

SUPERINTENDENT PROFILE

Our Host for the July Meeting: *Lentz Wheeler* of Hidden Creek Country Club



Lentz Wheeler, of Hidden Creek Country Club, has made grooming the land his life for over two decades. He graduated from the University of Tennessee (Go Volunteers!) in 1979 as a Bachelor of Science in Ornamental Horticulture and Landscape Design. He has been serving the northern Virginia golf industry ever since. He apprenticed under Bill Brock for the first year out of college as the assistant superintendent of the Reston Golf Course. He took over for Bill and ran the Reston course until 1987. Lentz spent the next two years, until he moved exclusively to Hidden Creek C.C. (Reston North Course) in 1989, overseeing both Reston courses. He has kept a steady hand on the tiller at Hidden Creek ever since.

Remarkably, Lentz managed to get married and have two wonderful children in the interim. He wed his lovely wife, Jane, almost twelve years ago, while heading the Reston G.C. Greens Department. His oldest, David, came along just after Lentz relegated himself to superintending a single golf course. Katie, his youngest, is just three years old and the apple of her father's eye. Jane, an educator by background and training, now superintends her own very active crew—home daycare. Lentz values his sports, whether on the links, the court, the track, or the couch (Rabid Tennessee football fan). His most challenging, as well as most rewarding, sport remains the balancing act that we all face between the pressures of the turf industry and the everyday details of bringing up another generation of golf course aficionados. ■

Superintendent's View

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Mr. Legere does not have any negotiating with his national accounts. The price is set nationally and that is the price he pays. He does have a checks and balances system in place. Mike simply, "calls his fellow superintendents with Kemper Sports Management" to check consistency. Another interesting fact with Kemper is they do not purchase any equipment, they totally lease everything.

When asked to rank service, price, and compatibility to their expectations the group was very consistent. Service was by far the most important. We realize the equipment will eventually need repairing and it is of utmost importance to have it completed in a timely fashion. Compatibility is second with influencing our decision. With consideration to the mechanic and staff, it is vitally important we keep our equipment manufactures consistent and not change unless their is a huge gap in pricing or equipment quality.

Pricing was considered a distant third and is considered a minor part of the formula. I believe that this only if we feel we are getting a good value for the money. When researching equipment do you honestly feel that there are really many poor pieces of equipment sold by our local distributors? I feel, "you cannot go wrong with the quality of equipment produced today and service is of primary importance when deciding on anything."

Evaluation	Rating
Service	1
Compatibility with present equipment	2
Price	3

In conclusion:

In conclusion a few interesting points were discovered.

1. It is simply amazing how variable the five of our needs were. We have a better realization of how difficult it must be when a distributor tries to customize each proposal to their interested customer. How do they keep all of our particular needs organized? Good luck!

2. Financing was a topic that was discussed essentially by accident but provoked lengthy review. Basically we are all running businesses. We can become more creative and dynamic with the monies we have to spend. We owe it to the facility to do so. With margins of profit and budgets being scrutinized as they are we invite more creative financing. think with this season starting so slowly and revenues being greatly reduced this is even more essential especially for daily fee courses. ■

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