crabgrass control program consists of betasan on greens, ronstar on tees, and balan on fairways.

**THE MEETING:** Starting times are required for golf. Golf will be played on the north course from 10:00 a.m. to 1:00 p.m., please call (301) 465-1504. Lunch will be available (cash) in the terrace room from 11:00 a.m. on. The meeting will begin with cocktails at 6:00 p.m. and dinner at 7:00 p.m. Reservations for dinner must be made at the Mid-Atlantic office (301) 381-0030.

**DIRECTIONS:** Baltimore Beltway (695) to exit — Interstate 70 west, to Marritville Road turn left (south), to US Route 40 turn left (east), to Turf Valley Road turn left, to Club entrance on the left.



Host Bill Blackert, CGCS

**RESERVATIONS**  
**(301) 381-0030**

## MAAGCS Scholarship Winner

by Walter Montross, CGCS

Robert Wrenn is the Mid-Atlantic scholarship winner for 1988. Robert is originally from Cleveland, Ohio, he moved to the Baltimore area in 1985. His first golf course experience was at the Pine Ridge Golf Course working for Kevin Prysieski. He stayed at Pine Ridge for 2½ years. During this time he entered the Institute of Applied Agriculture at the University of Maryland. Subsequently he has gone to work for Mike Larsen at Woodmont C.C. Robert intends to graduate from Maryland in May. Congratulations Bob on your award.