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Cover: Air pollutants may be the cause of tree problems today. Arborists should know and understand the symptoms of pollution stress. Photo by David Karnosky.

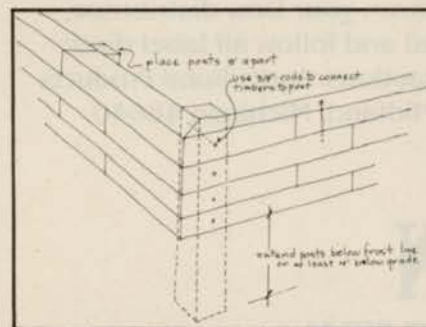
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OUTLOOK

By Bruce F. Shank, Executive Editor

Leaders must agree on state of golf

Anyone who reads both the GCSAA State of the Association Message and the NGF Annual Report will see there is disagreement about the state of the golf industry. At the same time, the National Golf Foundation is pushing hard to unify industry associations for a national program to stimulate the growth of the game.

NGF Executive Director Don Rossi feels a two to three percent annual growth rate is unhealthy for all who depend on golf for a living. The label "mature" can cause industry suppliers to redirect growth efforts toward markets of greater growth potential. Rossi is very aware of this, since the organization he manages is basically funded by these suppliers. NGF Treasurer Bob MacNally constructed a report in 1981, "Growth of Golf", and NGF responded immediately with new committees, a total reorganization, and invitations to allied golf groups to join in the fight.

The most sensitive part of NGF's plan is funding of more than \$3 million per year to promote golf. Much of this will have to come from allied associations and other beneficiaries of the game, such as media, insurance companies, and airlines.

The GCSAA is also taking a hard look at the future of golf to determine location and staffing goals. Long Range Planning sessions were held at the GCSAA Turf Show this month to acquaint the membership with some of the major decisions facing the organization in the next five years. GCSAA's attitude is somewhat more rosy than NGF's.

In its State of the Association Report, the GCSAA Executive Board admits there is pressure on the industry to react to harder economic times. Yet, the report states, "Surprisingly, the golf industry is still very early in its development stage." The report admits current conditions can discourage many who care about the welfare of the game and blames the media for focusing on the negative.

My opinion of the report is that the association is giving the "when the going gets tough, the tough get going" sermon. It suggests that modern pressures will force clubs to be more business-like and maintenance practices to become more efficient. No doubt, this will have to occur and GCSAA is on top of technology.

Both NGF and GCSAA are on the money. It is up to manufacturers to respond to market conditions or suffer the same fate of the automotive industry by resisting change with massive promotion. On the other hand, computerization of golf club management practices and higher education for all superintendents will not improve the growth rate of the game. They will make it more efficient, but you still need growth to keep suppliers in your corner.

I hope GCSAA will support the NGF golf promotion plan, and as a new member on the NGF Board, GCSAA can lobby for more recognition of the superintendent in the future of the game. This is not the time for associations to disagree on philosophy. It is time for them to join together and insure growth of the game and security of persons employed as a result of the game of golf.

Jim Wyllie, incoming president of GCSAA, is very aware of the challenges of the next two to three years. The association will be making decisions on whether to move its headquarters, directing training programs to reach more superintendents, and participation in the NGF promotional campaign. Wyllie seems open-minded and very capable of keeping small issues small so that the spotlight is on major issues. He seems friendly and approachable, which should dispel some of the high brow image GCSAA has developed over the years. What I like the most is he returns phone calls and openly and honestly discusses problems and solutions. Nothing is more irritating to members than an association staff that is too busy or too important to listen and discuss ideas.

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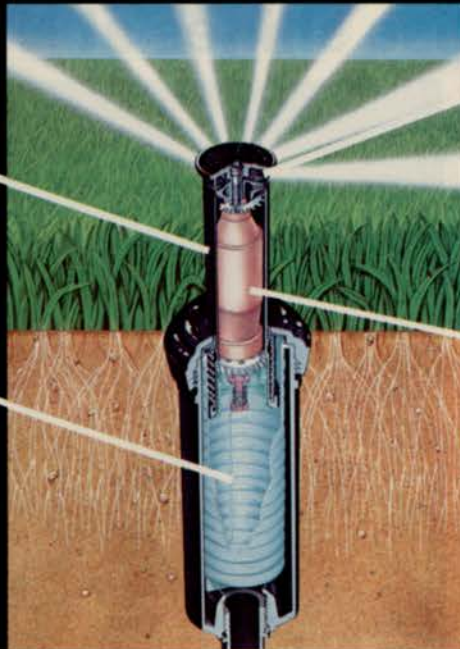
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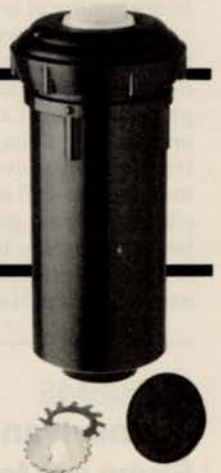
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GREEN INDUSTRY NEWS

TURF

In-state expertise shines at NJ Expo

Many states have turf conferences, but few can provide the collection of expertise within the state as New Jersey can.

This is most evident at the VIP luncheon held during the Expo each year. New Jersey representatives included Reed Funk, the dean of improved turfgrasses; Peter Loft of Loft Seed Company; Henry Indyk and Ralph Engel of Rutgers; Al Radko, recently retired director of the USGA Green Section; Spencer Davis, retired New Jersey extension turf pathologist; and Eb Steiner of Pine Valley Golf Club. Add to this list out of staters such as Jim Watson of Toro; Rich Valentine of Merion Country Club; Bill Meyer of Turf Seed Inc. (one of Reed Funk's graduates); John Hall of VPI; and Geoffrey Cornish, the famous golf course architect; and you have a turf homecoming of sorts.

The New Jersey Expo carefully protects all turf specialties and resists devoting too much to lawn care. Sod producers, golf course superintendents, estate managers, landscape contractors and government landscape managers are all served by the two specialty sessions, golf and fine turf and lawn and utility turf. Lawn care firms are not forgotten, but lawn care is not a new thing to New Jersey, the state



Peter Loft received New Jersey Turfgrass Hall of Fame Award.

where the market became a specialty.

The educational program began with two-hour concurrent workshop sessions on diesel engines (Duncan Macrae, Toro) irrigation pumps (Jerry Pettengill, Pumping Systems) and weed

identification (Barbara Emerson, Union Carbide Agricultural Products). The sessions were all well-attended and informative. Macrae's workshop on diesel engines was a virtual primer

Continues on page 11

TURFGRASS

Pennsylvania Turf Show set for March 1-4

The 1982 Pennsylvania Turfgrass Conference and Trade Show will be held at the Hershey Lodge and Convention Center, Hershey, PA, March 1-4.

This year's educational sessions will concentrate on golf course management and lawn care and grounds maintenance. The general sessions Monday afternoon and Tuesday will include discussions on the gypsy moth, water management, natural versus artificial turf, varietal resistance to insect attack,

the effect of herbicide use on disease occurrence and the preparation of Merion Golf Club for the 1981 U.S. Open.

Wednesday and Thursday will offer separate sessions for golf turf and lawn care and grounds maintenance. The golf turf sessions will have presentations of *Poa annua*-bentgrass competition, disease control, solutions to drainage problems, difficulties associated with highly modified greens, winter injury to perennial ryegrass, new insecticide results, goose grass control and colonial bentgrass development.

The lawn care and grounds maintenance sessions will feature presenta-

tions on handling customer complaints, applicator training, customer communications, fertilizer programs, species selection and management in the shade, high school athletic field maintenance, managing for better wear tolerance, growth retardants, insecticides renovations, and diagnosing turf problems.

The list of scheduled speakers includes: Dr. James Watson, The Toro Co.; Dr. Robert Shearman, University of Nebraska; Dr. Clinton Hodges, Iowa State University; Dr. Keith Karnok, Ohio State University; Dr. Richard Ratcliffe, USDA, Beltsville; Jim Samis, Monsanto Corp.; and Ken Hinson, Sears Lawn Care.

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Dr. Joseph M. Duich, professor of Turf Science, Penn State University, and

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developer of Penneagle bent was called in as a consultant. Working closely with Oscar Miles, Course Superintendent, the re-seeding of Butler National was begun in mid-August 1980. Before the project was completed, the entire

course was seeded to Penneagle Bentgrass.

By November the course was pronounced in excellent condition and by the 1981 *Western Open* the course drew raves from players and spectators alike.

The TEE-2-GREEN CORP., marketers of Penneagle and Penncross bentgrass has published a booklet complete with photos of the Butler restoration program. The step by step program at Butler is available free of charge.

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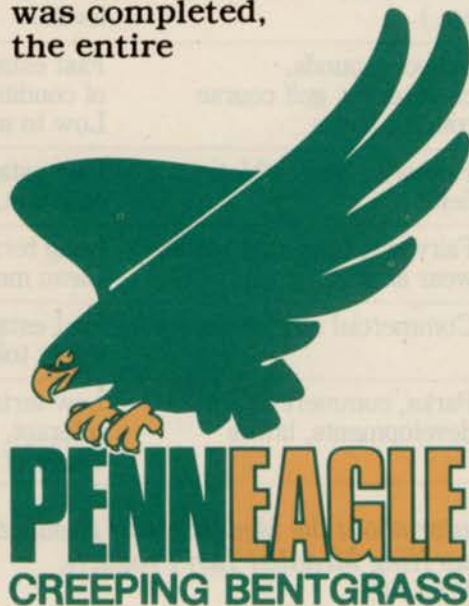
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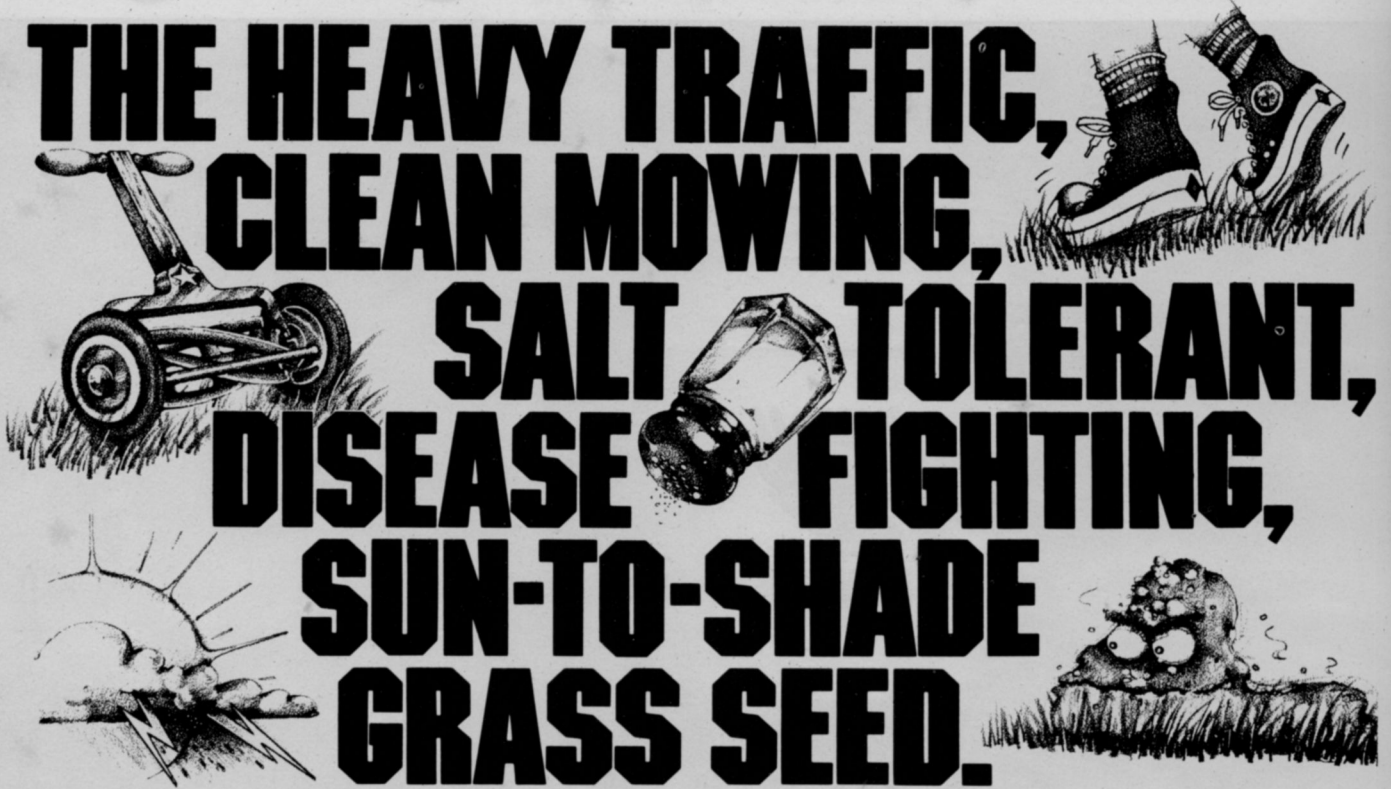
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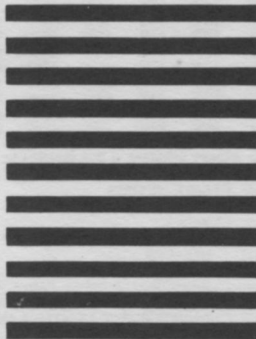
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