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THE

CONN.

CLIPPINGS



SERIALS

AUGUST 1973

VOL. 6 No. 3

Public Relations and the Superintendent

Webster's Dictionary defines "public relations" as quote, "relations of an organization with the general public through publicity," unquote. You could also define it as the art of winning public favour by doing the right thing and receiving credit for it.

Let us see how public relations affect us and in what manner they can be beneficial to us superintendents. Let us first answer the "why?" of public relations for us. Simply to become better known and recognized by the general public and by golfers in particular.

How do we go about mounting a public relations campaign? There are several strategies we can use. Let us enumerate the principal ones.

Take a leadership stand by suggesting that the members refer all golf course maintenance inquiries to you. Arrange for constructive discussions with your crew and schedule a daily critique with your assistant to discuss the calendar for the coming weeks. This should be done so that in the event of your absence, the maintenance programme need not be disrupted.

Develop contacts with newspaper men and send them as many communiques as possible on our activities.

Attend in a constructive spirit the meetings of the golf and greens committees. Using technical terminology and phrases during your discussion meetings on course maintenance will also improve your professional image.

Dress at work like the head of a department, and not just as another laborer. Let us attach a great deal of

importance to our appearance, in clothes and other, when we meet the public at the club or elsewhere.

Discipline is essential at all times. We must not forget that we are observed and judged when we take part in seminars and other activities at our club.

Every golf course superintendent should be a golfer. Is there a better way to look over the course? We should play golf with the members, pro, members of the greens committee, for it is while playing golf that we see imperfections noticeable only to the golfer, and we can correct these before other players have to tolerate them, thus affecting our image.

Be an "ACTIVE" member of different golf associations. An excellent opportunity for showing pride in your professional organization is to invite your greens chairman to the chapter meetings, and include lunch and a game of golf. You could also arrange with a fellow superintendent for a golf game with each other's greens chairman.

The aim of public relations therefore is to establish communication, to fortify those bridges which are formed by letters, publications of all kinds, exhibitions, conferences, newsletters, etc.

When our opponents have learned to respect us, and when the golfing public recognizes and appreciates our profession, only then can we take time off. But let us be very careful not to give up, because a well planned public relations program will remain the primary condition to the evolution and the continuity of our association of professional superintendents.

THE GRASSCATCHER

To follow up on a discussion held at our last meeting, Karnig Oviaan contacted T.W.A. and received the following information on T.W.A. flights from New York to L.A. T.W.A. has no flights from Bradley.

Effective October 1st, 1973, reservations made three (3) months in advance, traveling on Tuesday's, Wednesday's or Thursday's only, going to L.A. and returning from L.A. a \$20 deposit each way for each person is required. You will receive your time and flight number two (2) months before your flight.

The cost *one way per person* is \$89.50. T.W.A. is sold out thru and including the month of October, so if you are thinking of going to the conference by this means of transportation, I would suggest not waiting much longer than September to make reservations.

Preparations for our first annual Turf Field day to be held at Lyman Meadow Golf Club, September 19th (rain date September 20th) are well under way.

Dick Hoskings, the general chairman of this field day, reports that there are many commercial people who have acknowledged our invitation to participate in this event.

Invitations are being sent out to more than 700 persons, including cemetery and nurserymen's associations, fellow superintendents from neighboring associations etc.

Many of you have been contacted to serve on a committee for this field day, and I can only say, give it all you have. If you have not been contacted and wish to serve on a committee, or wish to offer your help, please feel free to contact Dick or Bob Viera.

Let's all team together to make this a successful day for the CAGCS.

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The object of this association is to promote research, education and an exchange of practical experiences in the field of turf grass culture so that the increased knowledge will lead to more economic and efficient management of golf courses and related turf areas.

The CONN. CLIPPINGS is an official publication of the Connecticut Association of Golf Course Superintendents.

Robert W. Osterman, Editor
937 Black Rock Turnpike
Easton, Conn. 06612

NOMINATING COMMITTEE FORMED FOR NOVEMBER CAGCS ELECTIONS

Mr. John Perry, Superintendent, Country Club of Farmington, has been appointed chairman of the nominating committee by Bob Viera, President of the CAGCS. I don't think Bob could have appointed a better qualified person than John. He has held many positions in the association as well as its president.

The nominating committee is charged with the selection of a prospective slate of officers made up of men that can uphold the dignity, encourage the support and stimulate progress of the association. The slate that is presented, will be voted on at the annual meeting to be held in November.

Officers and directors positions to be filled at this election are as follows: President, Vice-president, Secretary, Treasurer, also education, golf, and public relations directors. All these positions are for a one year period. Also to be elected is one director for a term of three years.

Anyone who would wish to serve or submit someone's name for a possible consideration for a position on this slate, please contact John Perry, 69 Ivy Road, Plainville, Conn. Telephone number, club 677-0831, home 747-1321. All names should be submitted no later than September 1, 1973.

IMPORTANCE OF WATER

Few plants are as responsive to proper care of the turfgrasses. Many turf problems can be avoided by following the essential basics of, watering, feeding and mowing. As you know, it is far easier to avoid turf problems than to cure them. The first step in preventing trouble is to follow the basics and know the requirements of the turf and the environment in which it is growing.

Watering can be considered the most important basic, since it is needed by turfgrass plants in practically every stage of growth.

Pertinent to a discussion of watering practices is a short review of the role water plays in plant growth and the various factors affecting the rate at which turfgrasses use water.

Water plays an important role in germination, tissue growth, the manufacture of food (photo synthesis), temperature control and the transportation of nutrients to all parts of the plant. It is also important in maintaining turgidity, since grass plants full of water have the ability to resist foot and vehicular traffic and spring back after being traveled upon. For all of these functions, large quantities of water are required. Each function must be kept in mind when developing a watering program that will produce quality turf demanded by today's competitive golfers.

There are several factors which affect the rate at which turfgrasses use water. These factors may help you understand why one watering program will not fit all turf situations:

1. Type of grass/Varieties of grass, as well as individual types within a variety differ in their need for moisture. Coarse-bladed fescues do not require as much water for optimum growth as the bluegrasses or bents.
2. Rate of plant growth. The faster the rate of growth the more water is required. Turf fertilized with fast release forms of nitrogen require more water than the turf fed with fertilizers containing slow release nitrogen.
3. Type of soil/Soil is a reservoir for moisture. Light, sandy soils require more water than heavier clay or loam soils because of rapid penetration and drainage. Since heavy soil holds moisture longer, water is available for grass plants for a longer period of time. Therefore, watering is

not required as often as on light soils.

4. Transportation rate/Approximately 95% of the daily uptake of water, mostly from the soil, is lost from the plant in the form of water-vapor. This loss is called transpiration. Transpiration is largely influenced by the weather conditions, such as wind, humidity, temperature and sunlight. The type of soil and the amount of soil moisture also affects the loss of water.
Transpiration rates may be of such a magnitude that under favorable conditions, the entire volume of water in a grass plant may be replaced in a single day.
5. Mowing/Evaporation and transpiration are greater on dense closely mowed turf, such as a putting green, than will be the case on open turf cut at a higher height. The closer the height of cut, the more water required.

There are several ways the Golf Course Superintendent can check to determine if the turf is under stress and in need of water:

1. Footprinting/ If footprints remain in the turf or disappear slowly, the turf plant needs water. When sufficient water is available, the turf will have good resilience to traffic.
2. High temperature and wind/The combination of high temperatures and strong winds will cause water to be lost faster than the plant can absorb it. Frequent, light syringing will lower the temperature to reduce water loss.
3. Use of soil probe/The water needs in the rootzone area become evident when a soil sample is taken with a soil probe. Dry, crumbly soil in the probe indicates additional water should be added.
4. Indicator spots/These are spots which dry out faster than the rest of the turf. The spots first turn a dark bluish-green, then turn to an orange or straw-yellow color indicating insufficient moisture.
5. Use of a Tensiometer/This is a very accurate method of determining the amount of moisture in the soil. It involves a pressure-making device. Changes in pressure are indicated on a measur-

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POLLUTION WITHIN THE GOLF COURSE

It is very difficult to understand why the people who receive the most benefit from a beautiful golf course are sometimes responsible for the contamination of that course. We have all seen, both on private and public courses, golfers dispose of such things as bottles, cans, cigarette and cigar boxes, paper tissues and many other pieces of garbage under the nearest shrub or even right out on the fairway. Sometimes, the excuse will be offered that there are not enough garbage containers made available. This is true sometimes. If it is, the superintendent should rectify the situation. More often, however the garbage that is indiscriminately — distributed by golfers could have been put in containers but for the thoughtlessness or laziness of the person involved. The availability of "no-return" bottles and cans with aluminum tops is making this problem increasingly worse.

Such pollution on a golf course is not only unsightly but may very well be quite costly in terms of damaged equipment or even injured personnel. Most of us have had the experience of hitting a hidden bottle with a power mower. It is quite possible that pieces of flying glass from such an encounter could hit workmen or even nearby golfers.

On the whole, the beauty of a golf course is dependent on plants, shrubs, flowers and trees. However, plants themselves may be pollutants: for instance, weeds found on the fairways, greens, flower beds or in ponds and streams. This type of pollution is rather easy to control with our existing herbicides. Obviously, some care must be exercised in the use of these chemicals so that the superintendent cannot be accused of causing one kind of pollution in his attempts to clean up another kind.

The use of pesticides has been the subject of much criticism in the popular press in the last few years. Unfortunately, most of the articles that have been written about pesticides have played up the possible dangers of these materials and either have ignored or played down the benefits to be derived from proper use of chemicals. Obviously, it is impossible to produce the kind of golf courses we want without the use of herbicides, fungicides and insecticides.

The use of pesticides on golf courses has been blamed for reducing the bird population of the area. In actuality, birds would be vastly reduced in an



Connecticut Association of Golf Course Superintendents

FIRST ANNUAL TURF FIELD DAY

Wednesday, September 19, 1973

10:30 A.M.

area without a golf course. Cities offer few concentrations of trees other than golf courses that provide birds with nesting places, shelter and food.

The combination of streams flowing through golf courses has been partly blamed on the courses themselves. It is possible that when a sprayer is filled, some pesticide might enter a stream. However this is unlikely if the person doing the spraying is aware of the possibility and uses care and common sense. Also, the high salt levels in some of these streams has been attributed to the leaching of fertilizers from the golf course. This too seems highly unlikely as the soil is a tremendous storehouse for fertilizer elements, and, in addition, golf courses mainly use fertilizers containing slow-release nitrogen, which is not readily leached. The image of the superintendent as a good "housekeeper" is particularly important to maintain in these pollution-conscious times. Corners filled with old equipment should be cleaned up, fertilizer bags and pesticide containers should be buried, dead trees should be removed as quickly as possible, and tall weeds and brush should be cut. Through good housekeeping and by using chemicals correctly, the superintendent will be helping to control pollution on his course; more important, he will help to convince others to join him in the battle against environmental contamination.

EQUIPMENT DEMONSTRATIONS

1:00 P.M.

LYMAN MEADOW GOLF CLUB

MIDDLEFIELD, CONN.



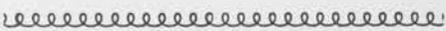
FREE BEER • FREE ADMISSION

DOOR PRIZES



RAIN DATE:

THURSDAY, SEPT. 20, 1973



WHAT'S IN A NAME?

What's in a name? Webster defines the word chemical as "relating to, used in, or produced by chemistry." At no point does he attempt to distinguish between "natural" or other methods of bringing about reactions between atoms or groups. If you get panicky about some of the things you have read recently you'd better pour a cup of coffee to settle your nerves before you read further.

There is a product on the market which contains an absolute chemical soup! Ingredients include acetone, methyl acetate, furan, diacetyl, butanol, Methyl-furan, methylbutanol, isoprene, caffeine, oils, methanol, aretaldehyde, methyl formate, ethanol, dimethyl sulfide and propionaldehyde. Instructions call for soaking the stuff in hot water, throwing the remains away, and then drinking the water. If you get nervous palpitations at the prospect, don't drink the coffee. This long list of chemicals is in that cup!

A worse-sounding label lists actomyosin, myogen, nucleoproteins, peptides, amino acids, myoglobin, lipids, linoleic acid, oleic acid, lecithin, sucrose, cholesterol, adenosine, triphosphate (ATP), elastin, collagen, glucose, creatine, pyroligineous acid, sodium chloride, sodium nitrate, sodium nitrite, and sodium phosphate. Some names are familiar as essential nutrients or as chemicals your own body makes, but isn't it scary? Until you find out that this chemical parade is that old favorite sugar-cured ham! And not a man-made chemical added.

WATER

Continued from Page 2

ing device, which translates the data by means of a pre-determined moisture content chart.

A specific watering program might be considered for each turf area on your golf course by examining the varying conditions of exposure to sun wind and the degree and direction of slope. Good watering practices demand a knowledge of how weather and climate influence the rate at which water is used by grasses and how the Golf Course Superintendent can work with Mother Nature to produce high quality turf.

**SEPTEMBER CAGCS
MEETING**

SEPTEMBER 11, 1973

Aspatuck Valley Country Club

Old Renick Road
Weston, Connecticut

FRANK LAMPHIER, *Host*

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