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SPORTS TURF MANAGER

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STA OFFICE HOURS

Lee Huether is in the office from 9:00 a.m. to 2:00 p.m. Tuesday through Friday. The office phone number is (519) 763-9431. At other times, a message may be left on the voice mail system.

Please include the vital information of name, telephone number with area code, and time of calling. The office may be reached at any time by faxing (519) 766-1704 or via e-mail.



The President's Desk – Gord Dol

By now Winter has probably set in and it's time to reflect on this past season. We just went through one of the driest seasons in many years and I am sure that the drought has taken its toll on your fields.

With this issue of the *Sports Turf Manager*, our 20th anniversary year will be drawing to a close. We have recognized and celebrated this milestone through an awareness campaign which has highlighted our journey and accomplishments. Whether you read Mike Jiggins' interview in *Turf & Recreation* magazine, our chronicle *20 Years of Service*, our past president profiles, or viewed the audio/visual presentation at the Ontario Turfgrass Symposium, spring workshop or fall field day, we hope you considered for just a moment where we began and how far we have come.

As a Sports Turf Member

- you are a valuable link in the network of experts engaged in the research and development of turf, as well as the all important care and maintenance of athletic fields;
- you are a participant in liaising with and supporting other turf related organizations;



- you assist in the support of a professional office for the Sports Turf Association at the Guelph Turfgrass Institute, ensuring we are placed at the leading edge of turfgrass research and education for our members;
- you contribute to turfgrass research through the Ontario Turfgrass Research Foundation;
- you contribute to the Robert W. Sheard educational scholarship;
- you assist in and benefit from co-sponsoring the Ontario Turfgrass Symposium, the province's most comprehensive turf education conference, as well as the development and presentation of spring workshops and annual fall field days;
- you contribute to and receive the *Sports Turf Manager* on a quarterly basis;
- you assist in the development of and benefit from information books and other materials; and

→ page 4

EVENT CALENDAR

February 19

*Sports Turf Association Annual
General Meeting @ the OTS*
University of Guelph, ON
Info: 519-763-9431
www.sportsturfassociation.com

February 19 & 20

Ontario Turfgrass Symposium
Guelph, ON
Info: (519) 767-5000
www.open.uoguelph.ca/OTS/



January 8-10

Landscape Ontario Congress
Toronto, ON, 1-800-265-5656
www.locongress.com

January 15-19

*Sports Turf Managers Association (US)
19th Annual Conference & Exhibition*
Phoenix, AZ
Info: www.stma.org

January 16-18

*Ontario Golf Superintendents'
Association Golf Course Management
Conference & Trade Show*
Toronto, ON, 1-877-824-6472
www.golfsupers.on.ca

January 28 – February 22

*University of Guelph
Turf Managers' Short Course*
Guelph, ON, (519) 767-5000
www.open.uoguelph.ca/turfmanager

February 6 & 7

*Ontario Parks Association
52nd Annual Educational Conference
& Explorations Trade Show (Feb. 6)*
Hamilton, ON, 1-866-560-7783
www.opassoc.on.ca

February 24-27

*Western Canada Turfgrass Association
45th Annual Conference & Show*
Penticton, BC, 604-467-2564
www.wctaturf.com

President's Message Continued...

• you have access to an online membership directory and receive a membership certificate recognizing your membership in and support of the Sports Turf Association.

Over the period of two decades, a number of people, companies and organizations have made their mark on the association and indeed, the turfgrass industry as a whole. To name them all would be impossible. Suffice it to say that without the vision, the enthusiasm, the support and the dogged determination of so many, the association would not be where it is today.

Consider putting your name forward or nominating a colleague who is interested in serving on the Board. Nominations deadline is December 21, 2007.

As we look back, we realize it is of equal importance to look ahead. This winter, your Board of Directors will participate in a strategic planning exercise to proactively plan the future of the Sports Turf Association further examining where we are, where we want to be and how we are going to get there. We welcome your input in order to determine how best to continue to serve the needs of the mem-

bership. Please forward your suggestions to any Director or to Lee Huether, Executive Manager, by mail, email or fax.

You will have received by now the Call for Nominations for the 2008 Board of Directors. Consider putting your name forward or nominating a colleague who is interested in serving on the Board. The nominations deadline is December 21, 2007. All will be presented at the Sports Turf Association's Annual General Meeting during the Ontario Turfgrass Symposium.

The Ontario Turfgrass Symposium: *The New Green* is February 19th and 20th, 2008. Sports turf related sessions are highlighted inside. Visit the symposium website www.open.uoguelph.ca/OTS for all the details or consult the brochure which you will receive by mail. We hope you'll join us for both the conference and our Annual General Meeting.

This issue also carries my last President's message. At the AGM in February, a new president will be selected. I have been a part of this organization for 14 years, as a director for 9 years and president for the last 2 years. I have thoroughly enjoyed my time as president of the Sports Turf Association, and look forward to serving on the board for many years to come. I would especially like to thank Lee for her hard work and dedication.

We wish you all a Merry Christmas and a safe and prosperous new year. ♦



ODDS & ENDS

STA Membership Plaques

Display membership plaques are available in executive engraved walnut for \$50 plus S&H. To order, contact Lee at the STA office.

Spring 2008 Submissions

If you have something you'd like to submit for the next issue, please forward it to the STA office by February 22, 2008.

Editorial Content

Opinions expressed in articles published in *Sports Turf Manager* are those of the author and not necessarily those of the STA, unless otherwise indicated.

U of G Turf Certificates Ranked One of the Top in North America

GUELPH, ON. *Turfnet*, the online news magazine, has recently ranked the University of Guelph as one of the top destinations in North America for turf certificate studies. Guelph's Turf Managers' Short



Course (TMSC) is at the heart of this certificate effort and has been valued by turf managers and staff for over 30 years.

The University of Guelph has expressed great satisfaction in being highly ranked by *Turfnet*.



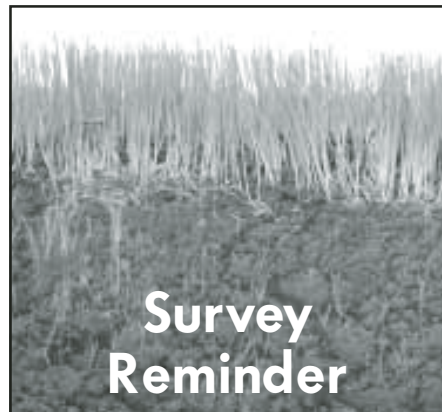
"We are very pleased with this ranking from *Turfnet*. It means that our training program is on par or surpasses other Canadian offerings and is of great value to American clients as well. The Turf Man-

agers' Short Course is recognized and valued by educators and turf staff on both sides of the border," commented Stephen Fleischauer, Manager, Program Development, Office of Open Learning, University of Guelph.

The TMSC is a four week residential program that makes use of a combination of university faculty and industry experts to facilitate discussion in current turf research and maintenance issues. This focused course prepares attendees with a "crash course" of intensive professional development instruction in turfgrass management.

"The *Turfnet* ranking is a reflection of the long standing reputation of the Turf Managers' Short Course as well as the success of those who have completed the course over the 30-plus years it has been offered," added Rob Witherspoon, Director, Guelph Turfgrass Institute.

The next offering of the TMSC is scheduled January 28 to February 22, 2008. For more information, interested individuals should contact the Office of Open Learning at 519-767-5000 or visit: www.open.uoguelph.ca/turfmanager.



Survey Reminder

The University of Guelph and the Ontario Turfgrass Research Foundation are conducting a research study on the economic profile of the Ontario turfgrass industry. This study is the first comprehensive economic review of the industry in more than 20 years. The study will help us understand and raise awareness about the importance of the turfgrass industry to the province and the country.

We would like to ask for your participation in this study by filling out a survey. Please visit the STA website at www.sportsturfassociation.com to access it online.

Please complete this survey by December 15. However, we will continue to collect responses after the deadline. Your participation is crucial for the successful completion of this study. For information, contact: Kate Tsplova, 519-824-4120 (x 58343), ktsiplov@uoguelph.ca or Katerina Jordan, 519-824-4120 (x 56615), kjordan@uoguelph.ca.

WELCOME TO THE STA!

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FEBRUARY 19 & 20, 2008 • UNIVERSITY OF GUELPH • GUELPH • ONTARIO

SPORTS TURF RELATED SESSIONS

TUESDAY, FEBRUARY 19

1:30-2:30 T4 Making the Move to Grey Water: The Burlington Golf and Country Club and Woodbine Race Track Experience

Tom Brain, Burlington Golf and Country Club & Sean Gault, Woodbine Race Track

Tom Brain discusses the reasons for moving to grey water, the equipment used and their experiences with it. Sean Gault outlines how his facility design allows the use of grey water. The benefits and what the future holds for grey water are also discussed.

2:30-3:00 T5 What are Your Choices for Evapotranspiration Based Water Savings?

Chris LeConte, Smart Watering Systems

Almost all irrigation product manufacturers have brought SMART Controllers to market that can save you time, water and money! However, only a few are readily available in Canada. Learn more about ET based irrigation, the different types of products and how to choose the right product for your application. IPM 0.66.

3:00-3:30 T6 Maintaining Plant Health During a Water Ban

Grant McKeich, Town of East Gwillimbury

The 2007 season was the driest summer in recent memory and many municipalities enacted water bans. Learn about challenges and solutions to maintain sports fields and other municipal landscapes during the summer of 2007. IPM 0.66.

WEDNESDAY, FEBRUARY 20

9:00-9:30 W1 Controlling Sports Field Energy Consumption and Light Pollution

Terry Piche, ORFA

Setting fees for field use at night require that facility managers understand the cost factors, including energy waste. Safely activating and deactivating field lights and other electrical sources require a clearly set plan for both field operators and users. Balancing user need, non-user quality of life and energy costs require ongoing evaluation and proactive management.

9:30-10:00 W2 Tournament Preparations – It's Not Over Until It's Over!

Terry Henderson & Leo Ostner, Town of Oakville

Behind the scenes activities and months of preparations are required to host a successful tournament. This presentation will identify key aspects that must be taken into account to provide the best possible service to your clients. Learn how to make your tournament a huge success.

10:00-10:30 W3 Security Issues for Parks and Facilities

Constable Clayton & Constable Biggs, Halton Regional Police



Members of the Halton Regional Police Services will present CPTED – Crime Prevention Through Environmental Design. Keep your employees and the public safe through the implementation of security measures at parks and facilities.

11:00-12:00 W4 How Are We Coping with Pesticide Restrictions?

Doug Smith, City of Toronto, Jeff McMann, Town of Markham & a Town of Vaughn Representative

The panel will discuss the impact of pesticide restrictions on the quality of municipal sports fields. IPM 1.33.

FOR GENERAL, GOLF & LAWN CARE SESSIONS, PLEASE REFER TO THE OTS BROCHURE.



IMPORTANT REGISTRATION DETAILS

EARLY BIRD: DECEMBER 21, 2007

Discounts. It is important to be aware that as an STA member in good standing, you qualify for lower association rates. Secondly, others from your facility/organization who are not STA members qualify for the lower association rates when registered with a member. Send the registration in the same envelope, fax it at the same time, or make just one phone call to register.



Cover Story Continued...

During the 1860s, players alternated between left and right-hand circuits on a weekly basis. Gradually the right-hand circuit (anti-clockwise) became more popular although the clockwise route was still used occasionally until the 1970s. Since 2002, the Old Course has been opened for play in reverse for a few days in April. The physical features of the Old Course include 112 bunkers, some of which are particularly famous, e.g. Hell on the long 14th, Shell on the 7th and Strath on the short 11th. The double greens are another special feature where a golfer can face a putt of up to 100 yards.

David Anderson, known as Old Daw, keeper of the links until 1855, created a second hole on the massive 5th and 13th green to avoid confusion between outgoing and incoming golfers. Now the only single greens are the 1st, 9th, 17th and 18th. The individual who played the most significant role in shaping the course was four times Open Champion Tom Morris, appointed by the Royal and Ancient Golf Club as Custodian of the Links for nearly 40 years (1865–1903). With the help of his assistant David Honeyman, he widened the fairways and the greens, and added sand to encourage the fine links grasses such as fescue and bent. He also built the 1st and 18th greens as they are today.

Today the course is still managed according to the tradition of Old Tom with indigenous grasses encouraged, plenty of sand and minimal use of pesticides and fertilizer.

The session *Maintaining the Links at St Andrews – Past and Present* is scheduled for February 19, opening day of the OTS. Visit the symposium website www.open.uoguelph.ca/OTS for all the details.

— *St Andrews info from*
www.standrews.org.uk

FACTS ABOUT ST ANDREWS LINKS

FIND OUT MORE AT OTS 2008 WITH KEYNOTE GORDON MCKIE

“One day I’ll be able to tell my kids and my grandchildren about what happened to me at the Old Course. Without a doubt, I like it best of all the Open venues. It’s my favourite course in the world. To win at St Andrews is the ultimate.” — *Tiger Woods*

Links Trivia

- St Andrews Links is the largest public golf venue in the world.
- St Andrews Links Trust manages the courses and all the facilities.
- All six golf courses at St Andrews Links are public – open to all golfers.
- There are five 18 hole courses and one nine hole course, giving 99 holes in all.
- All five 18 hole courses can be booked in advance.
- Over 200,000 rounds are played in total on the six courses – 60% local; 40% visitor.
- Around 42,000 rounds a year are played on the Old Course.

“If I had ever been sat down and told I was to play there and nowhere else for the rest of my life, I should have chosen the Old Course at St Andrews.”

— *Bobby Jones*

- The floodlit practice centre has 12 covered bays, 36 open bays, a short game area specially designed for links golf with greenside and fairway bunkers, three practice greens and a putting green. It was extended and upgraded in winter 2005/06.
- It employs around 250 people in the high season.
- There are five teams of greenkeepers – one team for each 18 hole course.
- The turf nurseries cover around 46 acres.
- A state-of-the-art £2.5m irrigation system began operating in 2001.
- There are two clubhouses which are open to the public.
- The Trust is developing a seventh course to meet rising demand.
- The Trust is a charitable organization so all surpluses are reinvested into the Links.

Facts about St Andrews Links Trust

The Links Trust was set up in 1974 by an Act of Parliament to manage and preserve the Links as a public park. → **page 8**

The Trustees designated the Links for playing golf. Previously, the land was owned by St Andrews Town Council and the courses run by a committee made up of members nominated by the Council and the Royal & Ancient Golf Club. Following local government reorganization, St Andrews Town Council was disbanded and the Trust was created by a special Act of Parliament to ensure continuity in running the courses. The Town Council was replaced by North-East Fife District Council in 1975 which, around 20 years later, was replaced by Fife Council, based in Glenrothes.

“This is the origin of the game. Golf in its purest form, and it’s still played that way on a course seemingly untouched by time.” — *Arnold Palmer*

The Links Trust is a self-financing charitable trust with two accountable bodies – the Trustees and the Links Management Committee (LMC). Each group is made up of eight volunteers nominated by Fife Council and the R&A. The local member of Parliament is automatically a trustee and another member is nominated by the Secretary of State for Scotland. The role of the Trustees is to set policy, manage new developments and ensure that the Links are run according to the Act of Parliament. The LMC is responsible to the Trustees for running the golf courses and facilities.



“I wish that every man who plays golf could play St Andrews once.” — *Gene Sarazen*

“If a golfer is going to be remembered, he must win the title at St Andrews. At last, it is my greatest dream come true.” — *Jack Nicklaus*

“Victory anywhere is always sweet, but to win at St Andrews is so special it rises above everything else.” — *Seve Ballesteros*

“It will always be the greatest because nowhere else is there the turf that you have here.” — *Peter Thomson*

“If I could play one course for the rest of my life it would be St Andrews. Every day it’s a different course, depending on the conditions. You never have the same shot twice.” — *Stewart Cink*

“The way the wind changes, it’s a different course every time. I think 17 is a great hard hole, but 18 is one of the best holes I’ve ever seen. You just can’t do anything wrong on 18; you’ve got to birdie it every time. Only you can’t.” — *Pete Dye*

“Some people love St Andrews as a monument. I love it as a golf course. With man-made courses, someone designed the best way to play a hole. At St Andrews you figure that out yourself.” — *Tom Doak*

SIX STEPS TO RELIEVE THE MOST COMMON MEMORY WORRY

SORRY, WHAT'S YOUR NAME AGAIN? • ROGER SEIP • FREEDOM SPEAKERS AND TRAINERS

With the conference season almost upon us, memory consultant Roger Seip shares his expertise on helping people learn how to remember and associate names and faces. In this article, he makes it easier than most of us thought possible – read on – and enjoy!

If you live in fear of forgetting prospects' names, sometimes within mere seconds of being introduced to them, you're not alone. Surveys show that 83% of the population worries about their inability to recall people's names. Ironically, while most of us hate having our names forgotten or mispronounced, the majority of us claim, "I'm just not good at remembering names or putting faces together with names," when we meet people again.

If you have difficulty recalling names, you know the two most common scenarios are forgetting the name instantaneously upon being introduced to someone new, and failing to recall the name of someone you've met and interacted with in the past and should know but just can't pull up from your memory bank.

Forgetting names becomes more than just an embarrassing social faux pas in sales. Straining to recall a name can so preoccupy you that you are unable to fully pay attention to your client or prospect. He or she may perceive you not only as unfocused and easily distracted, but also as not very interested if you're unable to devote your full attention to him or her. Even worse, if you forget the name of a client with whom you've worked in the

past, he or she may view your memory lapse as a betrayal of trust, which can cost you a great deal of money if that client severs the relationship.

Integrating Learning Styles to Improve Name Recall

While common, this frustrating phenomenon can be relatively easy to overcome when you commit to taking steps to improve your memory. The most important key to really effective learning of any kind is understanding that there are three learning styles: 1) visual, 2) auditory, and 3) kinesthetic (physically interactive). The more you can apply all three of these styles to a task, the more quickly and solidly you will learn anything.

Practice each of the following steps to improve your name recollection in every sales and social situation.

Step 1. When you're first introduced to someone, look closely at his or her face and try to find something unique about it. Whether you find a distinctive quality or not is irrelevant; by really looking for a memorable characteristic in a new face, you're incorporating the visual learning style. A word of advice: if you do find something that really stands out about someone's face, don't say anything!



Within minutes of meeting someone new, it's generally a bad idea to say anything because you just might be thinking out loud something like, "Whoa! That's a huge nose!"

Step 2. The next step utilizes both auditory and kinesthetic learning styles. When you meet someone, slow down for five seconds and concentrate on listening to him or her. Focus on the prospect and repeat his or her name back in a conversational manner, such as, "Hello, George. It's nice to meet you, George." Also make sure to give a good firm handshake, which establishes a physical connection with the prospect.

Step 3. Creating a mental picture of someone's name incorporates the visual sense again. Many people have names that already are pictures. Consider Robin, Jay,



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People can't remember names for one main reason: they're not paying attention. The most important thing to know about this memory process is that even when it doesn't work, it still works! It forces you (and maybe only at a subconscious level) to try to remember.

Matt or Dawn to name just a few. Some names will require you to play with them a bit to create a picture. Ken, for example, may not bring an immediate image to your mind, but a "can" is very close. Or you might envision a Ken doll. The point is not to create the best, most creative mental image ever, so don't get caught up in your head during this step of the process, thinking, "Oh, that's not a very good picture, what's a better one?" The worst thing you can do when learning is to stress yourself out and over think the process. If an image doesn't come to you right away, skip it and do it later. You'll undo all of your good efforts if you're staring dumbly at your prospect, thinking, "Hold still for

a minute while I try to turn your name into a picture!"

Step 4. Once you've identified a mental image that you can associate with a person's name, the next step is to "glue" that image to the person's face or upper body. This bridges that gap many people experience between being able to recall faces but not the names that belong to those faces. If you met a new prospect named "Rosalind," for example, you might have broken her name down into the memorable image of "rose on land." Now you must create a mental picture that will stick with you as long as you need it and pop into your head every time you meet her; this should be something fun, even a little odd, that will bring "rose on land" to mind when you see her face. You

might even imagine something totally absurd such as her buried up to her neck in earth, with roses scattered around her, for example. Because you created the image, it will come up next time you see her and enable you to recall her name.

Step 5. At the end of the conversation, integrate auditory learning by repeating the prospect's name one more time, but don't over use someone's name in an effort to place it more firmly in your mind. Use the prospect's name only at the beginning of the conversation, and then again at the end. If you feel like you can do so naturally, you might insert the person's name once or twice in a natural fashion during the course of the conversation as

well. But if you've ever had a stereotypically pushy salesperson use your name a dozen times in a five minute conversation, you know how annoying, even weird, this can be, so don't over do it.

Step 6. Writing is a form of kinesthetic learning; you're getting a part of your body involved in the learning process. So if you're really serious about wanting to remember people's names for the long term, keep a name journal or a log of important people you meet, and review it periodically.

Forget Me Not; It's the Effort that Matters Most

The most important thing to know about this memory process is that even when it doesn't work, it still works! For example, if you get stuck trying to make a picture out of someone's name, skip it for now. The next day, when you have a chance, give the matter a few minutes of concentrated thought. If you still can't get a picture, stop and take up the matter a week later. Even if you're still unsuccessful at creating a mental image, you've thought about the prospect's name so much, there's now no way you'll ever forget it! So you've actually accomplished what you set out to do in the first place.

People can't remember names for one main reason: they're just not paying attention. This process forces you to think. If, for example, you struggle with the step of creating a mental picture, the other steps – looking at the prospect closely, shaking his or her hand confidently and repeating the name a few times – are easy to do, will solidify the name in your memory and will ultimately convey a positive image of you to clients and prospects. That positive image will certainly make you memorable to prospects, bringing your name and business to the forefront when they are considering your type of products. Chances are it will help you to close more deals and increase your bottom line. ♦

Turf News, Volume 30, Number 1, Jan/Feb 2007, published by Turfgrass Producers International. Roger Seip can be reached at 1-888-233-0407, email info@deliverfreedom.com, online at www.deliverfreedom.com