



TURFGRASS MATTERS

September / October 2007

Volume 78, Number 4

GCSAA Chapter Delegates focus on the future

A total of 98 GCSAA Chapter Delegates plus the association's Chapter Relations Committee met at GCSAA headquarters in Lawrence, Kan. and the Kansas City Airport Marriott Hotel, Oct. 12-13-14 to hear an update on the association's programming and its future direction.

"I applaud the delegates for their focus and contributions to the success of the association and the profession," GCSAA President Ricky Heine, CGCS said. "The delegates are the link to the chapters and the sounding board that provides the leadership and staff direction. This meeting was successful because the delegates came prepared to discuss issues that they and their chapters identified as important."

CEO Succession Plan

Primary was a presentation by Heine regarding the identification and selection of a successor to GCSAA chief executive officer Steve Mona. Heine indicated the process will involve the services of an executive search firm with the ultimate selection by the GCSAA Board of Directors. Heine welcomed input by GCSAA members and emphasized that the board would not be constrained by a timeline given Mona will remain with GCSAA for up to six months since announcing his departure to the World Golf Foundation in late September.

"This will be a professional search," Heine said. "GCSAA is a respected organization and its members are highly-regarded. I believe we will have no shortage of qualified candidates to lead our association. Certainly, Steve deserves much credit for positioning us as a leading golf organization. We believe his appointment not only speaks well of him, but of the association as well."

Mona updated the delegates on a variety of programs and services the association offers to serve its members. He indicated the GCSAA staff has as its focus "Members Matter Most." That mantra is supported with three global initiatives: increasing membership, marketing its members, and attracting additional resources to enhance member programs and services.

Mona also left delegates with three key points regarding the future of GCSAA and its members. He said "image is important" as it relates to members representing their profession and facility in a positive manner. He opined that "inclusion is preferable over exclusion" as the association grows its membership base and works with others to advance itself and the game. Lastly, he encouraged members to promote the fact that being a golf course superintendent is a profession, not an occupation.

Reviewing Outreach Activities

Delegates heard a presentation outlining GCSAA's largest investment ever in outreach to avid golfers and employers that communicates the value of GCSAA and its members. Of note was the long term commitment by the board to the program. That is buoyed by a recent NGF survey that revealed significant process is being made in positively affecting the attitudes and perceptions avid golfers and employers

have towards GCSAA and golf course superintendents. For example, avid golfers indicate the golf course superintendent more than any other golf facility employee is responsible for their enjoyment. Employers weighed in as well, with 85 percent noting GCSAA is a leading golf organization (trailing the USGA by tenths of a percent) and 99 percent indicating the golf course superintendent is key to the economic vitality of a golf facility. It

was reported that GCSAA chapters are seeing the value of leveraging GCSAA's outreach through adopting the GCSAA's logo. As of the meeting, 24 chapters have adopted the new logo.

Chapter Effectiveness Examined

GCSAA Past President Tim O'Neill, CGCS led a presentation that examined the charge of the Chapter Relations Committee. Namely, what should be the relationship between the association and chapters? It is the goal of the board to take a long-term, comprehensive look at how the two entities work together, and to determine how to improve effectiveness in serving shared members' needs. O'Neill and committee members have been given long term appointments to develop recommendations and present to delegates in the future.

Establishing a Dues Strategy

As requested at past delegates meetings, an index-based membership dues structure was unveiled. It is the prevailing opinion that smaller, but more frequent increases are easier for members and the association in the budgeting and planning process. Larger dues increases result in membership losses for GCSAA and members have a more difficult time justifying increases for employers. For example, had the process been used in the past, Class A and SM dues would be at \$285 annually compared to the current \$300 level. The GCSAA board of directors is supporting a dues increase based on the Consumer Price Index, which will result in an increase of \$20 for Classes A and SM, and \$10 for Class C. GCSAA members will vote on the increase at the 2008 annual meeting with a simple majority required to pass.

Committee Process

Delegates were reminded the deadline for members to sign up online for committee service is November 5. The GCSAA board of directors selects the committees, focusing on achieving diversity on many different parameters including facility type, membership class, interests, career length, expertise, etc. The board will be discussing at its Fall 2007 meeting issues such as: no more than three years of service on any one committee,

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PRESIDENT'S MESSAGE

In the 13 years of working in the golf course maintenance profession I remember a lot of droughts and periods of too much rain. This has been one of the driest years I can remember. It has been good for keeping diseases down, but it has been long days with a hose in hand and worrying about if they'll be water coming out of the hoses for most of us. Now that finally cooler temperatures have been arriving I hope that most of you are thinking about vacations and shorter days at work. We hopefully will get some much needed rain soon.

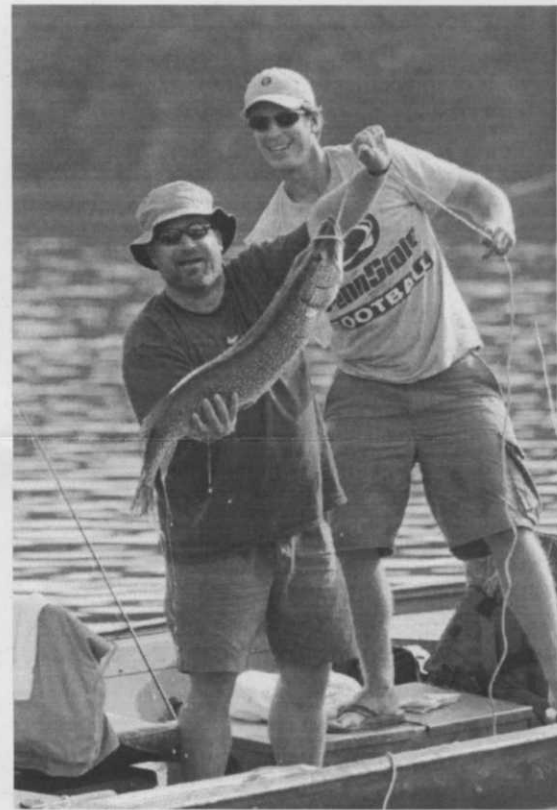
We've had several new members join the Mid-Atlantic Association of Golf Course Superintendents this year. We look forward to meeting most of you at our meetings. For those long time members who know some of these new members please encourage them to attend our meetings and don't forget about your Assistants. They need to experience the benefits of our association, from both the social and educational aspects of being a member. We've also had some long time members retire and move on to other green grass. I would like to congratulate Bill Nuess, Rhys Arthur, Tom Ritter and Wade Barrett for there successful years in our profession, and would like to wish them luck on their new endeavors.

For everyone who will be attending the 2008 GCSAA conference please look in the mail for you invitation to attend the MAAGCS reception evening in Orlando and I hope to see all of you there. Attached is a picture of member Charlie

Ulevich, Director of Agronomy for Hayfields Country Club and Turf Valley Golf Club, catching a trophy 42 inch 17lb Northern Pike out of Deep Creek Lake on my boat. Got to get away from work and have some fun!

Thank You,

*Randall S. Pinckney
MAAGCS President*



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Theresa Baria, Executive Secretary

Turfgrass Matters

Quent Baria-CGCS, Editor

ANGIE CAMMAROTA MEMORIAL

By Dave Cammarota

On October 8th some 95 supporters of the Maryland Turfgrass Council were treated to the beauty and pleasure of Golfing at the beautiful Sparrows Point Country Club, prepared by Superintendent, John Denholm and his staff, in an event we've all come to know as the Angie Cammarota Memorial Golf Tournament. This event is held in fond memory of a true turfgrass professional, in support of the University of Maryland Turfgrass Research projects at its facility in College Park, Maryland. It has been 12 years since Angie's passing in 1995, and many young Turfgrass Professionals, who've entered the industry since then, have not known much about Angie, or why he is so revered by many of his contemporaries. And so, for clarity, I am attempting here to bring his remembrance into recognition, by reviewing a little about his career.

Angelo Cammarota was born in South Philadelphia, in 1915; he was the fourth of six children. His father, Paolo, was an Italian immigrant, who found work at the Curtis Estate in West Philadelphia, and was there when Mr. Curtis, who was the founder of the Curtis Publishing Company (LOOK Magazine) decided to build a nine hole golf course, which he named Old York Country Club. (not the current Old York CC) The contractor, who built Old York, asked Paolo to join him in his next construction at Tavistock Country Club in Haddonfield, NJ, which Paolo accepted, and in 1931, he was named the Head Greenskeeper. During the Great Depression of 1930, and out of necessity, Angelo, as a young teenager, was compelled to quit high school, and went to work with his father & older brother as an employee at Tavistock. During the off-season, Angelo was given work in the Clubhouse as a Locker Room Attendant, and when he came of age, was trained as one of the Bar Staff. During his years at Tavistock, Angelo sought to finish his high school equivalency, and upon completion, eventually enrolled at New Jersey's Rutgers State University to pursue his education in Turfgrass Management. In 1946, Angie's father passed away, after serving 26 years as a Tavistock employee, and due to lack of seniority, Angie tried unsuccessfully to become his father's successor. From 1946 to 1950, he held two Head Greenskeeper positions; one at Cooper River CC on the Collingswood side of the river, and two years, he spent at Iron Rock GC (now Pennsauken GC) on the other side.

In 1950, Angelo opened "Cameo Landscape Service" out of Audubon, NJ, specializing in Turf, Landscape, & Tree Service. He began the small company servicing many of the members of Tavistock Country Club. Angie's fledgling company began with a pickup truck and two employees, and by 1956 his company had grown to 5 specialty trucks and 10 employees, and relocated to Magnolia, NJ. In 1958, a friend, Golf Course Superintendent, Russell Kerns Jr, compelled Angelo to return to golf course maintenance work by taking the Superintendent's position at Green Hill Yacht & Country Club in Salisbury, Maryland.

So, in 1958 Angelo returned to his golf course maintenance profession again, while still operating his Landscape Service out of Magnolia, NJ. Six seasons later found Angelo at Bonnie View CC (now defunct) And it was while serving there that Angie became a member of the Executive Committee of the MAAGCS. By that time, he had two sons and 3 daughters, and hired his sons as summer employees working on the golf course. It was during Angie's Bonnie View years that he blossomed as a consummate leader, climbing up the ladder of the Executive Committee of the MAAGCS, and by 1966, was serving his two-year term as their President. It was during the 1960's that members of the Mid-Atlantic Association of Golf Course Superintendents and the Maryland Sod Producers banded together, and were beginning to talk about a coalition of their respective professions to bring about some political clout in Maryland, and about 4 years later, in the early 1970s, 26 Charter Members began the Maryland Turfgrass Council, fashioned after the Pennsylvania and Virginia Turfgrass Councils. Early on, before this coalition, some of those same individuals were also instrumental in promoting the beginnings of a Professional Turfgrass Training curriculum at the University of Maryland. With the help of Dr. James Miller, Dean of the College of Agriculture, Entomologist, Dr. George C. Lankford, and Dr. Elwyn Deel, the Institute of Applied Agriculture was born, subsequently, the first graduating class of eight commenced in May of 1967. (continued on next page)

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(Continued from previous page)

The annual Baltimore Turf Conference was, at first, held during the month of January in the 1960's at the Lord Baltimore Hotel, in downtown Baltimore, and became the annual meeting place for the then 3-day seminars, attended by, not only Maryland Turf Professionals, but Pennsylvania's, and Virginia's alike.

In 1969, Angie took a brief Superintendent's position back in New Jersey to manage the turf operations at Sonny Jim GC in Marlton, NJ, and in a little more than a year, he left Sonny Jim, and returned to Maryland, and briefly took a sales position with Cornell Chemical & Equipment Co. in Woodlawn Maryland, until a Superintendent's position opened at Indian Springs CC in Glenmont, Maryland, outside of Silver Spring. Some 20 months later found Angelo in brief employment at Westwood CC in Vienna, Va, then finally accepting a position at Columbia Association's Hobbitts Glen CC, & sister course, Allview GC, along Rt. 108 in Columbia, Maryland, where he finished out his career. Angie often joked that his father persevered at one Golf Club for 26 years, while he preferred to work for 26 different courses, "because after a few years, you're just a fixture, and are replaceable."

Angie was an individual who truly held that his vocation was also his avocation; he was a mentor and friend to many younger turf professionals; and referred to them as his Step Sons. I would be remiss if I didn't mention that just a few of those gentlemen are Bill Emerson, Mike Larsen, and Chip McDonald. He was also known by all the academians, and the movers & shakers from Massachusetts to South Carolina, and was a frequent speaker at many turf conferences up and down the east coast. He was known for his quick wit, and loved to tell jokes whenever he was in the company of his associates. At Superintendent's monthly meetings, you could tell at which table Angie was sitting; there'd be raucous laughter as he held court there. However, when it came down to serious business, he'd be a staunch, and vocal proponent for any measure promoting the future of the position of Golf Course Superintendents. In the last years of his life, due to the ravages of Diabetes and Glaucoma, Angie had lost his eyesight, and in his last public appearance, addressing his view of the future of Turfgrass Professionals, (and as only he could so adequately say), "I may have lost my eyesight, but I have not lost my vision." for the turfgrass professional. It is my fervent hope that this next generation of young turf professionals can and will enjoy the same fond memories of past generations of those who placed their blood, sweat, and tears on the pages of history in the development of our turfgrass industry and culture.

GCSAA News

MAAGCS student member, Richard Gillispie (University of Maryland) won a \$500.00 Merit Scholarship through the GCSAA. Congratulations, Richard.



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MAAGCS 2007/2008 SCHEDULE

December 5, Annual Meeting and Elections
Manor Country Club

January 31, 2008, Orlando Reception
Crowne Plaza Resort

March 20, 2008, Education Seminar
University of Maryland

(continued from first page) and no more than five consecutive years of service without a hiatus. The goal will be to provide some means to keep clear and continuous lines of communication open with those who want to serve, but were not selected, or those who are serving a hiatus. Such a process will keep members involved and allow the participation of members new to the committee system.

Measuring Performance

Heine briefed the delegates on the use of indicators by the association. Indicators (performance targets) are used to determine resource allocation for programs and services and measure the association's performance. In 2008, indicators lettering A through O are grouped according to their focus: Market Share, Participation Rates, Revenue, and Engagement.

Indicators follow an annual cycle of these steps: a.) indicators established; b.) resources are applied to association efforts; c.) results are measured; d.) indicators are reviewed and/or evaluated. Every indicator is tied to a GCSAA vision statement and results are published each year in the GCSAA annual report and posted on GCSAA.org.

Stats Don't Lie

Delegates heard an extensive presentation on how GCSAA leaders and staff benefit from the feedback members provide via survey instruments. The amount of data GCSAA has at its disposal is greater than at any previous time in the association's history. This provides a measure of performance and helps to provide a road map for the future. Among the surveys that were discussed:

1. Member Needs Assessment

Feedback indicates that by and large GCSAA needs to better communicate the availability of programs and services and the successes that have been achieved on behalf of its members. Members see GCSAA as being valuable in providing a variety of programs and services that chapters cannot. The Net Promoter Score was introduced as another means to measure association performance. GCSAA has a net promoter score of 25, compared to the average of 17 for associations. The Net Promoter Score is based on the formula of those who promote the association (rate GCSAA a 9 or 10 on a 1-10 scale) minus the detractors (rate GCSAA 1 through 6). Those rating a 7 or 8 are considered neutral. The Net Promoter Score is "generally" higher among those membership groups who are more engaged: committee members, delegates, etc.

2. Compensation and Benefit Report

Salaries and benefits have been going up since 1993. The average salary of GCSAA member superintendents in 1993 was \$44,500, while it was \$73,766 in 2006. Certified members average higher salaries than non-certifieds; Class A members average higher salaries than Class SM. The GCSAA Compensation and Benefit Report is a tool for members to use to their advantage in negotiation for salaries and benefits. Member superintendents who responded to the survey have access to a complimentary subscription to the full 2007 Compensation, Benefits and Operations Report. Those who did not respond to the survey may purchase a copy — \$100 for members; \$400 for non-members. Visit www.gcsaa.org for more information.

3. Golf Course Environmental Profile Project

The first three phases of the Golf Course Environmental Profile Project have been completed with the next phase coming out in January 2008. Information will be vital to addressing various constituents including legislators/regulators, media, environmental community, allied associations, etc. Information will be vital to developing programs and services that advance environmental stewardship at the golf facility. Information will first be published in a scientific journal in late 2007. Additional communication will be widespread.

4. Economic Impact Studies

Several economic impact studies are being conducted to measure the role of golf and its economic impact on a state by state basis. The reports also include environmental data that GCSAA is providing (if available) to support the effort. The studies are being conducted under the auspices of Golf 20/20. GCSAA is helping to fund these studies and will alert chapters as to how they can be engaged in these studies.

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Congratulations

To C. J. Lauer (Finch Services) and his wife Amy. Their son Hayden Christopher was born July 11th weighing 8 pounds and 1 oz. He joined sister Haley Tatum who is two and a half. Everyone is doing great.

To T. J. Landis (Falls Road Golf Club) on his marriage to Bridgett on Saturday, September 15th. They were married in North Carolina and honeymooned in Arizona.

Condolences

To the Staff of Argyle Country Club on the death of their longtime green staff employee, Joe Colson who passed away Sunday, September 2, 2007.

Moving on:

Quent Baria, CGCS, has taken the position of sales representative for the Mid-Atlantic region for Valent Professional Products.

Happy Retirement

Wade Barrett, Poolesville Golf Course
Tom Ritter, CGCS, Hampshire Green Golf Club



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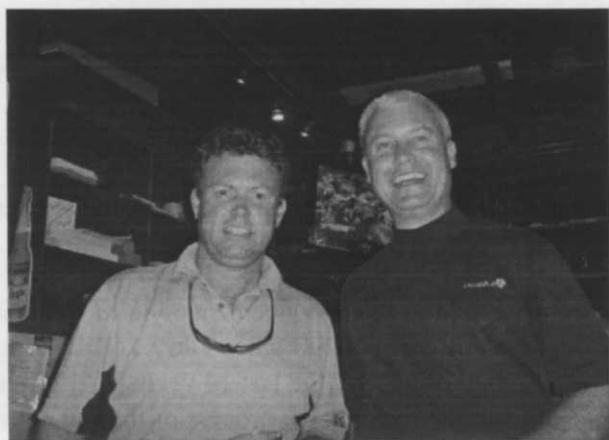
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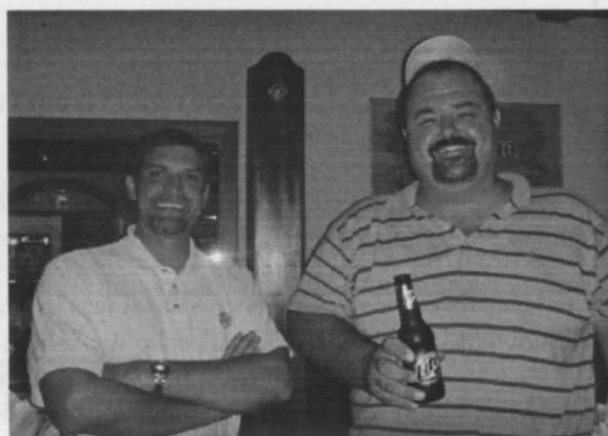
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A retirement party was held for Tom Ritter, CGCS, on October 10, 2007 at Sol Azteca in Olney, MD. Approximately 40 people attended this event. Tom retired his position as golf course superintendent at Hampshire Greens Golf Club in September. Tom is currently serving as past-president of MAAGCS. We wish him all the best in his new endeavors.

Our sponsors for this event were: Allen Bohrer, Newsom Seed; Ryland Chapman, Genesis Turfgrass; Harry Fridley, Fisher & Son; Mike Hutchison, Sports Aggregates; Kevin Smith, Newsom Seed; and Ed Walker, Harrell's Turf. Thanks for making this day possible.



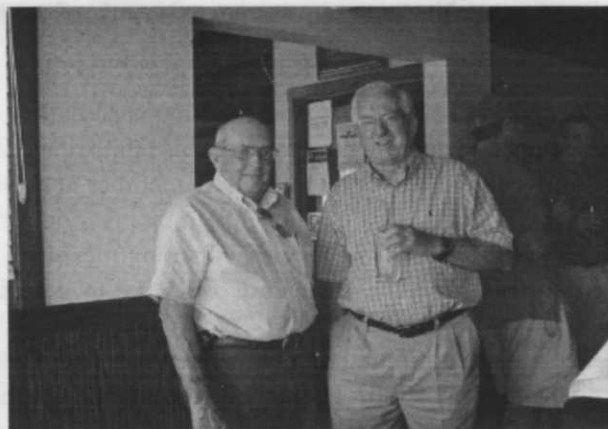
Quent Baria and Tom Ritter



Ed Walker and Mike Barrett



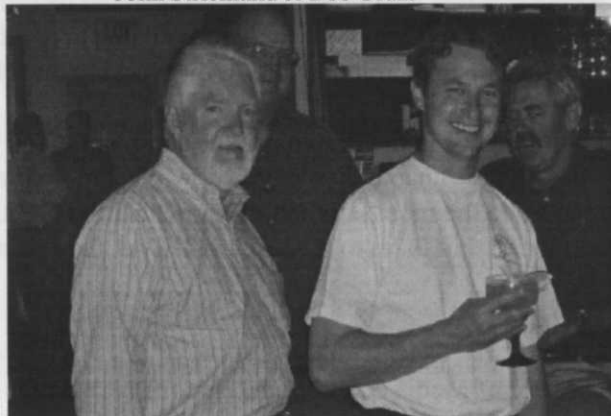
Harry Fridley, Ed Gasper & Allen Bohrer



John Strickland & Bob Orazi



Steve Potter & Tom Ritter



Wayne Evans & Jay Nalls

Bullets from the Board Room

- “Stewards of the Chesapeake” Golf Tournament a tremendous success. The Chevy Chase Club did an outstanding job hosting this event
- MAAGCS Board accepts application of new member, Mr. John Stitcher III
- Mr. Tom Ritter, CGCS, to retire from Hampshire Greens Golf Course after 22 years serving the organization.
- MAAGCS reception is tentatively scheduled for Thursday January 31st in Orlando FL. at the Universal Crowne Plaza from 7:00pm – 10:00pm.
- Mr. Jay Nalls voices support of the H 2B Worker program after attending meeting on Capital Hill
- Mr. Quent Baria, CGCS, becomes the new MAAGCS Chapter Delegate, and MET section Chairman

A report from your Chapter Delegate....

Please forgive me if I editorialize comments from the Chapter Delegate’s meeting that I attended on October 12 thru 14: but I’m also the newsletter editor you know.

First of all, everyone in Lawrence Kansas was still reeling from Steve Mona’s announcement of his movement on and upward in the Golf World. I echo the sentiments of everyone I encountered when I say... Best of luck, Steve, and a mere thank you is insufficient to cover all you’ve done for us over the last 14 years. We will miss you. Much of the discussion at the meeting and with the candidates centered on the process of finding our new CEO. Let me assure our chapter that the process is thorough, open, and laden with integrity. While we don’t know who will be our new leader, everyone was confident in that the process laid out would find the best possible candidate.

Secondly, Chapter Delegates Meeting is actually a misnomer. So much more goes on at this meeting than just meeting and querying the candidates. I think it would be more appropriately named chapter and national interaction weekend. Every senior staff member and GCSAA board Member was available throughout the entire weekend to answer questions, pitch their service area, and better familiarize us with the nuts and bolts of what they do for us in Lawrence. Two strong messages were relayed repeatedly from GCSAA leadership and staff: **Members Matter Most, and, we have to get rid of “Ivory Tower” in Lawrence stigma.**

GCSAA is committed to member services and wants to give great answers to the common Question of... What do I get for my \$300? I will challenge anyone who asks that question to call 800 GSA-SUPT when you need help and not find a responsive, professional who will at the very least try to meet your need. Another resounding theme was that the biggest cause for member dissatisfaction is that as members we are extremely unaware of all the services and programs that are available to us. Trust me, it is a whole lot more than a Magazine and a penny ante insurance premium. GCSAA is working on self-promotion of all their programs and services.

I don’t think I’m the first to pen the comment, “You get out of it what you put into it”. If you feel GCSAA or the Mid-Atlantic chapter has let you down; get more involved. The statistics bear out that engaged, active members tend to be the most satisfied. I know that the GCSAA and the Mid-Atlantic chapter are committed to serving members. Put them to the test and I’ll bet they pass with flying colors. I’ll see you guys over the winter.

Hasta,
 Quent Baria, CGCS
 Director of Media and Public Relations/Newsletter Editor/Chapter Delegate
 (A lot of Titles for a Has Been)



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