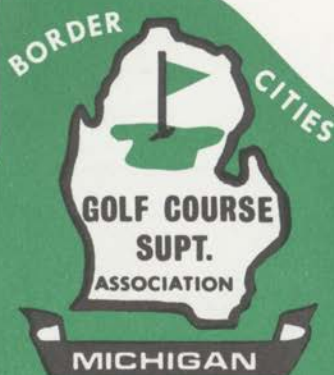


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Two Essex Club Superintendents Receive Performance Citations

A 1976 Citation of Performance Award was presented today to David S. W. Moote, general manager and golf course consultant at Essex Golf and Country Club, and Helmut Kopp, superintendent, in recognition of their superior golf course preparation for the 1976 Canadian Open. The award was made by Dick Malpass, President of the Golf Course Superintendents Association of America (GCSAA), an international association, as part of the tournament's closing ceremonies.

Moote has had responsibility for the Essex golf course since 1969, when he began as superintendent. He became the golf course superintendent and general manager in 1973 and took his present title in 1976.

Kopp has been superintendent at Essex since 1974.

Both men are members of GCSAA, which Moote has served as director, vice president and president. Both also are members of the Canadian Golf Course Superintendents Association, the Michigan and Border Cities Golf Course Superintendents Association and the Ontario Golf Course Superintendents Association. In addition, Moote is a member of the Michigan

Turf Grass Association and the American Landscape Architects Association.

The Canadian Open was the first tournament for which Kopp was responsible. It was Moote's third. He hosted the Canadian Seniors Tournament at Rosedale Golf Club in Toronto in 1960 and the Ladies Ontario Open at Essex in 1970.

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On A Personal Basis:

Motivation — Part of Managing a Crew

One of the golf course superintendent's main jobs is to get his crew to do what he wants, when he wants, the way he wants, and to have them want to do it.

For that, he needs the respect of the crew and the authority to direct them. He has the authority because he is the superintendent, but for him to be effective, the crew must accept his authority and allow him to use it over them - something they won't do unless they respect him. So the essential ingredients for good management, respect and authority, must be given voluntarily by those to be managed.

Getting respect and authority from a crew takes deliberate effort, careful thought and effective actions, but most of all it takes motivation.

Satisfaction is the biggest motivator. All people, not just golf course crew members, have certain needs, and if they can be satisfied, morale will rise and the crew will perform better. An individual's needs include: to do a good job, to receive individual recognition, to advance, to feel balance and order, and to belong.

Set An Example

People naturally want to do a good job. The fact that they may be doing a lousy job now doesn't mean they like it that way. It's up to the superintendent to help them do their best. The example he sets is probably the most effective way to show the crew that doing a good job counts. Attitudes are contagious, and the superin-

Continued on Page 10

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L to R: Chris Myers, Clarence Wolfrom and Gordie LaFontaine discussing some of the old literature.

Clarence Wolfrom to Receive Outstanding Service Award

Clarence H. Wolfrom Sr., Warren, Mich., will be honored by his professional colleagues of the Golf Course Superintendents Association of America (GCSAA) during the Association's most prestigious event September 13 at the Sylvania Country Club in suburban Toledo, Ohio.

Selected for recognition during the Association's 50th anniversary, Mr. Wolfrom, superintendent of the Maple Lane Golf Club, Sterling Heights, Mich., will receive a GCSAA Outstanding Service Award, a special plaque to honor those members of the Association who have made outstanding contributions to their organization and profession. The award was established by the GCSAA Executive Committee last fall for a one-time presentation at the Sylvania Country Club, where the Association was founded in 1926.

Mr. Wolfrom, a certified golf course superintendent, was nominated for the award by the Michigan and Border

Cities GCSA. He will receive the award during the celebration's banquet ceremonies.

Mr. Wolfrom has been a member of GCSAA since 1927, and for 25 consecutive years he served as either president, vice president or director of the Michigan and Border Cities GCSA. He has been golf course superintendent at the Maple Lane Golf Club since 1931.

This Golden Anniversary Outstanding Service Award will be the highlite of the evening.

Other honored guests that will be present will include - Charter members, past presidents of the Association, and Arnold Palmer, the keynote speaker.

We here in Michigan, are proud of you, Clarence.

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Motivation Cont.

tendent's attitudes are reflected in those of his crew.

For instance, the superintendent can set a standard of excellence by doing his work correctly. If employees see the superintendent use a pesticide without measuring or reading the label, they'll do it too. If a superintendent slides through a training session with little attention to detail or the feelings of his trainees, the crew also will pay little attention to details of the feelings of others. Even the smallest things, like being obviously glad to come to work in the morning, will rub off on the crew. Never underestimate the power of personal example.

Give Recognition

Another thing people require is genuine recognition for individual effort and contribution. They want to be assured that the superintendent knows when they have done a job well; they want their work to be appreciated. Recognition doesn't have to be a certificate or a direct compliment. The simple statement that John is a fine irrigation man may be reward enough, as long as it's deserved and honestly given.

When something has gone wrong, it is valuable to criticize only the job, not the person. A superintendent may say, for example, "John, you normally do a fine job of syringing the greens, but this afternoon some of the low

spots were very wet. I think they need more attention." That tells John that he's all right - he does a fine job of syringing - but it also lets him know that the job he did was not satisfactory.

Provide Advancement

Crew members have a desire to better themselves, to advance, to achieve personal goals. If the superintendent listens - really listens - when talking with them, he can tell what those goals are. He then can create an opportunity for crew members to meet their goals and advance in the organization. Advancement doesn't have to be a promotion; it could also be education, letting crew members who want to take on extra duties do so, and encouraging innovations and ideas.

Part of helping crew members progress and improve is inherent in personal managerial organization and style. If it's rigid, there isn't room for the crew to move or be creative. People need room to breathe, to expand. A superintendent can demon-

Continued on Page 14

Lenin was correct when he claimed that inflation was one of the secret weapons of the Communists. The Communist leader pointed out that inflation destroys the self-reliant middle classes and furthers the general demoralization of the entire community. All sense of stability is undermined.



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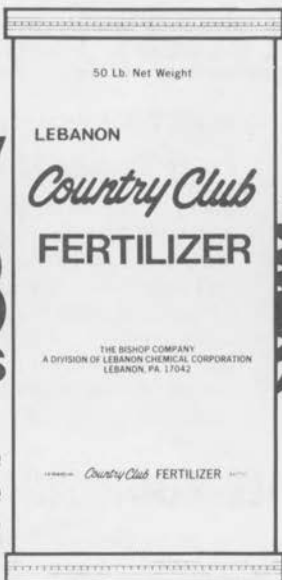
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Motivation Cont.

strate an open organization by providing flexibility and diversity in work assignments, and by not being hung up on too many written rules and procedures. Flexibility encourages the crew to expand to their fullest, and when they feel fulfilled they will do a better job.

Keep Balance, Order

Another thing people need is to feel a sense of social balance and order, which can be provided by fair job assignments and promotions. If one person never gets the dirty work and another always does, more than the one who gets the dirty work will be unhappy and unmotivated. Everyone on the crew will judge the superintendent to be unfair, and they will not do their best, fearful that they might be the next victims.

When major routines or structures must be changed, people whose working lives are affected will be less upset if

they understand ahead of time why and how the changes will be made. Radical changes without explanation generate fear - fear of the unknown. Everyone wonders if his job is to change or be terminated and fantasies and fears can run rampant, taking energy and motivation from the crew and decreasing their accomplishments.

Make Them Members

Finally, crew members need to feel that they are part of the group, that they belong and are wanted. These feelings involve pride, self-satisfaction and personal reputation. The wise superintendent tries to help each employee build a good self-image because self-image is a prime motivator; it is even more important than pay, for although adequate pay is

Continued on Page 16

The happiness of love is in action; its test is what one is willing to do for others. - Lew Wallace

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Motivation Cont.

important, money can't change the way a person feels about himself or his position, and feelings determine how the job gets done.

The good superintendent can create a climate in which his crew will be motivated and gain their willing cooperation by consciously satisfying as many of their basic human needs as possible: the need to do a good job, the need for individual recognition, the need to advance, the need for balance and order, and the need to belong. In addition, it is well to remember that what motivates the superintendent may not motivate the crew. Sensitivity to their needs, respect for those needs and satisfaction of them, will help build highly motivated people who do the good job they really want to do.

Experience is what you get when you were expecting something else.



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Conference, Hawaiian Tour Planned

GCSAA's 48th Annual International Turfgrass Conference and Show will be Feb. 6-11, 1977, in Portland, Ore. A special Hawaii tour for 200 persons will leave Portland February 12 and return there February 19.

The Conference and Show will feature educational and informational seminars, exhibits by representatives of the turfgrass industry, entertainment and a chance to meet with turfgrass experts from around the world. Those who take the Hawaii tour will stay in beachfront rooms at two first-class hotels, feast at a luau, tour the island of Oahu and enjoy eight days of aloha hospitality.

Both the Conference and the tour are open to members and non-members of GCSAA. Complete Conference information and registration forms will be sent to all GCSAA members about the first of October. Tour information was mailed in July. Non-members may request the information by writing to GCSAA Headquarters, 1617 St. Andrews Dr., Lawrence, Kan. 66044.

GUIDELINES TO HIRING A SUPERINTENDENT AVAILABLE

Suggestions for properly locating and hiring a golf course superintendent are contained in a new publication of GCSAA. The 20 page booklet, written for the person charged for hiring a superintendent, carefully details the ins and outs of filling this important position. Included in the booklet are samples of contracts and GCSAA's Employment Referral Service form. This latest booklet was designed to augment an earlier publication, "How to find a new position," which has been distributed to all members. Superintendents are invited to present this new booklet to their employer when leaving a position, thereby assisting the course, and helping to insure a qualified superintendent is hired.



The New *Turf-Blo from Turf-Vac

Now there's a fairway blower that is completely self-contained. A unit that can be towed by any vehicle from a tractor to a pickup truck because no power takeoff is required.

Even though the Turf-Vac "Turf-Blo is compact and light weight, it delivers a tremendous stream of air. A stream that can be quickly deflected from side to side without moving from a tractor seat!

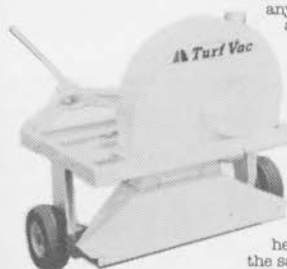
High flotation pneumatic tires reduce tire marking, heavy duty blower features the same engineering know-how that goes into every Turf-Vac product.

Contact us or your nearest Turf-Vac distributor for a demonstration. And, ask about the Turf-Vac sweeper line. They're great companion pieces to the all-new Turf-Vac "Turf-Blo.

*Patent applied for

General Specifications:

Engine: 12 HP
Tires: 13 x 6/5 x 6 low pressure
Frame: 3" 4.1 channel
Turbine: Abrasive resistant steel, direct engine drive
Air direction: Blows from either side. Controlled by lever.
Height: 36"
Length: 51"
Width: 42"
Shipping Weight: 450 pounds
Accessories: Electric start, battery.



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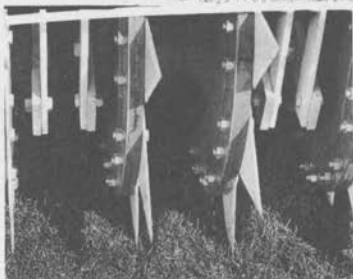
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AERATING WIDTH: 7 ft.
OVERALL WIDTH: 6 ft.
AERATING PATTERN: 7" on center
OPERATING SPEED: 0-10 m.p.h.
HITCH: Three-point or Universal
TRANSPORT SPEED: Safe road speed
AERATING WHEELS: 12" at 7" intervals
TINES: 9 per wheel
Choice of coring, slicing, spiking or cultivating
FRAME: All welded steel
CRATED WEIGHT: 1,600 lbs.

MODEL 595 AERATOR

AERATING WIDTH: 7 ft.
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FRAME: All welded steel
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OPTIONAL EQUIPMENT

TRANSPORT WHEELS: 4.80 x 4-00-6 and 2 Hydraulic Cylinders (590-595)
WEIGHT TRAYS: Individual (4 on 595, 6 on 590) or Single Full Length w/brackets (590 & 595) - \$8

ROLLERS W/SCRAPERS: Spring Loaded to Contour Units (590 & 595)
HYDRAULIC SYSTEMS (3): To Customize 590 & 595

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