



# THE NEWSLETTER

December 2016

of the **Golf Course Superintendents Association of New England, Inc.**

Sponsors and administrators of the Troll-Dickinson Scholarship Fund – Awarded yearly to deserving Turf Management Students.

## *President's Message- December 2016*

Dear fellow GCSANE members:

With this being my final president's letter I'd like to thank all of you for the opportunity to serve GCSANE for the past two years as your president. Until I had the privilege to serve in this role it was tough to fathom how rewarding it would be on so many levels. My biggest takeaway will obviously be the untold number of personal relationships which have been formed with countless people in our industry. This alone made it well worth serving 10 years on the GCSANE board along with our many allied association groups.

GCSANE has continued as one of the leading professional organizations of its kind (I like to think of it as THE leading organization of its kind) thanks to a robust and engaged membership. We wouldn't be in this position without the support of you, our membership, which is comprised of over 450 individuals and their businesses. One of the biggest value adds a GCSANE membership brings is and has always been the opportunity to meet and network with your industry peers. Given the stringent time demands most of us face on a daily basis, it's imperative as an organization we make every effort to create maximum value for your membership dollars in addition to your time commitment should you attend an event. With this said, we have another great event on the horizon.

The upcoming annual meeting on January 12 will be held at the Renaissance Hotel at Patriot Place in Foxboro, Mass. This was the site of our 2016 December meeting and is a very exciting venue. Located in the easy to get to Patriot Place complex, you'll have the opportunity to participate in another great educational and networking offering. Our featured speaker will be Pat Jones of Golf Course Industry magazine. In addition to Pat's presentation, we'll have the usual plethora of attractions in addition to the now nearly famous annual meeting raffle!

I hope to see you all there and thanks once again for the past two years. It's been a true honor.

Best regards,

Mike Luccini

GCSANE President

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# Thoughts From Your Executive Director by Don Hearn



Jesse Menachem became the fourth Massachusetts Golf Association executive director to assume a leadership role with the International Association of Golf Administrators (IAGA). Jesse was named to the member-at-large position on the IAGA's governing board on November 9, 2016 at their Annual Conference held at Amelia Island, Florida. Jesse began his fourth year as the MGA's Executive Director this fall. He has been and continues to be a strong supporter of the GCSA of New England and is always looking for ways we can work cooperatively. He and his team of talented staff and administrators are the oil that keeps the golf machine moving forward in Massachusetts.



*Dave Frem and Elaine Gebhardt*

the evening before and the day of the meeting. Elected for another term as President of the NEGCOA was Dave Frem of Cyprian Keys Golf Club.

The Annual Meeting of the New England Golf Course Owners (NEGCOA) was held at the Tewksbury Country Club, Tewksbury, MA, November 16, 2016. The turnout was excellent and Executive Director Elaine Gebhardt arranged a day of information presented by experts in the business of golf. Also included was a demonstration of the DryJect process sponsored by Colonial DryJect & Turf Services. Various companies displayed their offerings

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## Thoughts From Your Executive Director by Don Hearn



Dr. Pat Vittum was awarded the 2017 GCSAA Col. John Morley Distinguished Service Award. The award will be presented at the GIS in Orlando February 8, 2017. I've known Pat since she started her tenure at UMass. She, along with Steve Curry, now superintendent at the Torrington Country Club in Torrington, CT, and others did research for Japanese beetle grub control at Boston area courses. She is a tireless researcher and wonderful person who always has a smile for everyone.

This is the time of year when planning is ongoing for the next season. It's also the time when many are meeting with company representatives to review purchases and develop programs that will be put in place for the 2017 season. The early order period is a hectic time for those selling product to the end user. Budgets have been and will continue to be tight – when have they not been? Every dollar counts and some purchases will be made based on price. Others will be made based on the service provided by the company and its representative. Still others will be made based on the “comfort level” with the sales person. A very important part of who you purchase from should also be based on how much support the company provides not only directly to you, but also to your Association. When support is needed for various Association related activities commercial representatives are usually the first ones asked. And they are usually the first ones to offer support. Sure, price is a consideration, but I don't believe it should be your overriding reason for supporting a particular company. An equally important thing to remember is to treat all the representatives with respect. Imagine yourself in their position and ask yourself if you would want to be treated the way you treated them.

The New England Grows Expo consisting of many education sessions and an exposition of equipment and suppliers was held November 30 – December 2 at the Boston Convention and Exposition Center. This event is an opportunity to learn more about the landscaping, horticultural and aboriculture side of the green industry. There was a lot to look at and seminars to attend that offered useful information for attendees. This is also the time when representatives of the Green Industry Alliance (GIA) meet with our lobbyist, Steve Boksanski from the firm of Shanley, Fleming, Boksanski & Cahill. The GCSA of New England was represented by Greg Cormier, Peter Rappoccio and me. We were brought up to date with pending legislation and the legislative calendar, what the future may hold and strategy for the upcoming legislative session.

The December meeting was held at the Warrior Ice Arena located in Brighton, MA. This is the new practice facility of the Boston Bruins. It is located on the campus of the New Balance company and will soon be joined by another building that will be the



practice facility of the Boston Celtics. The event was well attended and those who were present were treated to a practice session of the Boston Bruins. Our after lunch speaker was Dr. Howard Fero. He spoke about leadership and realizing and reaching your potential. He weaved his presentation with stories about baseball managers and their styles of leadership and decision making. It was an interesting presentation.

Our thanks to Jeff Urquhart for his annual request for gently used coats. Jeff has been collecting and donating these to those who are less fortunate and he does this at the December meeting each year. We're fortunate to have someone care enough to do this. Our thanks also to those who brought the coats to be donated.

**N.E.S.S.**



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# Gift Giving Ideas *By Don Hearn*

## SOME GIFT-GIVING IDEAS FOR CHRISTMAS AND THE HOLIDAYS

This is the time of year when most of us are looking for gifts and ways we can provide some cheer and appreciation for others. Please read this for some ideas that might help.

Who says a gift needs to fit in a shirt box, wrapped in fancy wrapping paper?

Everyone, except those who are bald, gets their hair cut. How about gift certificates from your local hair salon or barber? Gym membership? It's appropriate for all ages who are thinking about some health improvement. Who wouldn't appreciate getting their car detailed? Small detail shops and car washes would love to sell you a gift certificate or a book of gift certificates.

Are you one of those extravagant givers who think nothing of plunking down the Benjamins on a flat-screen TV? Perhaps that grateful gift receiver would like his driveway sealed, or lawn mowed for the summer, or driveway plowed all winter, or gift certificates at the local golf course.

There are many owner-run restaurants — all offering gift certificates. And, if your intended isn't the fancy eatery sort, what about a half dozen breakfasts at the local breakfast place. Remember, this isn't about big chains — this is about supporting

your home town eateries with their financial lives on the line to keep their doors open.

How many people couldn't use an oil change for their car, truck or motorcycle? Thinking about a heartfelt gift for mom? Mom would love the services of a local cleaning person for a day. Maybe your computer could use a tune-up and you can look for someone who is trying to get his repair business up and running.

OK, you were looking for something more personal. Local crafts people spin their own wool and knit them into scarves. They make jewelry, and pottery and beautiful wooden boxes. They produce beautiful paintings. You might want to check some of them out at your local craft fairs.

Plan your holiday outings at local, owner operated restaurants and leave your server a nice tip. And, how about going out to see a play or ballet at your home town theatre. Musicians need love too, so find a venue showcasing local bands.

Leave the mailman, trash hauler or babysitter a nice BIG tip.

Above all – be nice to people and reward them generously.

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As fall gives way to winter, and the New Year is ushered in, the golf season gives way to education season. This is a time of year when folks find the time to get off property and join colleagues at meetings and events across the region. These agendas are truly valuable for maintaining pesticide licenses, and building our knowledge of many other subjects. It is also a key opportunity to network. I was recently asked during a student group presentation “how do you network?”

Before I made comments pointing out common sentiments linking the Millennial generation and lack of face-to-face communication, I forced myself to think about the question. It’s hard to sell students that you need to approach people you don’t know, introduce yourself, and begin a conversation. What did resonate was the meeting-after-the-meeting concept.

How many times have you attended a meeting, concluded business, only to engage in conversations upon completion that seem to have more meaning and lead to more accomplishments than the meeting itself! Why does this happen? Conversational interactions with like-minded peers can often break down barriers that strict guidelines can suppress. That is what I used to explain networking to the students. While engaging total strangers can be difficult, having a common interest can make a conversation easier to start, and who is more motivated to learn than students.

When we attend chapter meetings or educational events, it is a location full of golf-centric colleagues looking to gain knowledge and perspective, and often a simple question or comment can lead to meaningful conversations. Networking can be a direct benefit to us and our facilities. Learning from others, and assisting our peers in the golf community is one reason why our industry is so great.

As we head into a new year, consider adding a couple items to your resolution list. First, consider attending one more chapter meeting or event than you did this year. Not only do you benefit from the networking of others, they also benefit from the input you add to conversations. Others cannot have a conversation with you if you are not there. Second, make a point to engage with students. They will be at many events with you during this education season. They may not know how, or be comfortable engaging with those of us around them. Please take the time and make the effort to network with them. Help expand their networking horizons and I am sure you will learn something from them too.

## GCSAA Resources and Deadlines

you Get Cool Stuff from your Association Already:

## GCSAA 2017 Member Engagement Opportunities

The GCSAA Board of Directors invites you to submit your name

for consideration for a 2017 committee/task group service. We still need more help! Resources are located [here](#).

## Energy use survey now open

The latest Golf Course Environmental Profile survey has been extended through December 12th! The Energy Use and Environmental Practices Survey will gather critical information on energy conservation practices, energy audits, written plans, and behavioral, design and other conservation changes. [Follow this link to assist with the effort.](#)

## All GIS registrations now open!

Want the best housing choices, booking early will help

Get the most desirable education seminars now, before they sell out

The GCSAA Golf offerings had the most participants last year than the previous 4 years.....don’t get left off the tee-sheet

Click [here](#) to begin you journey to Orlando!

## How Might Election 2017 Impact Golf?

Quarterly call: <https://player.vimeo.com/video/191996394>

Newsroom article: <http://www.gcsaa.org/newsroom/news/gcsaa/2016/will-trump-administration-be-good-for-golf>

## Upcoming FREE webcasts:

Nov. 29: [2017 Winter Outlook and Advancements in Lightning Safety](#)

Dec. 1: [Increase Your Value: Effective Communications & Your Blog](#)

Dec. 8: [Preparing for an Active Shooter](#)

Dec. 15: [Salinity and its Management for Turf](#)

Jan. 18: [Look at Your Irrigation System’s Distribution Uniformity](#)

Jan. 24: [Fine Fescue as a Putting Surface](#)

Jan. 26: [Carbon, Carbon Everywhere: How carbon functions in your turgrass system](#)

Feb. 1: [Mobile Weed Manual - A Portable Resource Distribution Uniformity](#)

Again, if I can be of any assistance, please feel free to contact me.

**Kevin Doyle**  
GCSAA Field Staff  
[kdoyle@gcsaa.org](mailto:kdoyle@gcsaa.org)

Follow me on Twitter @GCSAA\_NE

# FlingGolf! By Greg Cormier



I recently visited a municipal golf course that offered Fling Golf. The sticks were there for rent and the same greens fee is charged for those playing Fling Golf and traditional golf. People playing Fling Golf can also play in the same foursome with regular golfers. The manager said they have had success with the program. I had never heard of it before so I contacted the company, which started in MA, and asked them to write an overview article to educate our members on what Fling Golf is.

What's the latest way to bring more young players to your course? FlingGolf.

Every so often, something comes down the pike that can make our job a little bit easier. FlingGolf, developed in Massachusetts, is a new sport that is bringing out new younger players to golf courses in almost every state in the country, as well as Canada, Mexico and even Australia. FlingGolf is a family friendly sport. Just like snowboarding is to skiing, it can be played on the same course, at the same time and even in the same foursome as golfers.

FlingGolf is played with a golf ball, but instead of hitting the ball, players throw – or “fling” the ball down the fairway and shape their shots using just one specially designed FlingStick. The FlingStick, which weighs just over 8 ounces, is designed and manufactured by PlusOne Sports based in Ipswich, Massachusetts.

Hundreds of golf courses across the nation are already embracing FlingGolf. In addition to the benefits of increased greens fee revenue, there are no physical changes that need to be made to the course and players take no divots. FlingGolfers start at the tee and finish at the hole, using just the one FlingStick for every shot.

FlingGolf pulls in elements of a variety of sports, including golf, baseball and hockey. There are infinite swinging motions, but it is most similar to lacrosse. With the exploding growth of lacrosse in New England and across the country (it is the fastest growing team sport in the US), the lacrosse community has become a driving force in the adoption of the sport of FlingGolf. The founder of FlingGolf, Alex Van Alen, grew up playing both lacrosse and golf. He has brought the two sports together through partnerships with Major League Lacrosse, the National Golf Course Owners Association and his company, PlusOne Sports.

Because there are no alterations needed to the golf course, and FlingGolf can be played in the same foursome, course pros and superintendents are able to develop a program to promote FlingGolf by ordering a fleet of FlingSticks to rent or sell, or simply allowing players who have their own FlingSticks to play. The most common scenario is that golfers bring their kids, friends or spouses – who may not be avid golfers—to play FlingGolf alongside them. This means that golfers are getting out on the course more often, being social with their friends and families and at the same time, introducing new young players to the course.

A leading FlingGolf course, Woodstone Meadows in Virginia, has seen well over 3000 paid rounds of FlingGolf over the last two years. PGA Pro and Golf Director Brett Mowbray sums up their success this way: “FlingGolf is easier to learn than golf. I could give someone golf lessons for a half a day, and they still might not feel confident enough to play right away. With FlingGolf, people spend a half an hour on the driving range getting the feel for using the FlingStick, and they're ready to go. When people are done playing traditional golf, and you ask them how it went, they tell you their score. When you ask people who just finished playing FlingGolf to tell you how it went, they tell you how much fun they had.”

If you are looking for a way to attract new young players, without the need to make changes to your course or worry about course damage, FlingGolf may be a good option to look into. For more information visit [www.flinggolf.com](http://www.flinggolf.com).

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## CONGRATULATIONS TO:

**Charlie Malatesta** who is the new Superintendent at Mt. Pleasant Golf Club in Lowell, MA. Charlie is coming from the Overlook Golf Club in Hollis, NH and will begin his new position January 1, 2017.

## WELCOME NEW MEMBERS

**Jeremy Cox**

Superintendent - Trull Brook Golf and Tennis

**Andrew Nisbet**

2nd Assistant - Nantucket Golf Club

**George LeBlond**

Senior Assistant - Nantucket Golf Club

## SAVE THE DATE!

Please save the date for the GCSANE Annual Meeting on January 12, 2017 at the Renaissance Hotel- Patriot Place, Foxboro, MA.



Our guest speaker will be Pat Jones, Editorial Director and Publisher of Golf Course Industry Magazine. Pat will be speaking about the State of Our Industry and Social Media.

The agenda for the event will be as follows:

10 AM Registration

11 AM Business Meeting/Election

Noon Lunch

1 PM Pat Jones, GCI Magazine

2 PM Raffle

**Jack Hassett** who is retiring as Superintendent at Mt. Pleasant. Jack will be enjoying his free time playing golf and slowing down his busy pace..



Past issues of the NEWSLETTER are available using this link: <http://bit.ly/GCSANEnewsletters>.

As in the past, *The Newsletter* continues to invite Affiliate members to submit a press release about new personnel, new products or a company bio. We will print each and every release **free of charge**. This is a great way to advertise for free. Who said nothing in this world is free? Free advertising to better your company, wow what an offer.



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Wednesday, March 8 • 10am-5pm  
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Live Auction 4pm*

Thursday, March 9 • 9am-12 noon

## Educational Session Hours

Tuesday, March 7 • 1pm-4:30pm  
*USGA Session and Keynote*

Wednesday, March 8 • 9am-11am & 2pm-4pm  
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*December 2016*





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