



TURFGRASS MATTERS

March/April 1999

Volume 71, Number 1

EPA Partnership Can Benefit Superintendents

by Mike Farrar, Pesticide Environmental Stewardship Program

U. S. Environmental Protection Agency

Throughout its over a quarter century of efforts to push for cleaner, healthier surroundings, the federal Environmental Protection Agency has become well known for its regulatory programs. While many citizens have enjoyed the environmental and health benefits of the Agency's programs controlling air and water pollution and waste disposal, members of the regulated community have not always welcomed the impact those regulatory programs have had on their operations.

In recognition of that sentiment, the Pesticide Environmental Stewardship Program (PESP) is part of a relatively recent effort by the Agency to reach out to industry and to form voluntary partnerships that might address environmental concerns more effectively and harmoniously than regulatory programs. Thus, where EPA's pesticide regulatory program focuses on chemical manufacturers, PESP's focus is on the community of pesticide users, and looks to their creation of voluntary risk-reduction strategies.

The Golf Course Superintendents Association of America was one of the first organizations to become a Partner in PESP. Through its PESP efforts and other endeavors, GCSAA and its members have taken progressive stances not only on pest management practices but on overall approaches the entire golf industry should take to environmental concerns. For example, the GCSAA has played a key role in the Golf & the Environment project, in which EPA and a number of environmen-

tal groups are participating. That project, which created the well-received "Environmental Principles for Golf Courses in the United States," stands as a model of consensus-building and progress through cooperation.

Participation in PESP brings an organization several benefits: recognition of its efforts; the opportunity to apply for grants through which it can further its risk-reduction strategy; and the services of a "liaison" within EPA who can help with a myriad of issues. Among the services a liaison can supply are (1) helping the organization understand the impact of current regulatory developments; (2) insuring that information the organization has makes its way into the regulatory process; and (3) networking of new ideas, whether through bringing to the attention of a Partner knowledge of reduced-risk alternatives or bringing to the attention of the right Agency staff innovative Partner thinking that might lead to better Agency approaches. One goal is to develop Agency support or encouragement of better industry practices, involving the use of pesticides or otherwise.

One recent example of progress aided by PESP involved the proposed registration by EPA of a new reduced-risk biopesticide. When questions were raised by the regulators about certain aspects of the product's application and use, the PESP relationship led to a site visit, hosted by a local superintendent, that put the issues in context and led to the development of answers

that eventually allowed the registration to be issued.

The PESP relationship also allows GCSAA, or its regional chapters, to draw on EPA for information -- through speakers at events or through other means -- to help inform superintendents about pending developments. This, in turn, allows superintendents to anticipate trends that may influence how they should approach their jobs.

Given the "tough regulator" perception about EPA, it is good news for superintendents that EPA provides liaisons who can help make the Agency's activity more comprehensible and more accessible to those who have a stake in the outcome and who possess, or can generate, data that will help the Agency make better informed decisions. We at PESP urge the Mid-Atlantic Association of Golf Course Superintendents to take advantage of all the benefits this voluntary program provides.

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I want to thank the membership for entrusting me with the presidency of your association for a second time. It is hard to believe that ten years has passed since my last time tenure on the Board, but as with most things in life time passes much to quickly. As I take the reins it would be foolish not to acknowledge those who came before me, as well as, the Board that you have elected for 1999. The people you learn from and ultimately imitate make us what we are, thanks go to Mike, Lee, Sam & Dave for the early years and Scott, Bill, Dean & Mike for their stewardship the last few years. You know who you are and your leadership was and is greatly appreciated. In addition, I believe the membership has elected a fine, hard working group to the Board this year and I look forward to working with them.

Every President comes into office with an agenda to complete. However, as our association has continued its dramatic growth and the demands placed upon us continue to escalate, we can no longer think or act in the short term. Long term strategic thinking and goals must be adopted to ensure future successes. Another factor of our rapid growth is a sense of isolation by our new members and some of the older ones as well. The perception of not feeling welcome must be eliminated. For any organization to succeed, it takes all of its members working towards a common goal. We also need to reach out to new prospective members, tell them what we have to offer and encourage them

to take advantage of our services. A little over a year ago our Past President, Mike Gilmore suggested meeting with all of our members to solicit feedback on the direction of the association. Many positive ideas emanated from these discussions and the Board began the task of trying to implement these suggestions. As part of this year's agenda, the Board hopes to expedite many of these issues. First, we have formed a "Welcoming Committee" which is chaired by Vice President, Nick Vance. The idea is to have personal contact with all new and prospective members. Second, we have created an "Industrial Advisory Group" that will be chaired by Past President, Mike Gilmore. The idea is to create a better rapport with our commercial vendors. These individuals and companies are an integral part of any success our association has or hopes to achieve. A strong educational program is another suggestion we heard loud and clear. We are working hard on, not only this year's program but next year's program as well. Our second annual educational conference in conjunction with the Audubon Sanctuary Program just concluded and we will sponsor two GCSAA seminars in December. In addition, we are working actively with the University of Maryland and the Maryland Turfgrass Council to help formulate and implement an outstanding 2000 Maryland Turfgrass Conference. I also wish to begin



continued on page 9



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Charlotte Norris, Executive Secretary

Turfgrass Matters Committee

Tim R. Norris, CGCS - Editor
Carmen Gianinni * Keith Williams

Bullets from the Boardroom

MAAGCS Secretary - Mike Evans



At the January MAAGCS Board of Directors meeting, President Walter Montross, CGCS applauded the direction of the Association in recent years and presented his vision for the Association in 1999. It included: establishing goals and priorities for three to five years in the future instead of one year at a time, energizing the "Welcoming Committee" that was established last year, forming an Industrial Advisory Group, greater focus on Social and Benevolence responsibilities, and investigating hiring a part-time media consultant.



The Welcoming Committee will be chaired each year by the Vice President with help from the Membership and the Social and Benevolence Chairmen. Vice President Nick Vance, CGCS, along with Dave Burkhart and John Newcomb, CGCS have divided the Association into five geographic regions and have organized a committee of more than twenty MAAGCS members, both superintendents and vendors. The five geographic regions are: Northern Virginia, Baltimore/Northern Maryland, Montgomery County/Western Maryland, Prince George's County and the Eastern Shore. The purpose of the Welcoming Committee is to have a Class A and Class F member of the Committee greet every new member to the MAAGCS. During this visit, the new member is cordially welcomed to the Association and can receive answers to any questions or concerns he or she may have about the Association, the area, product suppliers, etc.



The newly formed Industrial Advisory Group will be chaired each year by the Past President. The inaugural Industrial Advisory Group consists of Mike Gilmore, Harry Fridley (Green Meadows Turf Supply), Dave Cammarota (Egypt Farms), and Lance Ernst (Turf Equipment and Supply Co.). The purpose of the group is to provide the Class F members with a forum to voice their ideas, questions and concerns to the Board of Directors with the Past President acting as the group's liaison. The group will also begin to develop strategies to enable Class F members to assist in the planning of MAAGCS events and educational programs. In the future, Class F members will select their representatives to this group.



The committee that will investigate hiring a part-time media consultant is comprised of President Walter Montross, CGCS, Communications Director Tim Norris, CGCS and Executive Secretary, Charlotte Norris.



Chris Ayers, CGCS and Charlotte Norris represented the MAAGCS at the GCSAA Chapter Leadership Training and Strategic Planning Conference, held January 15-17, at the national headquarters in Lawrence, Kansas. Thirteen GCSAA Affiliated Chapters were present. Chris and Charlotte

both reported the conference very worthwhile. The intent of the conference was to appraise the affiliated chapters of the wealth of programs and information available to the local chapters through GCSAA. Some of the topics included: strategic planning, research, fundraising, media relations, electronic communications, and education planning. Thanks Chris and Charlotte for spending a long weekend in Kansas for the betterment of the MAAGCS!



The MAAGCS receptions in conjunction with Maryland Turfgrass '99 and the recent GCSAA Conference and Show in Orlando were huge successes.



The MAAGCS sponsored and manned a booth at Maryland Turfgrass '99, the Greater Washington and the Greater Baltimore Golf Shows. Many MAAGCS superintendents and several assistants volunteered time to disseminate literature, answer questions, and generally promote our Association and the positive impact our golf courses have on the community. In addition, golf course maintenance videos were shown, and MAAGCS logo ball mark repair tools were distributed. The volunteers reported many favorable comments from show participants. A special thanks to Communications Director Tim Norris, CGCS and his wife Charlotte for organizing all of the booths and being present for all three of these shows in their entirety and to all who volunteered their time!



A motion was made by Education Chairman Ryland Chapman to fund Amy Soli's research project was unanimously approved by the board. Ms. Soli's research "The Effect of Golf Course Management Practices on Stream Ecosystems" is ongoing at four area golf courses. The final results will be published in *Turfgrass Matters*.



Vice President Nick Vance, CGCS, is in the process of securing MAAGCS monthly meeting sites for 2000. If you would like to host a meeting, Nick may be reached at (301) 831-0498.



The MAAGCS congratulates the newly formed Virginia Golf Course Superintendents Association. The VGCSA affiliates the following five chapters: Old Dominion GCSA, Shenandoah Valley Turfgrass Association, Virginia Turfgrass Association, Tidewater Turfgrass Association, and Greater Washington GCSA. President Walter Montross, CGCS will contact the principals of the VGCSA and the Eastern Shore AGCS to set up a joint meeting with the MAAGCS to seek ways that we can work cooperatively for the benefit of all. Again, best of luck to the new VGCSA!

Editor's Letter

Tim R. Norris, CGCS, Director of Communications

It appears spring may have finally arrived. I sometimes wonder if we as superintendents are ever satisfied! I know that I wished for snow all winter and when it finally came it was too late. I hope everyone has had an opportunity to "recharge their batteries" this winter. Hopefully in that vein, the first issue of 1999 has articles that will help you get ready for the coming season.

Mr. Mike Farrar wrote the lead article in this issue of *Turfgrass Matters*. Mike is the Director of the EPA's Pesticide Environmental Stewardship Program and a new member of MAAGCS. Each issue this year will highlight a member of the Board of Directors in a little different light.

I would like to thank the MAAGCS members who volunteered their time to help man the booths at the Greater Washington and Greater Baltimore Golf Shows. These booths were well received and accomplished a great deal towards making superintendents recognizable to the golfing public.

Finally I would like to recognize my committee members, Keith Williams and Carmen Giannini for their efforts. Keith had an article published in the last issue of the *Washington Golf Monthly* on fairway turf. I also want to remind each member that *Turfgrass Matters* depends on your input. If you are approached for comments or have a topic of interest, please do not hesitate to contact either myself or someone on the committee.

Wishing everyone a successful 1999!

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Maryland Student Chapter News

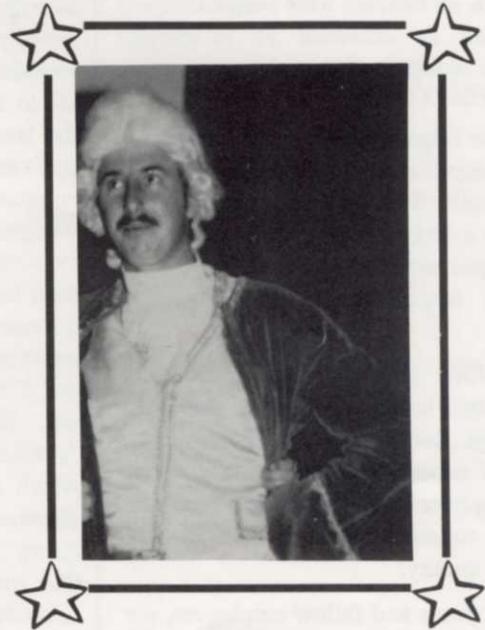
by Andrea C. Bakalyar

Thank you for supporting another successful Student Chapter fundraiser. Over fifty wind jackets were sold and there are still plenty of shirts and caps available. The Maryland Turfgrass Conference January 4-5, 1999 was extremely profitable. The putting contest earned the Chapter over \$200.00. Sean Remington, CGCS won the contest and graciously reinvested the money back into the Student Chapter. On Tuesday, January 5th an IAA Alumni Breakfast was held.

Several students and former students attended the GCSAA National Conference and Show in Orlando, Florida, February 10-14, 1999. Those individuals enjoyed many opportunities to network and learn while attending the conference. MAAGCS is the only chapter that supports its student chapter and we are grateful. It is hoped that eventually all local chapters throughout the country will follow the MAAGCS' lead and support their students as well. Superintendents please continue to encourage your assistants and students to get involved.

The Student Chapter will be electing new officers the beginning of April and new faces will bring new and refreshing changes to the MSCGCSAA. Please continue your much needed support and thanks for your past generosity.

Do Your Really Know Your Board Members?



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Help Wanted

With the growing labor shortage, how can golf courses find or attract people to work on courses with wages that are matched or exceeded by competing service industries? (Answered by Roy Bates, Imperial Golf Club, Florida)

"The Naples, Florida area alone has forty superintendents already in place and nine new courses are opening within a twenty square mile area. The hotel and service industries have completely tapped the entry level work force.

While this situation is extreme, southern Florida exemplifies the labor shortage felt across the country. The lack of experienced and motivated employees puts an additional strain on golf course superintendents to maintain consistent quality.

As peers and fellow employers, we should be particularly mindful of our professional code of ethics as we solicit employees and resolve staffing challenges.

Recruiting from non-traditional sources like the retirement work force have proven to be a gold mine. Most retirees are looking for supplemental income and not benefits. Retired plumbers and carpenters make great crew members!

Some superintendents have success hiring several members of the same family or using word-of-mouth to hire workers within the same ethnic community. Close contacts with your local university or community college can be great resources for potential employees.

Wages are extremely competitive, but benefits can make the difference for workers to accept a job. Offering education benefits, such as English courses and tuition reimbursement, are attractive benefits. Flexible work hours are also incentives being used in our area."

Reprinted from Leader Board with permission

Y2K, Are You Ready?

When the clock strikes midnight signaling the start of the year 2000, some software and hardware may cease to function - unless you've planned for it. **Problem:** Many computer systems are set to identify calendar dates with only the last two digits of the year. Without software conversion, the vast majority of computer systems will not be able to recognize "00" as the year 2000. When systems are unable to recognize this two-digit field correctly, programs will fail or not operate properly. **Advice:** Check with hardware and software manufacturers to see if they are year 2000(Y2K)-compliant. Many software providers offer "patches" to ensure Y2K compliance which are downloadable from company internet sites. Some vendors are incorporating Y2K compliance into upgrades that may provide system enhancement opportunities sooner than planned. **Remember:** In addition to computer systems, review any computerized, date triggered systems, such as irrigation, weather and security systems, that could impact

the operation of the golf course. Even elevators may be affected by the challenges of the new millennium.

Source: GCSAA MIS department



Internet sites offering information and resources about Y2K:

Information Technology Association of America's Year 2000 Home Page:
www.ita.org/year2000.htm

Year 2000 Information Center:
www.year2000.com/y2kinfor.html

U.S. Federal Government:
www.itpolicy.gsa.gov/mks/yr2000/y2khome/htm

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Are You An Active Member?

Are you an active member,
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That your name is on the list?

Do you attend the meetings
And mingle with the flock,
Or do you meet in private
And criticize and knock?

Do you take an active part
To help the work along,
Or are you satisfied to be
The kind who just belongs?

Do you work on committees-
To this there is no trick,
Or leave the work to just a few
And talk about the cliques?

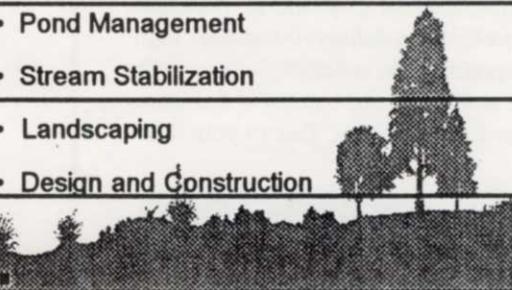
So come to meetings often
And help with hand and heart,
Don't just be a member
But take an active part.

Think this over members
You know what's right and wrong
Are you an active member
OR DO YOU JUST BELONG?

April 5	Fountain Head CC Speaker: Mike Farrar, Environmental Stewardship	Ken Keller
May 11	Woodholme Country Club Superintendent/Pro Tournament	Steve Potter
June 8	Chevy Chase Club Supt/Club Official	Sean Remington
July 12	Westwood CC Speaker: Dr. Dave Chalmers, USGA Test Green Site	Walter Montross
August 10	Mayo Beach/South River GL Annual Family Picnic	John Newcomb Lou Rudinski
September 14	Woodmont C C Speaker: Dr. Tom Turner, Nutrient Management Plans	Mike Larsen
October 12	Lowes Island GC Annual Championship	Byron Lash
November 9	Breton Bay Golf & CC Speaker: Jim Vance, Public Relations and the Media	Bernie Beaven, CGCS
December 14	TBA Annual Meeting & GCSAA Seminar	

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A Glimpse of the Past...

by Lee C. Dieter, CGCS

Our association grew little through the 30's and 40's. The 1930 calendar covered educational programs including *Soil Testing* by Dr. Fletcher from the Department of Agriculture and *Japanese Beetle Control* in the Philadelphia area. The first of many joint meetings with the Philadelphia Association began in 1930. It was held in Philadelphia and included a tour of golf courses in the area to inspect the damage caused by the Japanese beetle grubs.

The June meeting was held at Gibson Island Club. An 18-hole match play tournament was held and in the evening the use of *Arsenate of Lead* was discussed at a meeting in the clubhouse. A meeting was held in September at the Arlington Turf Gardens in conjunction with the U.S.G.A. Green Section summer meeting. The annual Greenkeepers Tournament was held at the Suburban Club in October.

Although new names appeared on the roster, the membership of the association stayed about the same throughout the depression and war years. Familiar names that did appear were John Connelly, Superintendent at the Army Navy Club (1935); George Cornell, Ernest Stanley, Quantico; Jack Athey, Kenwood Country Club; Ernest Parsley, Manor Country Club; Clarence Lindsey, Fountain Head Country Club; W. H. Glover and Fred Findley, Farmington Country Club. The number of active members increased to thirty with five associates. The membership played for a Montieth Trophy In 1940.

The finish of World War II ended the long stagnation of the golf industry and it manifested itself as early as 1949 when, our membership jumped to almost one hundred members, sixty-five active and thirty-one associate.

Next: THE 50's

O. B Fitts -- A Brief Profile



O. B. Fitts was obviously a well educated person. He wrote over a dozen articles for the *U.S.G.A. Journal*, *Golfdom* and *American Fertilizer* and *Nature Magazines*. He gave talks at local Association, U.S.G.A. and National Meetings. He ran the Arlington Turf Gardens from 1924-28 when he then became the superintendent at Columbia Country Club replacing superintendent J.H. Links, a charter member. O. B. as mentioned in previous articles was a driving force in the founding of our association and remained active for almost thirty years working at Columbia until approximately 1955.

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questions concerning your payment!

MAAGCS Golf Notes

Golf and Reservation Policy

The 1999 GCSAA Golf Championship was recently played February 8th & 9th in Tampa. The Mid-Atlantic fielded thirty-two players and five chapter teams for the event. "Thumbs Up" to Scott Wagner for winning his division a fifth consecutive year! One of the smoothest swings in golf, will be looking forward to Alabama. GCSAA past president George Renault, III took First Net in the Senior I Division. Florida must be agreeing with his game!

Congratulations To This Years Winners!!

Golf Championship Results:

Scott Wagner - 1st Gross, Second Flight (5th consecutive year!!)
 Jim McHenry - 3rd Gross, Third Flight
 Sean Remington - 3rd Net, Third Flight
 Gordon Caldwell - 2nd Gross, Fourth Flight
 Nick Vance - 7th Gross, Fourth Flight
 Steve Sweiderk - 2nd Gross, Fifth Flight
 Steve Cohoon - 7th Net, Fifth Flight
 George Renault, III - 1st Net, Senior I Division

Chapter Team Results:

Sean Remington/George Renault/Nick Vance/Bob Wren - 3rd Net

Two Man Team Results:

Steve Glossinger/Carey Mitchelson - 8th, Gross Division
 Tim Norris/Douglas Browne - 10th, Gross Division
 Jim McHenry/Nick Vance - 6th tie, Net II Division
 Walter Montross/Joe Distefano - 9th tie, Net II Division
 Jim Weaver/Bob Wren - 9th tie, Net II Division
 Ed Gasper/Jefre Tschudi - 5th tie, Net III Division
 Matt Richter/Steve Sweiderk - 5th tie, Net III Division
 Sean Remington/George Renault, III - 11th tie, Net III Division
 Mike Evans/Paul Masimore - 12th tie, Net IV Division
 Tim McMahon/Mike Sullivan - 12th tie, Net IV Division

Four Man Team Results:

Tim Norris, Doug Browne, David Gourlay, Doug Westbrook - 4th tie, Gross
 Steve Glossinger, Jim Broughton, Carey Mitchelson, Michael Wilson - 5th, Gross
 Jim McHenry, Nick Vance, David Fearis, Jim Moriarty - 2nd tie, Net II
 Sean Remington, George Renault, Stephan Crain, David Kleymann - 4th tie, Net III
 Matt Richter, Steve Sweiderk, Brad Johnson, Jim Knulty - 4th tie, Net III
 Mike Evans, Paul Masimore, Joseph Alonzi, Robert Alonzi, 4th tie, Net IV

The following policies have been adopted by the MAAGCS Board of Directors. Please read each one carefully. Beginning with the first monthly meeting in March these policies will be strictly enforced.

*** Reservations and cancellations must be made through the MAAGCS office.** Do not call the hosting club, pro shop, or superintendent. These reservations or cancellations are not valid!

* Reservations for golf, dinner, or lunch must be received by the deadline set or you may not attend, **no excuses!!!**

* Reservations not honored will be billed through the Association for reimbursement of no show. The Association must fund no shows for counts given to hosting clubs. Unpaid reservations are considered a special assessment and will be dealt with according to the by-laws.

* Members on the permanent RSVP list will be removed after two no shows or not canceling by the reservation deadline, and not allowed back on until the following year.

* Members signing up for golf will be automatically put on the dinner or lunch reservation list and pay for the whole day at sign-in. Members who play golf and do not attend the meeting for any reason will be reprimanded: 1st Offense - letter from the President; 2nd Offense - suspension from golf for a period of one year

* As a courtesy, reservations for golf that can not be kept should be canceled ASAP.

* Members will be allowed to sponsor guests at regular meetings provided they are in attendance. A member may sponsor one (1) guest for golf per meeting. Members may sponsor more than one guest for lunch or dinner.

* MAAGCS members at a hosting club will be comped for lunch or dinner reservations. The hosting club will be responsible for their guests as determined prior to reservation deadlines.

*** Shorts are proper attire for the golf course only!** Stated attire must be worn during the educational and social portions of each meeting.

President's Message

continued from page 2

the process of hiring a part time media consultant. The idea is to work with an experienced media individual who can assist us in getting our story and ultimately our image in front of the general public. There are many other issues we are addressing but, suffice it to say many of these issues will have to be adopted by future Boards. Yes, this is an ambitious plan but I believe it can be done. It is my hope that you will notice our efforts and I encourage you to contact me or any board member with your thoughts, suggestions or even criticisms if we don't follow through on our goals.

I believe we have an exciting 1999 meeting schedule planned with a dynamic educational program. I hope to see everyone at the meetings this year and let's try to get our Assistants involved.

News & Notes

New Members

Class A

Ed Long Lake Manassass Golf Club

Class B

Sean Hardwick Family Golf Center

Class C

Thomas Crutchley East Potomac Park Golf Course

Greg Hokit Worthington Manor Golf Club

Robert Kennedy Breton Bay Golf & CC

Erik I. Mikkomen Bonnie View Country Club

Joseph Mihaly, Jr. East Potomac Park Golf Course

Reid Mitchell Baltimore Country Club

Larry Parker Glenn Dale Country Club

Class D

Jason Bowers Black Rock Golf Course

Cory Poole University of Maryland

Class F

Tim Hazard Myco, Inc.

David Locke Daft-McCune-Walker, Inc.

Robert Mullane The Care of Trees

G. Scott Robinson Organics Unlimited

Chris Wakefield G. L. Cornell

James O. Wright The Care of Trees

Class G

Seth Miller Monroe Golf & Country Club

Mike Samulski Gleneagles Golf Course

Chad Sthole Kiln Creek Golf & CC

Condolences

To the family and friends of Christopher Jacobs, a MAAGCS Class F member, upon his sudden passing.

To the family and friends of Ralph Jones a long time MAAGCS member and superintendent at Fort Meade GC

To the friends of Paul and Tim McMahon upon the passing away of their father James.

To the family and friends Sarah Michel, wife of Jeff Michel, CGCS upon the passing of her grandfather.

To the friends and family of Tom Regan, upon the passing of his father, Tom F. Regan, Jr.

Congratulations

To Bob Katula and his wife Sharon upon the birth of their son, Thomas Charles.

To Mike Minard and his wife Sandi upon the birth of their son, Shane Michael.

To Mike Farrar, upon the birth of his granddaughter Jackie.

To John Denholm and his new bride Kara upon their marriage in December.

Get Well Wishes

To Jeff Miskin recovering from back surgery.

To Sarah Raube, wife of Steve Raube recovering from surgery.

Reroutings

Bryan Bupp is now at Four Streams Golf Club

Steve Cohoon, CGCS is now at Heritage

Jeff Facto is now with McDonald & Sons, Inc.

Houston Frey is now at Bear Trap Dunes

Mike Gilmore is now at Gibson Island Club

Mike Perry is now at Marlton Golf Club

Rich Schneider is now at Links Diagnostics

John Stern is now at Southview Golf Course

Certification Attestors Needed

If you are a Certified Golf Course Superintendent and are interested in volunteering to attest fellow superintendents in their bid for certification please contact

Mr. Michael Legere, CGCS at (301) 695-4764.

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GCSAA, CMAA, PGA Offer Retirement Savings Plan

GCSAA has teamed with the Club Managers Association of America (CMAA) and the PGA of America to offer members a valuable, new benefit: Golf Retirement Plus. Recent studies by all three associations show that up to 70 percent of golf facilities do not offer their key golf industry professionals a retirement savings plan.

Designed to help members start or supplement a retirement savings account, Golf Retirement Plus is the only plan available exclusively for all three associations and their members. It provides an easy, affordable investment vehicle and allows members to select investment funds based on their needs. Members can

also contribute to their accounts at their own pace--whether weekly, monthly, or annually.

Golf Retirement Plus also provides members the following benefits.

Personalized retirement planning: Golf Retirement Plus specialist work one-on-one with members to help select an investment strategy based on age, lifestyle and risk.

Affordability: Minimum contribution of \$50 is required to open or add to an account with no sales charges on contributions.

Significant tax savings: Deferred taxes on potential earnings.

Portability: Regardless of job changes, the retirement account remains with the individual.

Additionally: Golf facilities can make tax-deductible contributions--whether as a yearly bonus, special service reward or percentage of salary--without the Employee Retirement Income Security Act (ERISA) concerns, tax liabilities, investment decisions or administrative burdens associated with maintaining their own plan.

For more information, call the Golf Retirement Plus toll free help line at (877) RET-PLUS (738-7587).

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Superintendents Speak

What did you find rewarding or insightful by attending this year's GCSAA Conference & Show?

"The quality of the seminars has greatly improved. I was pleasantly surprised by the three I took, all were interesting and pertinent."

Dick Fisher, CGCS
Farmington Country Club

"The seminar I took, *Financial Essentials for the Superintendent*, taught by Cleve Cleveland, CGCS was full of practical information."

Bob Collins, CGCS
Cripple Creek Golf & CC

"All three seminars I took had very good information in non-turf areas."

Tom Ritter
Hampshire Greens Golf Course

"The New Vendors' section at the Trade Show. It is nice to have all of the new products in one area."

Corey Haney
Westfields Golf Club

"The networking that takes place with superintendents from around the country, beginning with the tournament and carrying all the way through the trade show."

Jim Weaver
Washington Golf & CC

"I was able to take my Green Chairman. He was better able to understand many issues and see the wide range of equipment by spending a full day at the Trade Show."

John Kotoski, CGCS
The Suburban Club

"The wide variety of resources and presentations aimed at developing a well-rounded superintendent who is able to deal with employees, members, and the public as well as turf problems."

Steve Potter, CGCS
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Orlando Highlights

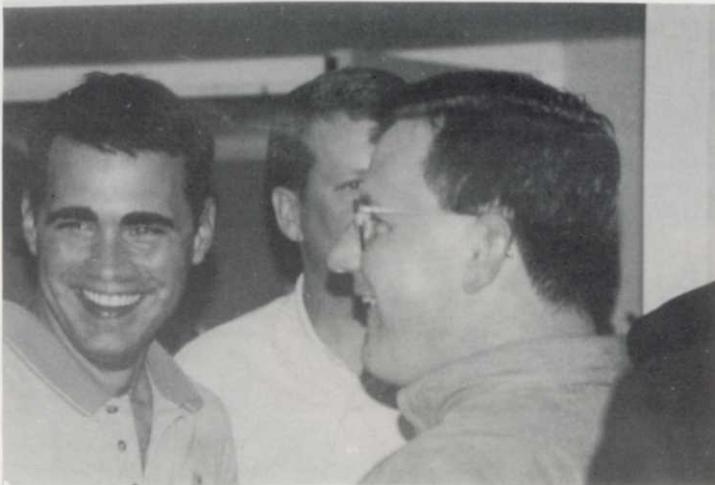
The GCSAA National Conference and Show was held in Orlando, Florida February 8-14, 1999. Conference attendees were able to take a wide variety of seminars, participate in educational sessions, and to see new and improved equipment and products from many different manufacturers.

During the annual meeting David Fearis, CGCS was elected President of GCSAA. He succeeds MAAGCS member George Renault III, CGCS. The remainder of the new GCSAA officers are: Vice President - R. Scott Woodhead, CGCS and Secretary/Treasurer - Tommy D. Witt, CGCS. Newly elected to the GCSAA Board of Directors was Mark Woodward, CGCS and Samuel R. Snyder VII, CGCS was re-elected to another term.

MAAGCS held their second annual reception at the Peabody Hotel. The reception was very well attended and plans are already being made for the 2000 reception in New Orleans, Louisiana.



Lee Deiter, CGCS receives his twenty-five year pin at the Certification Luncheon held during the GCSAA Conference & Show.



Mike Augustin and Chris Ayers, CGCS enjoy the MAAGCS reception.



George Renault, CGCS is congratulated by Lee Deiter, CGCS upon the completion of a successful year as GCSAA President.

First Tee Program Comes to the Mid-Atlantic

by Dean M. Graves

Has anyone heard of "The First Tee"? Probably not in the context of junior golf facilities throughout the United States. The initiative of the World Golf Foundation is to have upwards to 200 facilities by the end of 2000. Former President George Bush entered the Honorary Chairmanship of First Tee by saying, "We want to create affordable entry points to golf for everyone who is interested in playing the game." *If you cheat in golf you cheat in life* is the philosophy of the program. The purpose is to teach children integrity, good sportsmanship, and honor through the game of golf.

The primary families of golf organizations that have made long term commitments include; GCSAA, USGA, PGA of America, PGA Tour, LPGA, Augusta National Golf Club, American Society of Golf Course Architects, National Golf Foundation, US Conference of Mayors, National League of Cities, HUD, Bureau of Land Management, National G.C. Owners, Tiger Woods Foundation, American Junior Golf Association, National Minority Golf Foundation, and National Association of Junior Golfers. There has never been such a complete gathering of golf organizations. If this group can't get something accomplished, then it can't be done.

On a local level, John Kotoski, CGCS and Dean M. Graves have been placed on the First Tee local chapters' Board of Directors. John is heading up the Baltimore representation and Dean is his counterpart in Washington, D.C. Both groups have identified locations and are presently investigating feasibility studies. Each respective Board is forming committees for facilities, legal, public relations, finance, and outreach. Seed funding is provided by the World Golf Foundation. Other contributions must be provided by local private and public sources.

Baltimore City has located a 35 acre site that has five abandoned baseball fields on a landfill. In Washington, D.C. there is a good possibility that the Soldiers and Airman's Home that currently has a nine-hole course could be used. Each of these locations has good public transportation access. The Baltimore location will probably comprise a driving range and hopefully a nine-hole executive par three course. Within the next eighteen months both cities

should have active facilities.

The local government and civic groups are excited and willing to commit time, manpower, and funding for this great program. Toro, Syncroflo, IBM, Club Car, Pursell and Jacklin Seed will provide equipment and supplies at cost for each site.

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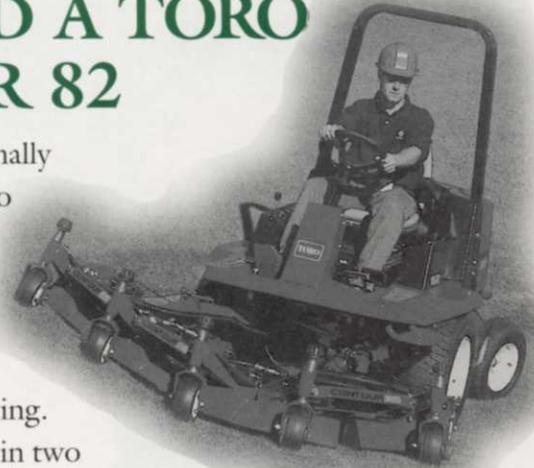
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Obviously Walter Carl Montross, CGCS was destined to become president. Although he never listed playing George Washington as one of his credentials when asked to run for a position on the MAAGCS Board of Directors.

Walter is a real native of D. C. He was born at the old Garfield Hospital which is located near RFK Stadium. He grew up in Rockville, Maryland and graduated from Annapolis High School. Walter attended the University of Maryland. He was introduced to the club business by his father who was a club manager. His career began at the Annapolis Roads Club.

Linda and Walter met at a bar in 1977. His answer to her query "What do you do for a living?" was "I grow grass!" They married four years later. Walter works with the living...Linda the dead (she teaches Latin). His children Tracy (15) and Geoffrey (13) keep him busy watching their sports (basketball, swimming, and soccer), coaching basketball, watching them sing in the church choir, and delivering them to their assortment of activities. He is a wonderfully supportive father.

Hobbies: cooking gourmet food, golf, reading (Stephen King, cooking magazines, books about American History), bridge (but never with Linda as a partner), fishing, hunting, watching televised sports (a.k.a. couch potato), traveling to president's graves (and other historical sites), and planning adventures with his family.

Dreams: becoming a Master Greenskeeper, to own a little place on the Chesapeake Bay (or tributary) with a 20' run-about boat or maybe join a Civil War Re-enactment Group.

He is most proud of his work with the MAAGCS, GCSAA and the fact that the young men who have been his assistant superintendents have done so well in their profession.

First Tee

continued from page 14

John and Dean will be attending monthly Board of Directors meetings and provide agronomic information. They will be making future site visits that are being scheduled in both metropolitan areas with local architects, business professionals and municipal representatives. *Turfgrass Matters* will keep you informed regarding each city's respective effort.



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MAAGCS Promotes the Golf Course Superintendent

In a continuing effort to promote the Golf Course Superintendent, the Mid Atlantic Association of Golf Course Superintendents recently purchased booth space at the Greater Washington and Greater Baltimore Golf Shows. These off-season shows are produced by North Coast Golf Shows throughout the Northeast United States to showcase golf vacation destinations, golf equipment and apparel, etc. The shows are attended by a wide cross section of the golfing public.

MAAGCS Communications Chairman, Tim Norris, CGCS, requested funds from the Board of Directors in December to purchase the booth space, and the Board enthusiastically supported the idea. The feeling of the Board was that this would be a great venue to increase the golfing public's awareness of the Golf Course Superintendent. MAAGCS members manned the booths during show hours and handed out approximately five thousand ball mark repair tools and information cards on turf etiquette. Several brochures explaining the GCSAA, the environmental benefits of golf courses, and information on educational opportunities in the turf industry were also available for visitors. Videos explaining turf etiquette and the GCSAA Foundation's *Investing in the Beauty of Golf* program were played continuously.

Initial response from both MAAGCS participants and the public has been very positive. Plans are being made to expand the program by having a booth or tent at the two PGA tour stops in the Mid Atlantic region, The Kemper Open held at TPC Avenel, and The State Farm Senior's Classic held at Hobbit's Glen Golf Club.



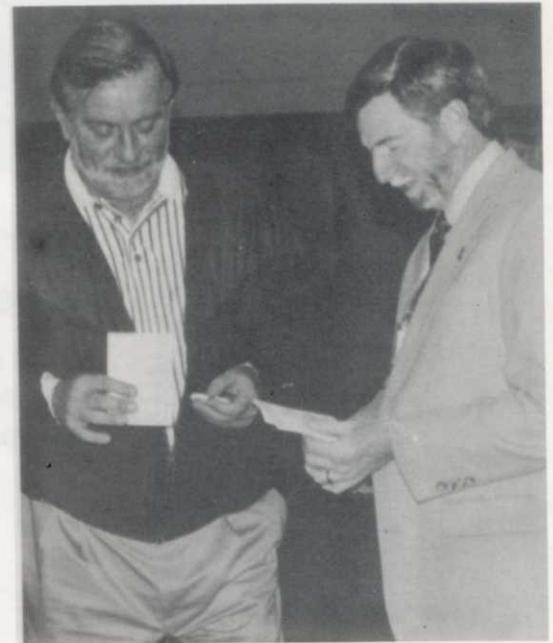
Dean Graves demonstrates the correct procedure when repairing a ball mark at the Greater Washington Golf Show in Chantilly, Virginia.



MAAGCS Booth promotes the Golf Course Superintendent profession at golf shows in Chantilly, Virginia and Baltimore, Maryland.



Tim R. Norris, CGCS, John Haley, and Mike Legere, CGCS prepare to greet the golfing public at the MAAGCS Booth in Baltimore.



Paul Masimore, CGCS explains *Turf Etiquette Card* distributed during the Greater Baltimore Golf Show held at the Baltimore Convention Center.

Battling Stereotypes

by Keith Williams

Where do stereotypes originate? Is it the media that should take responsibility for all of the negative aspects of unfairly stereotyping people, places and industries? Regardless of this it can be safely stated that stereotypes, generalizations, preconceived ideas and misinformation can dominate the public's perceptions about the turfgrass maintenance industry and those people who work in it. We, as an association and an industry, must constantly strive to convey to the public the who, what, why, where and when of our jobs and the industry so as to allow the public to gain a deeper appreciation and understanding.

To accomplish this we must devise a strategy, or strategies, to enhance our image and to raise our professionalism to a higher level. The following suggestions should be modified to your particular situation and should not be misconstrued

to reflect negatively on any specific working environments in our region.

GET PUBLISHED

Submit an article(s) for publication in the MAAGCS newsletter, *Golf Course Management*, *Golf Course News*, *Turf North*, etc. and/or suggest to your community newspaper about writing a periodic column about lawn care. A club newsletter is always a good way to convey information to the golfing public. Be sure to post these articles and columns in the pro shop area to gain maximum visual traffic.

READ and/or BECOME WELL READ

Subscribe to the *Wall Street Journal*, *Fortune*, *Business Week*, and *P C World*, etc. to become better versed in the "information age." While we probably don't have the time or energy to read these publications from cover to cover it is still

good to stay abreast of certain topics. Conversations with golfers and members are not relegated to golf and by sharing your educated opinion or information you can show others that you are knowledgeable and thus enhance your standing in their eyes.

YOUR VEHICLE

Somehow somewhere the pick-up truck was stigmatized and now some people view pickups and their drivers with less than high prestige. We know how functional pick-ups can be but our focus is on how others view us and our industry. Consider a sport utility vehicle (SUV), a minivan or a sedan if and when the opportunity arises to change vehicles.

PERSONAL APPEARANCE

"Dress for success" has been a cry for over twenty years and while it is next to

continued on page 19

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Stereotypes

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impossible to stay clean while fixing an irrigation break remember that the clothes you wear sometimes leaves a lasting impression with some people. Always have a change of clothes handy and ideally keep a suit or sport coat nearby for any situation.

APPEARANCE

Does your office/workplace have a neat, organized, "in control" appearance? Or does it resemble, say, something else? Visitors pick up on the environment that you work in and attach it directly, fairly or unfairly, to you.

YOUR STAFF

Does your staff look professional in uniforms, are they courteous and helpful, do they convey a customer-friendly ap-

proach and a "can do" attitude? By addressing these questions will serve to enhance your image in the eyes of the golfers /members.

TAKE THE MESSAGE TO THE PEOPLE

Examples of this point may include an ongoing informal dialog with golfers, volunteering to speak to community and neighborhood organizations, have an office in the clubhouse so as to be more accessible to golfers and the pro shop staff, and speaking to golfers/members throughout the year, in a formal setting

EFFECTIVE COMMUNICATION

While many of the above points have alluded to this it is good to remember that for good and effective communication to exist YOU must be a good communicator. Be able to articulate your point(s) with a good vocabulary and by avoiding

the use of slang. Just as important is being a good and "active" listener.

BE CREATIVE

Don't be afraid to use your imagination and to try new things. Allow yourself to think "outside the box" occasionally. Many people will react favorably to the novelty of the new idea or may enhance your idea or concept in a way that you had not thought of before with the result being more cooperation, cohesion and a better understanding of the situation.

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