



What's The Story Behind That Survey?

That's what the New England Golf Course Superintendents Association sought to ascertain last month after the Massachusetts Golf Association ran off at the pencil in attempting to get a detailed rundown on the cost of golf course maintenance among member clubs.

Supposedly the survey was conducted in conjunction with the NEGCSA. However, association president Wayne Zoppo was as much in the dark about the situation as most of his brothers. "I was never contacted," Zoppo told the Newsletter. "What's more, as far as I could find out, the survey blanks were sent to club green chairmen. The supers got them secondhand, if at all."

MGA Executive Director Dick Haskell admits his group made a tactical error. "We sent out the forms before we let the superintendents know what was going on," Haskell told. "But there wasn't anything deceiving about it. It was simply a case of going ahead with the survey without getting in touch with the superintendents association. I have to apologize for that. But the survey, itself, is worthwhile."

As of the first of November, Haskell had received 11 or 12 completed forms. As a matter of fact, he didn't appear to be too concerned over the possibility that he wouldn't get a full response.

"I realize there might be some people who are upset over the situation," Haskell continued. "But any slighting was unintentional. This survey is in the best interests of everyone involved in golf. I'd say it was conducted more to enhance the position of the superintendent than to detract from him."

Haskell reports that the MGA gets 50 or more calls a year from green chairmen around the state who would like to compare their golf course operation budgets with those of their contemporaries. "It's an informative effort on our part to give the country club some idea of what others are spending and perhaps what they should be spending," he remarked. "We feel that the survey is a good exercise for the superintendent and his green chairmen. We're not trying to ring any bells."

Actually, the survey creates material for the MGA's Spring Conference. Since the operation budget of a golf course probably is the most important information available in dollar outlay and the explanation of it, the survey is the basis for most of the worthwhile discussion among green chairmen at the conference.

"The thrust of the survey is to keep everyone informed and up to date on the cost of running a golf course," Haskell disclosed. "What it does is to determine bench marks on the operation of the club. There are certain discrepancies in it because all budgets are not uniform. But in the main, it gives everyone a clear picture of the cost factor."

Haskell also realizes the importance of the superintendent's position in the determination of club budgets. "I think if you really look at it with an open mind, the survey brings to light the heavy involvement the superintendent has in the overall operation of the club," he said. "It proves just how much knowledge the superintendent must have and what he contributes to drawing up what his club will spend over the operational year. If you approach it along those lines, the superintendent must come out looking more important than almost anyone in the club operation."

The MGA executive also points out that the mere fact the superintendent is asked to take part in the survey shows just how much his value is considered. "I hope the superintendents within our association clubs feel that we jumped the gun without their approval only because of an unintentional slip on our part," he concluded. "Furthermore, we have made it plain to Wayne Zoppo that his association will be allowed to see the results of the survey before they are released. We want everything to be above board."

And that's the story behind the survey. . . that survey which was proposed as a joint effort of one group (MGA). What the super does with it is up to him and his club.

Gerry Finn



Nomination for 1978 GCSAA Election of Officers and Directors:

For President:	George W. Cleaver, CGCS
For Vice President:	Melvin B. Lucas, Jr., CGCS Charles H. Tadge, CGCS
For Directors: (Two to be elected)	Daniel L. Hall, Jr. David C. Holler, CGCS Robert W. Osterman, CGCS Clarence H. Wolfrom, Jr. James A. Wyllie, CGCS

By the 1978 GCSAA Nominating Committee
Robert M. Williams, Chairman
Richard C. Blake, CGCS
Daniel L. Hall, Jr. Quinton A. Johnson, CGCS
John A. Zoller

Golf's Everchanging Face

Changes. There are changes occasionally in one facet of life, business of their ordinary endeavor. Your wife changes the style of her hair. Three piece suits (with vests, yet) are in one era and out the next. The forward pass is the dominating offense force in football one season and the ground game takes over the following year.

However, the every-changing face of the golf course is constant. It goes from day to day. For example, the greens putt fast one day because of a variety of reasons (grass height, air temperature, humidity, etc.) and come to a screeching halt the next for virtually the same reasons.

The real face-lifting and sometimes face-draining on the course occurs in its landscape design and development of it. And the disciplined use of plants, the purchase of them (from a standpoint of establishing practicality and economy) and their part in strategy of playing layout should rate right up there at the top of the educational list for the superintendent.

The Golf Course Superintendents Association of America pulled an A for effort and execution last month with the staging of a Landscape Seminar in Meriden, Connecticut. There was a healthy turnout of superintendents and other practitioners of professions associated with reliance on landscaping techniques and expertise.

A basic knowledge of landscape design is perhaps as valuable to the superintendent (or person who must take part in related projects) as any aspect of his turf education . . . be it education by experience or classroom. In the end, it could result in thousands of dollars and man hours saved by the course to which he applies his talents.

The seminar touched on all phases of design, starting with a perspective on the role of landscaping as a tool in beautification as well as functional use on the course and winding up with the offering of a practical design problem with an examination at the finish.

The acquaintance with landscape design is a vital part of the super's portfolio in both major and minor projects on the golf course and around the clubhouse.

For one thing, if he has a working knowledge of the plants or other items needed, he can relate to the landscape designer without fear of being lost in unfamiliar rhetoric. Thus, just knowing how to speak the language of the landscape architect is

valuable to the super and his responsibilities attached to said project.

There have been instances when nurseries oversold plants by the carload to unsuspecting superintendents and green chairmen who relied on blind faith in the salesman. Thousands of dollars have gone down the drain because plants had to either be uprooted because of overcrowding, incompatible climate or other adverse conditions. Had the superintendent been in touch with the rudiments of landscape design, time and money would have been saved.

This particular seminar is just one of a series of educational programs which the national association makes available to members. It just so happened that the site was handy to New England group members and the subject matter of the seminar most important because of the interchangeable weather conditions to be considered when planting in the Northeast.

The session should have appealed to all country club green chairmen or grounds chairmen since it combined the beautification and strategy factors so as to allow for double coverage on landscaping. Clubhouse, first and 10th tee and other immediate locations often find themselves being landscaped from spring to spring. So, the seminar touched two important bases in the continuing process of golf course change.

Those clubs represented surely will profit by this experience. Their supers are equipped to talk and practice landscaping . . . a golf course happening that never stops.

Gerry Finn

John Shanahan Memorial Golf Tournament Superintendent/Pro

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Larry Bunn and Tom Cavicchi of Blue Hill C.C., Low Gross winners of Supt./Pro Tournament.

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Certification in Ornamentals and Turf

"Cat. 3" Letter

Dear Landscaper:

The specialty "training plus exam" sessions for Cat. 3, Ornamentals and Turf, will be:

Date	Place	Time
1. Jan. 19, 1978	Berkshire Garden Center, Stockbridge, MA	9:00a.m.-4:30p.m.
2. Jan. 10, 1978	Fernald Hall, Rm. D, UMASS, Amherst	same
3. Dec. 5, 1977	Waltham Field Station, Auditorium, 240 Beaver St., Waltham, MA	same
4. Dec. 19, 1977	Waltham Field Station, Auditorium, 240 Beaver St., Waltham, MA	same
5. Dec. 14, 1977	UMASS Medical Center, Worcester, MA Amph. #3	same
6. Jan. 4, 1978	Essex County Agricultural School, Auditorium of Smith Hall, Danvers, MA	same
7. Dec. 12, 1977	Bristol County Agricultural School, Auditorium, Segregansett, MA	same
8. Jan. 7, 1978 (Sat.)	Barnstable High Cafeteria, 744 W. Main St. Hyannis, MA	same

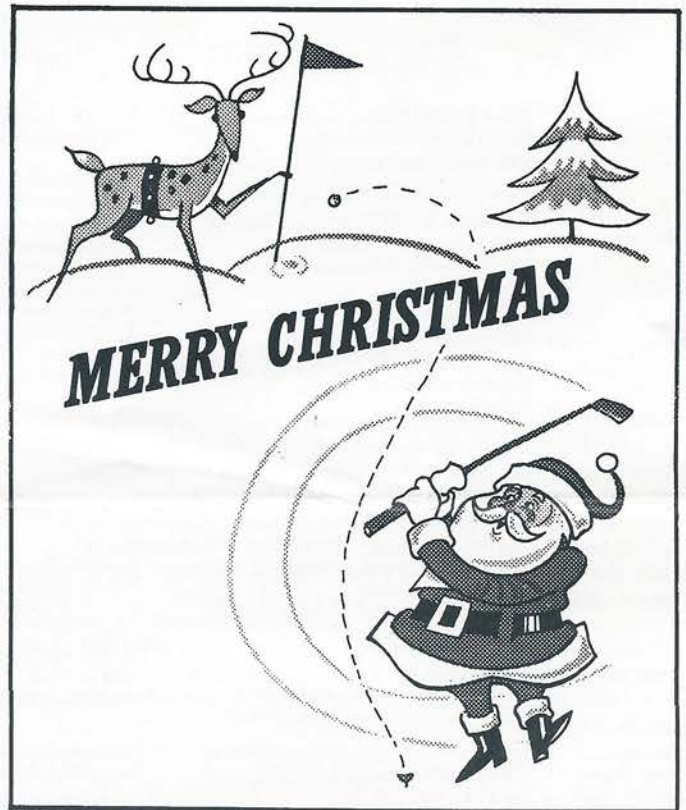
In all cases a required training session will be held from 9:00 a.m. to noon. Then there will be a lunch break from noon to 1:00 p.m. You will be on your own for lunch. In the afternoon (1:00 - 4:30) both exams (Turf and Ornamentals) will be available. You can take either or both.

There will be no registration fee and no preregistration. Just show up. It will be on a first-come basis until the room is full.

Sincerely,

Roy VanDriesche
Pesticide Coordinator

If you have any questions, call me at (413)-545-0932. Training materials available for \$3.50. Request them from H. Barrett, Cottage A, UMASS, Amherst 01003. Make checks payable to the Cooperative Extension Service. You should request the Ornamentals and Turf manual and the 1977 Insect and Disease Control Guide. Study your materials before the exam date and bring them with you to the exam as the exam is open-book.



Budget Preparation

As budget time draws closer, superintendents must pause and do some real soul searching. Are we swimming treading water or being swept down stream by the fast moving currents of inflation, employee demands or (so called) management indifference. Let's look at these three areas and see if we can control our destiny.

Fast moving currents - Inflation is increasing at an alarming rate. We must expand our base of suppliers to get not only the best price, but the most service for the dollar spent.

Labor now makes up 75% of our budgets (up from 60% in 1967). This is where we must concentrate our efforts. By having more modern equipment, and better trained and education employees, we can hold our budgets within reasonable limits.

Treading water - Webster defines treading water as "to keep the head above water by moving the legs up and down." How many of us have reached this point in our careers. This is usually caused from negative feelings. We must keep a positive attitude to deal with today's problems. Look at next year's budget as a time for setting personal goals. Be realistic!

Swimming - Webster defines swimming as "the art of moving smoothly through water." This is the category into which most superintendents fall. They keep themselves informed. They attend local, state and national meetings. They continually educate themselves both technically and management wise. Lastly, and probably most importantly, they keep management well informed of their operation.

Be well informed. Keep a positive attitude. Communicate with management. Three keys for success in 1978.

Credit: The South Florida Green



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Philip A. Wogan
Golf Course Architect
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NEWSLETTER

Golf Course Superintendents Association
OF NEW ENGLAND, INC.



LARRY BUNN
Newsletter Committee Chairman
145 Dedham St.
Canton, Mass. 02021
Home Phone 828-7266
Office Phone 828-6540
Club Affiliation
Blue Hill Country Club
DONALD HEARN
Business Manager
LEON ST. PIERRE
Co-ordinator
GERRY FINN
Contributing Editor

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