



September-October, 1999

## President's Message

Fall is here with winter soon to follow. Most of the leaves are down and the irrigation system has been winterized. Fall is a great time to look back on the past season and plan for the next. This past year was a long golf season, our club was well above the five year average in rounds. I'm sure many golf courses had increased revenues for the season. Of course, expenses were up also with the varied weather extremes.

The western recently hosted a seminar in conjunction with the GCSAA in Grand Rapids and plan to host another one this next year. Please take advantage of these. It's a great opportunity to get some knowledge locally, instead of traveling to the national

conference for it. Our last seminar had somewhat low attendance and we are not sure of the reason. If you have any comments, give me a call.

On another note, we recently canceled our fall party that was to be held at Kent Country Club because of low attendance. Again, we would like to hear from you if this event has lost its luster, is at the wrong time of the year, or suggestions of other events that could take its place. It's your opinions that matter. Give me a call if you've got suggestions.

We have had our elections and have elected Paul Richter to another term on the board and have also elected Jeff Holmes to

his first term on the board. We welcome both individuals and would like to thank Roger Barton, who is leaving the board, for his time that he has donated the past few years.

Recently, at our board meeting, Keith Paterson announced that he had decided to resign as Secretary Treasurer. We understand that this position requires a great amount of time and Paul Richter was selected to take his place. Keith will remain on the board for one more year. We would like to thank Keith for his many years of service on the board as Secretary Treasurer.

That's it for now. Have a good fall and happy hunting!

Sincerely, Al Bathum, President

### Mark Your Calendars!!

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(Wed. night - Bring your gear)  
OCT 10 2000

Editor's Note: Please write me if you have any corrections if you are interested in doing an article for us at:

Western Views  
8121 Cowan Lake Drive  
Rockford, Michigan 49341

## Golf Day and Annual Meeting Held

The Golf Day that was held at Kent Country Club went off without a hitch. Again we raised around six thousand dollars for turf research at Michigan State. The putting contest drew a number of contestants and the day weather-wise was perfect. The golf course and food were excellent as always and we appreciate the membership at Kent Country Club allowing us to use the facilities.

The weather was also good for the annual meeting at Walnut Hills Country Club. It started out a bit brisk, but soon warmed up. The golf course and lunch were excellent also, and we appreciate the staff that helped make the day a success. We also appreciate the membership allowing us to use the facilities. The chapter championship was also held that day and Steve Fiorillo won it with a score of 75.

## Welcome New Members

*Please welcome these new members to our organization!*

### Steve Hamon

Golf Course Superintendent,  
Traverse City Country Club

### Vincent Lambrix

Golf Course Superintendent,  
Old Oak Country Club

### Chris Nosich

Assistant Golf Course Superintendent,  
Wuskowan Players Club

### Timothy Voss

Assistant Golf Course Superintendent,  
Highlands Golf Club

### Brian Winkel

Territory Sales Leader,  
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# Don't take easiest path when trying to reach top

by Zig Ziglar, *Advance Newspaper*

## LIFE ON THE BEACH

Recently, my daughter Cindy, my son Tom, and I went for a bicycle ride on the beach at Hilton Head Island, S.C. The ride produced more than just good, enjoyable family time; it also provided some lessons in the principles of life.

The first five minutes of our bike ride, though the birds were flying overhead and the tiny crabs were running underfoot, there was no activity that we could discern in the glassy waters of the Atlantic. Then suddenly, we were privileged to see a large number of magnificent dolphins break through the surface. It struck me that underneath the surface not only of the ocean, but also in the lives of people, there is much unseen activity, hope, and potential.

As we rode further, I realized I was in the third slot, and the tracks my son and daughter were leaving were reasonably crooked, shifting left and right and left and right again. I thought to myself, "That's pretty much the way it is on our journey to anywhere. Freedom is the journey a completely straight line. We waiver either in determination or, like moving from hard to soft sand, the circumstances change, which necessitates a slight shift in direction."

And then, I thought of the people in life who make crooked paths by choice. My third thought was that each one of us leaves many paths, and our children often follow those paths. If we're in a leadership position, those who observe us figure that what the leader is doing must be OK, so they follow that path, whether it's straight or not.

I noted that my path must always be straight ahead, because just

as I was following my son and daughter on the bike path, they have followed me in life. Examples are important.

We had ridden our bikes approximately five miles when we saw a huge sandbar we wanted to ride on, however, the incoming waves caused water to obstruct our path. Cindy noted that if we timed it properly, we could easily reach the sandbar without even getting our feet wet. Message: It pays to look and time your move to avoid the problems that lie ahead.

At the end of our pleasant journey out on the sandbar, we decided to go back to riding on the street, because the peddling was so much easier, and we had already invested more time than we had intended to in the ride on the beach. We made our way back to the streets and had a delightful ride through a beautiful, shaded neighborhood with gorgeous homes, beautiful trees, flowers, and shrubbery. We commented on the fact that it was easier and more beautiful coming this way.

Then, I realized that while it was easier and more beautiful, we had to follow the preset bike path, which left us with only two choices of direction. However, we still agreed that the route was more pleasant and more fun because we could converse more readily and observe all the beautiful scenery. It also occurred to me, however, that if we rode up the beach every day, where the peddling was much harder, over a period of time, our physical health would be much better, as would our willingness to tackle the tough challenges of life.

Sometimes, the lure of the beautiful, easy way overcomes us in every area of life. If we never choose to take the harder route, we never develop the physical muscles or the spiritual and intellectual muscles we need to grow and be the best we can be. This same is true of business principles, ethics, and character. Those people who make their way to the top while maintaining their integrity stay there longer and develop even stronger muscles in each area of life.

## Golf Photography: The Why's and How To's

Ed C. Thompson, *Ed C. Thompson Photography*  
*Through The Green, November/December 1999*

As a commercial photographer I am very much a generalist. I am comfortable shooting anything from helicopter aeriels to the board of directors of a Fortune 500 company and everything in between, including studio shoots of a beautifully lit product or food set up. I have over 20 years experience behind the camera.

Golf has been a significant part of my business for nearly 10 years and is one of the most fun aspects of my business. I thank all the golf course superintendents in the industry for giving me such beautiful subjects. I must confess that I just recently gave in to the seduction of the game.

As a communication specialist, I can confirm that the old adage, "a picture is worth a thousand words" still holds true. As a golf professional, you know how beautiful the sunrise looks from the tee box across the mist-draped water to the immaculately cut green on your signature par 3. Our job as photographers is to communicate that image to your clients: members, greens committees, public players, architects, prospective members and meeting planners.

Because you are on the golf course daily, during all hours and in all weather, you not only know your course better

*Continued, page 3*



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## Golf Photography, *Continued from page 2*

than anyone else but you see more than anyone else. With that opportunity you should have a camera with you at all times to capture moments to share with your staff and membership.

Wildlife sightings can be immortalized on film with a handy camera. There are many simple automatic 35 mm cameras with long zooms on the market that are perfectly suited for photographing animals (and the longer the lens, the better). The new APS cameras are taking over the amateur market but this film is much smaller than 35 mm and your enlargement capability is limited.

If you do not need professional advice on your purchase and do not mind buying used equipment, KEH Camera Brokers in Atlanta is the largest used camera dealer in the country. Although strictly mail order, they are in the phone book and on the Internet. A medium speed, 100-200 ASA, color negative film should cover all your needs. Fuji gives brilliant results and Kodak has new professional emulsions designated "VS" for very saturated (which I currently use). Use a good clean lab for your processing. If you want professional results, a professional lab is your best bet.

Now you are on the course and have the equipment, but how do you get the image? Basically if you can see it you can get it on film. There are some limitations to what the film can capture that your eye and mind compensate for, but with a little practice you should be fine. The greatest hurdle is be-

tween light greens and dark backgrounds. Film just cannot compensate for this mid-day situation. Use it to your advantage to isolate something on the green, obscure something in the woods or avoid this problem by waiting for different light.

I think one of my greatest advantages has been to approach your subject just as something beautiful to capture. I think most anyone is reasonably capable of getting adequate results standing a few yards out, mid fairway, looking in at the green, but there is so much more to see. Those special plantings on the cart path approach to the green often give you more texture and separation from the smooth grass or, if blooming, color to use in your foreground. Get out and walk around for other view points. There may be rock outcroppings, a significant tree or a high berm that can add interest to your composition.

For special shots I like to use the largest ladder available to provide for an elevated view that can be very dramatic. Think of the camera positions during tournament coverage. An elevated view of the tee or green with some fairway background can really work for you. Include water features. Remember, too, that often the reverse angle works for these views. Do not be afraid to get down close to the water, even step into the edge of those cattails and consider your reflections. An overcast sky might be great for deep rough or special plantings. Blue sky or big puffy clouds can be mirrored in your

water. Any clouds in a sunset or sunrise situation will help your reflections.

Step away from the playing surface and look through the trees. This can be a great framing element. On sunny days the grass will be lit and the trees, being in shadow, will go dark. If you need the true color of trees in this situation, wait until an overcast day or that "golden hour" early or late in the day. As you know, this time of day will yield the most workers on the course either before or after play. Their long shadows and warm light will make you a winner. Your grounds equipment will also be shown at an advantage in this type light.

Overcast days or "golden hours" best reveal the undulations of your greens or rolling fairways. Try it back lit for more drama. Back lighting your employees not only adds interest but makes them more anonymous - a plus if you have regular turnover. In thinking of coverage of employees on the job, your employees should look clean and wear clean uniforms. If you do not use uniforms, bright colored, clean matching T-shirts and ball caps paired with their reasonably similar pants is money well spent. These guys will appreciate the shirts and caps as a token of their trouble to pose.

You have more time invested in the course than anyone else. Invest a little more, arm yourself with a camera that you are comfortable with and pull the trigger often. Film is cheap. You will win the imaging battle.

\* \* \*

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# Safety Issues: Ideas to Consider

Ron Cline, GCS, Carswell Golf Club

Through The Green, November/December 1999

We, as turf managers, have an obligation to our employers and, more importantly, to our employees to provide a safe working environment. However, because of our busy schedules and time restrictions to have the golf course in the best possible condition, we tend to put things like safety issues on the back burner. Some turf managers think they will have time to address these issues during the winter months when things are a little bit slower. I can personally admit that when winter arrives, it's far too easy to put it off another month - especially when costs are so high to attack the issues head on.

I spent one of my late night irrigation runs thinking of ways to improve how I manage safety issues. I realized that we tend to concentrate on chemicals, fertilizers, supplies, equipment and irrigation parts but often forget the costly item: safety. This was the answer I was looking for. What if I throw a safety category into my budget? This would eliminate the need of trying to find \$500 to update hoses and signage at my fuel

pumps or \$200 for respirators and chemical aprons.

Employers will generally not question spending \$40,000 - 100,000 on chemicals used to improve their greens, tees or fairways. However, they will immediately question why they should spend \$5,000 on upgrades to bring their facility into compliance. I would explain that \$5,000 annually was a small price for developing a Haz-Com program complete with monthly inspections, employee training and necessary repairs to your facility. The fines alone could cost \$10,000-50,000 to the company for each violation.

In closing, I realize that this will not solve every issue you may have. It will, however, get you started in the right direction with a little planning on the items that cost several hundred dollars each. Plan the changes as you would a fertilizer budget: \$500 this month, \$1,500 next month, and \$300 the month after that. You will make great strides in improving your facility.

## Michigan Hospitality Room

Michigan will have a hospitality room at the National Conference in New Orleans in February. It will be located in the New Orleans Marriott. Hours of operation will be Wednesday 8 to 11 p.m., and Thursday and Friday 6 to 10 p.m.

## Classifieds

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