

# THE GREENERSIDE

Vol. 7 No. 1

JANUARY 1984

## Dates to Remember

January 26-27, 1984

GCSAA Golf Championship, McCormick Ranch Golf Club and Phoenician Golf and Racquet Club, Phoenix, Arizona

January 28 - February 3, 1984

55th GCSAA Convention, Las Vegas, Nevada

March 13, 1984

USGA Regional Seminar, Westchester C.C., Rye, N.Y.

March 21, 1984 (Tentative)

GCSANJ Spring Seminar. Topic: "Effective Communications for Improved Relationships and Understanding" - Superintendents, Golf Pros, Green Chairmen. Details and correct date to follow

September 21, 1984

Seventh Annual GCSANJ Invitational Championship, Canoe Brook C.C., Skip Cameron, Host

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Newsletter - Ed Walsh

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National Delegate - John Boyer, C. Cross

Field Day - Wayne Ballanger

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## Sellouts Reported by GCSAA

Sellouts are being reported, waiting lists are growing and record-shattering attendance is expected for the 55th annual International Turfgrass Conference and Trade Show to be sponsored by the Golf Course Superintendents Association of America (GCSAA) January 28-February 3, 1984, at the Convention Center in Las Vegas.

Also filled up and with a waiting list is the traditional GCSAA Golf Championship Tournament slated for January 26-27 at Scottsdale, Arizona.

"Pre-paid attendee registration for the Conference and Show," said GCSAA Executive Director John M. Schilling, "has exceeded our projections by 15 percent. All of our expectations have been met - and surpassed."

GCSAA President Robert W. Osterman of Connecticut said, "GCSAA doesn't want to turn anybody away. However, we are delighted that this premier event of the golf industry promises this year to be such a smashing success. To us, it means golf is growing in magnitude, and the professional role of the golf course superintendent and manager is being recognized and having its impact to the good of the industry."

Osterman, Schilling and GCSAA Associate Executive Director James G. Prusa encouraged persons interested in participating in the Conference and Show not to abandon the idea because many activities remain open and GCSAA will maintain waiting lists for overflow registration in event of cancellations.

Sold out are space for GCSAA's colossal Trade Show at the Convention Center, the "Grande Finale" Banquet February 2 at the MGM Grand Hotel, and some weekend educational seminars, with about 40 persons on waiting lists.

Mark Herlyn, GCSAA's director of sales and marketing, said GCSAA has sold 6,000 square feet more Trade Show space than ever in history. "Our exhibitors realize the GCSAA Trade Show is indeed a splendid opportunity to exhibit their products and services and get to know golf course superintendents - the people who have a strong voice in purchases by golf courses throughout the world."

Bonnie Stephenson, GCSAA's meetings coordinator, said, "I've been here (on the GCSAA staff) for 10 years, and this is the first time, to my knowledge, the banquet has been sold out. To date, about 1,400 reservations have been received - and they are still coming in at \$35 a place. We are now considering closing down one of our other program activities early on Thursday (February 2) in the MGM and opening up yet another room for additional banquet guests. We have already expanded the banquet floor seating once, and may have to do so again if demands for tickets increase even more over the next few days."

A highlight of the evening event will be presentation of GCSAA's prestigious "Old Tom Morris" Award to comedian Bob Hope, and entertainment featuring Dick Clark.

## GCSAA National Candidates

THE FOLLOWING CANDIDATES RESPOND TO QUESTIONS FROM THE GREENER SIDE, Page 4

President —	James W. Timmerman, CGCS	W. Bloomfield, Mich.
Vice President —	Eugene D. Baston, CGCS Paul Boizelle, CGCS Riley L. Stottern, CGCS	Birmingham, Ala. Lake Forest, Ill. Park City, Utah
Director —	Robert H. Ford John E. Laake, CGCS Sanford G. Queen, CGCS James M. Taylor, Sr.	San Jose, Cal. Columbus, Ohio Overland Park, Kansas Charleston, W. Va.



## the GREENER SIDE

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**Ed Walsh, CGCS**  
Editor

**Wayne Foster, Photography**  
**Charlie Cross, Special Projects**  
**Maraliese Goosman, Illustrations**

Please address inquiries concerning advertising to:

**Mary Walsh**  
13 Round Lake Park Road  
Monroe, New Jersey 10950



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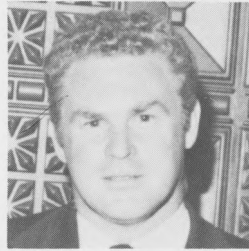
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## President's Message

**Bob Dickison**  
CGCS



I would like to devote this message to public relations. Mainly, how the public perceives the role of golf courses in the scheme of things.

It has become more evident over the past year or so that many misconceptions are held by the general non-golfing public, maybe even some golfers.

Three years ago we were told by the Department of Environmental Protection that we had to stop watering because we were not an important industry. Now after years of involvement with the people at DEP, there has been a change in their attitudes toward golf courses.

At a meeting this summer with the State Agriculture people, I was told that the general agricultural community didn't want to associate with us because we projected a bad image; that of the rich Country Club.

These are just two instances I wanted to relate to you. To correct these misconceptions will take work on our part to project the proper image and importance of golf courses.

Golf courses not only provide a scenic beauty for golfers, but provide employment for many people. These people include our golf course maintenance staff, clubhouse people, caddies, vendors, and other support people. Our Green Space is unmatched by anything else in this state. At a time when our green areas are shrinking, we are providing the only stability in large open areas. Golf courses provide oxygen for us to breathe and land acts as a collection basin for the water we drink.

These are some of the points that we have to impress the public with to change their attitudes toward golf courses.

## Commercial Clippings

James De Libero has recently joined the Geo. Schofield Co., Inc. as a sales representative and will cover the counties of Bergen, Essex, Hudson and Passaic in New Jersey, along with the entire states of Connecticut and New York. A graduate of Seton Hall University, Jim lives in Nutley, N.J. Jim was a varsity member of the Seton Hall University Baseball team and continues to enjoy all sports including golf.

## For Sale

Jacobsen 7 gang, 6-bladed fairway mowers with frames - rubber wheels. Asking \$3,500.00. Excellent condition. Call Ed Walsh, Ridgewood C.C., 652-1650.

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## From the Editor's Desk

According to Webster, the definition of the word "anonymous" is: Bearing or giving no name; of unknown or unavowed authorship or donorship. According to Walsh (The Will Rogers of the 80s), the word "Anonymous" means: If you don't possess enough character to attest an idea initially, that idea possesses no character.

Of course, there is reason for these definitions.

A few short weeks ago, someone sent a letter to so-called selected members of the GCSAA. This letter criticized our Executive Committee for the personnel changes that have been made this past year at our National Headquarters. The letter suggests that we will want answers in Las Vegas and that we ban together to show our disapproval. It closes by suggesting that we act now and in Las Vegas and we want the real truth.

Although the letter was poorly typed and a grammatical abortion (I should talk) it did contain some valid questions. I just don't understand why a person who obviously feels so strongly about certain issues didn't have the self-respect to sign his or her name.

I have asked some of the same questions this letter has and, surprisingly, I've gotten answers. They might not have been answers I agreed with totally, but no one I asked avoided me or the questions.

So, Mr. Anonymous, where does this leave you? I am certain you can get the answers to your questions but where does anyone send an anonymous response?

P.S. Save yourself a few dollars next time. All you have to do is sign the letter and send it to me as a "Letter to the Editor" and it will be included in this publication. By the way Mr. A, only bulk mail from our area is sent out of Hackensack. I use Paramus Post Office for most of my letters. Hope to meet you in Las Vegas.

## Travel Agency

GCSAA's official travel agency, Sunflower Travel, will handle all your travel needs to and from the Las Vegas Conference and Show. Call toll-free 1-800-GCA-TRIP (in Canada and Kansas call collect 1-913-842-4000).

# Ask: Willet Wilt



The moment of truth is not here. This is not Willet Wilt's last column. So, bear up and endure more absurd answers to questions from our readers.

**Q:** The university's entomologist told me my golf course is loaded with Hyperodes. What is Hyperodes? U.F.O., Manunka Chunk, N.J.

**A:** Extensive research at Buck U. has narrowed the problem down to two possibilities: nervous rhododendrons or excitable canaries. W.W.

**Q:** Why was the GCSANJ formed? W.P.A., Buttzville, N.J.

**A:** In order to have an association dedicated to education, professional improvement and cooperation, for the advancement of the fine turf industry, and, most importantly, because misery loves company. W.W.

**Q:** I was very happy to learn that Bob Hope is going to be awarded the GCSAA "Old Tom Morris" award at our convention in Las Vegas. Are there any other similar awards going

to be given there? S.C., Mauricetown, N.J.

**A:** You will be even happier, because we have selected **Caddy Shack** with Rodney Dangerfield as the best movie of the decade and "It's Not Easy Being Green," sung by Kermit the Frog, as the best song. W.W.

**Q:** Being a very religious man, I am pleased that I will be able to attend a GCSAA prayer breakfast on January 30, 1984 at the Las Vegas Convention. Has there been anything ever done like this in New Jersey? J.C., Weehawken, N.J.

**A:** Yes, very frequently during the summer of 1983, N.J. Golf Course Superintendents often had prayer dinners with their respective families in hopes that they would still have a golf course in the morning. W.W.

A list of all this winter's golf course salesmen's luncheon hangouts can be had for only \$25 (cash) from Willet Wilt, c-o Ken Kubik, Mt. Freedom, N.J.

## Foundation Honors Herb Graffis

LAS VEGAS, NEV. -- The National Golf Foundation's Herb Graffis Award has gone to some very familiar names in the past six years.

The award, which honors those who have made "long-time and outstanding contributions in preserving the true spirit of the game - but specifically, for keeping golf as it was meant to be: for recreation, good fellowship and health", has been won by, among others, Arnold Palmer, Bob Hope, Patty Berg and Jack Nicklaus.

This year's winner is also a familiar name to those in the golf industry.

The 1983 winner of the Herb Graffis Award is...Herb Graffis.

"After a lot of thought, we decided that no one in golf better represents what the award stands for than Herb Graffis," Joe Much, NGF acting executive director announced.

Graffis was honored with a testimonial dinner at the Foundation's recent Golf Management Workshop at the Desert Inn in Las Vegas, Nev.

Many of Graffis' long-time friends attended, and representatives of all golf's major organizations were also in attendance. Among those making speeches at the dinner were Frank Hannigan, senior executive director of the USGA, John Laupheimer, commissioner of the LPGA, and Mark Kizziar, president of the PGA of America.

Graffis, without question the most famous golf writer of our time, co-founded the National Golf Foundation with his late brother Joe, who also has an NGF award named for him.

"Herb Butler Graffis, at 90, continues as the acknowledged poet laureate of golf journalism," Much remarked. "While his last published effort was a comprehensive history of the PGA in 1975, he continues to favor countless friends throughout the golf community with priceless prose in the form of letters pounded out at his trusty typewriter. For many of us, they are the Gospel of God."

Graffis lives today in Ft. Myers, Fla., and still manages to play golf twice a week.

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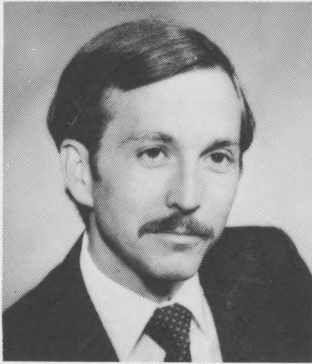
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Remo, McNally or Pullen?

# James G. Prusa Promoted to Associate Executive Director



James G. Prusa, CGCS

John M. Schilling, Executive Director of the Golf Course Superintendents Association of America, recently announced the promotion and appointment of James G. Prusa, CGCS, to the position of Associate Executive Director of the Association.

In announcing the appointment, Schilling explained, "The Executive Committee approved, at my request, Mr. Prusa's promotion at their fall meeting. He is now charged with his new responsibilities and, in addition, will retain those of Director of Education."

"Jim is a team player who places tremendous demands on himself and those around him. He and I have worked well as part of a team and we'll continue to do so as we perform the executive management functions of the Association. He'll now play an increased role in the management of our staff and will fill a long-standing need in the Association for a definite second executive in command. His responsibilities will include direct participation in the financial management of the Association as well as all operational decisions."

Until his recent promotion, Prusa has been employed as the Director of Education for the GCSAA. Two years ago, after a six-month, nationwide search, Prusa was approached by the Association and asked to consider the education job.

"When GCSAA asked me to consider the Director of Education position a few years ago, having not applied for the job, it took me by surprise," Prusa suggests. "I was in love with the course I was managing, Pasatiempo, and very much enjoyed my job and location. I had worked hard to become a professional golf course superintendent and it remains my profession. It was a sense of duty to the profession, the game and the substantial challenges of the position that swayed Karen and me in my decision to accept the offer."

"As a profession, we have tremendously unsatisfied needs in the areas of self-promotion and quality assurance - and an insatiable hunger for information to help us in the field. Like any human institution, the Association will only produce in proportion

to the amount of demand placed upon it by its constituent membership. This is supported by some basic laws of economics. I am totally aware of a sense of urgency my member colleagues have for greater productivity and performance from their Association. They turn to us because the industry, the game and their employers have placed greater management demands on them. For us to achieve success as an association, our members' needs must be met and they must ultimately hold their Association accountable to that end. This is my hope for our future, and my objective is to facilitate and accomplish it."

As a member of the GCSAA in the 70s, Prusa was one of its most outspoken - and often critical - participants. Prior to coming on board as an employee, he had immersed himself in the affairs and changing direction of the Association through serving on both the Governmental Relations and Education Committees. His activism had involved him in many state and local public hearings defending the turfgrass industry's use of the controversial herbicide 2,4-D and saw him contribute to the redirection of GCSAA's continuing education efforts. He has very strong convictions about improving professionalism and business expertise within the golf industry, yet welcomes - even insists upon - a diversity of views. Prusa is a decorated Vietnam veteran who has four years of active military service to his credit. He holds a Liberal Arts degree and earned his Bachelor of science degree in Horticulture from Cal Poly University at Pomona. His graduate work was in Organizational Management and Marketing at the University of Santa Clara Graduate School of Business.

Prusa was raised in the golf and turfgrass industry. His father is a longstanding member of GCSAA, and his brother is an executive for a consumer lawn care company. Prior to joining the GCSAA staff in 1981, Prusa held the golf course management position at Pasatiempo Golf Club in Santa Cruz, California.

President Robert W. Osterman, CGCS, said, "Jim has served as the architect of our future continuing education and professional certification planning. He admirably contributed to the overwhelming success of our 1983 Atlanta Conference and Show. His new position will place tremendously increased demands and challenge on him. However, Jim's diverse educational background, vision and management track record have tailor-fit him to our needs. We face great current needs in implementing plans and have great expectations for the future."

Prusa and his wife Karen, a network telemarketing consultant with AT&T, reside in Kansas City with their six-month-old Natasha Clare.

## Trees for 150 Yard Markers

The first consideration in trees for 150 yard markers is to find a tree that will adapt to all the soil conditions on your golf course.

Second, choose a tree that gives you the desired growth characteristics. Usually, 150 yard markers are pyramidal in shape or are a different size than the surrounding trees. Trees that stand out from all the others throughout the year are usually best.

Next, select a tree that has low maintenance requirements such as little or no trimming to maintain the desired shape, and trees that don't have a litter problem.

### SUGGESTED TREES

1. Juniper (*Juniperus virginiana*)
2. Jap. black pine (*Pinus thembergi*)
3. American holly (*Ilex opaca*)
4. American beech (*Fagus grandifolia*)
5. River birch (*Betula nigra*)
6. Spruce
7. Black gum (*Nyssa sylvatica*)
8. Arborvitae (*Thuja occidentalis*)

Bob Dickison, CGCS

Keep on going and the chances are you will stumble on something, perhaps when you are least expecting it. I have never heard of anyone stumbling on something sitting down.

Charles F. Kettering



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# The 1984 GCSAA Candidates Respond

The following questions were asked our prospective Board members. Hopefully, their answers will help the GCSANJ choose the best possible candidates.

1. 1983 has been a traumatic year for the GCSAA. What do you feel is the most important priority if we are to restore our Association's tarnished image?



Jim Timmerman, CGCS

TIMMERMAN: I agree this has been a traumatic year for GCSAA. However, I do not feel that GCSAA's image has been tarnished to the degree that your question implies. Individual images have been hurt, but the Association has performed extremely well under trying conditions and I feel this has been recognized by the national golf community. The Executive Committee in June, conducted a management workshop with the help of Lawrence-Leiter Company, a management consultant firm from Kansas City. The workshop resulted in an in-depth review of the Association. Attainable goals were set and headquarters operations revamped. Hopefully, this will prevent the problems we have experienced in the past. The one ingredient that will make all of this work is communications. Effective communication between the Executive Committee, the membership, and headquarters staff will allow for all points of view to be expressed and for the appropriate action to be taken.

BASTON: I do not feel that GCSAA has a tarnished image. The image of our Association will only become tarnished if we allow the programs, goals and services to our members to become disrupted. Leadership changes occur in every organization and new ideas and goals are set. While there has been confusion, misinformation and innuendo over the changes at headquarters, the wagon did not stop in the middle of the road. Priority one for our organization is to serve the membership of GCSAA.

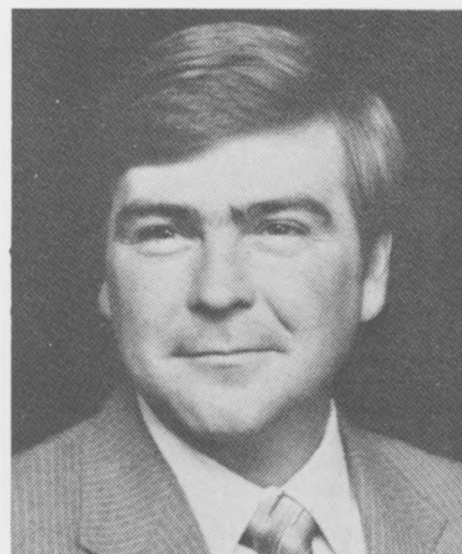
BOIZELLE: Somehow it has always been difficult for me to address a question of this nature, basically . . . because it has a ring of finality about it. Admittedly, we have experienced our share of problems during the year just past. Does that make us unique? Hardly, administrations in the past have experienced problems similar to the ones we've had to address. And address those problems . . . we have. And we are continuing to do so. We have set new standards in fiscal management, program development and membership services; particularly in the area of fiscal management. To those who embrace the Charlie Brown syndrome, the perennial fault-finders and the doomsday people, I say . . . Why not try to accentuate the positive every now and then! In spite of the many problems we've had to face as an executive body, our ACHIEVEMENTS have been MANY. Here are just a few:

- Beginning with the start of the current fiscal year, our accounting system was changed over to a fully cost-accrued financial reporting format, thus assuring a positive checks and balance approach for the future.
- Each member will receive a report covering the first six months of the fiscal year from July 1 through December 31, 1983, at Las Vegas. This is the first time GCSAA has made this material available to members during the fiscal year. Result: a fully informed membership.
- A Long-Range Master Education Plan (featuring 15 new seminars alone this year); other programs to be displayed at Las Vegas.
- A long-awaited, revitalized long-range CERTIFICATION program, out of committee and awaiting final approval.
- The installation of our headquarters computer, already being programmed for membership drive needs, etc.
- A first class production of a GCSAA Merchandise Catalog that will include all services and items available to the members is nearing its final stage of completion.
- A Golf Tournament boasting a complete sell-out.
- A Conference and Show that has proven to be (1200 pre-registrations) the most comprehensive in GCSAA history. The Banquet - a complete sellout, also.
- A new improved Membership Directory and Source Book.

STOTTEN: First of all, I am not aware that our image has been tarnished. There have been some problems this past year, but most of them, at this time, are solved. I believe 1984 will be a strong year for GCSAA. We are starting 1984 off

very well with the golf tournament being sold out and the conference registration far above expectations. The priorities which I think are most important are: (1) a balanced financial statement; (2) education; (3) national exposure for GCSAA and its members; (4) research.

FORD: I don't really feel that our Association's image has been tarnished to any great degree. Any person, executive group, or association can make a mistake or judgmental error. The most important thing is how this error is corrected. It is my opinion that it was handled very poorly and even compounded the problem. When the executive committee is presented with the facts and knows the feelings of the membership, why would they make the opposite decision?



Sandy Queen, CGCS

QUEEN: Yes, 1983 has been a traumatic year for GCSAA. But, it is important to recall the previous three years of decision making by our executive board that allowed our organization to be placed in such a fragile position. My number one priority, if elected to our Executive Board, is to unify GCSAA. I feel this can be accomplished by setting common and realistic goals by our Executive Committee that the membership can support. Of course communications play an important part in the setting of goals, both short term and long range with the membership. I also

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believe that the unification of GCSAA members can be accelerated by taking programs that have been on the drawing board and implementing them. I do think that our pride has suffered more than our image. By reuniting this organization and building upon our mistakes, we will, undoubtedly, show the golfing community that GCSAA is here to stay and is well on its way to securing its proper place in the golfing world.



Jim Taylor, CGCS

TAYLOR: I'm not sure whether I'm in total agreement with this statement. Let me explain: First, I believe that the 1983 Conference could be viewed by some as being a traumatic experience, but, I personally, believe that due to the outcome of the membership meetings and the annual elections, our Executive Committee was put on notice that the membership was not happy with the way the affairs of the association were being handled and the members wanted this situation to change immediately. Initially, I believe that like anyone else is capable of doing, the Executive Committee made a few mistakes, but once these errors were recognized as such, they, the Executive Committee, did everything in their power to correct these situations. While serving on the Relocation-Expansion Committee, I had the opportunity to work with our professional staff and with some of the members of the Executive Committee. It is my feeling that these individuals have all conducted themselves and the business of GCSAA in a very professional manner. It is also my feeling that our Executive Committee and John Schilling, our Executive Director, and his staff have moved our association forward by instituting planned programs and by being honest and straightforward with the membership. I would like also to say at this time that, contrary to the beliefs of

some, our present and past Executive Committee members have acted for the good of GCSAA. Sometimes I believe we tend to forget that the members of the Executive Committee were members of GCSAA before they were elected to office, and are members while in office, and will still be members when their terms expire. So they also will be affected by their decisions.

2. Do you feel the GCSAA can effectively operate out of Lawrence, Kansas?

TIMMERMAN: Yes, I do. The Relocation Committee has spent considerable time studying headquarters and the surrounding Lawrence business and academic environment in relation to the objectives set at the management workshop conducted by the Executive Committee. It is the Relocation Committee's recommendation that, for the foreseeable future, GCSAA can accomplish its service and program goals from the Lawrence location. The headquarters building can adequately house all staff activities at this time and there is room for staff expansion for several years. Also, Kansas University offers a multiplicity of services that would be hard to match at another location.

BASTON: Yes, I think we prove this every day. Whether we can operate more effectively from another location continues to be investigated. This has

been and continues to be a question that needs to be answered by our organization.



Paul Boizelle, CGCS

BOIZELLE: The Expansion-Relocation Subcommittee that was appointed at the Atlanta Conference this year and charged with the responsibility of evaluating the current headquarters site to determine whether or not GCSAA could continue to prosper, grow and

Continued on page 7



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Continued from page 6

function out of this site has informed us that it (the committee) is recommending that GCSAA not move its headquarters at this time. Subsequently, the Executive Committee concurred with that recommendation. Jim Wyllie will be giving a verbal report at the Sunday afternoon membership briefing in Las Vegas concerning the work and recommendations of the Expansion-Relocation. In the months to come, the Executive Committee will examine the possibility of starting GCSAA Regional Offices at some point in time. The Subcommittee also pointed out, "There are many who feel no matter where GCSAA's headquarters is located, the challenge of serving a national and international membership could be better addressed, perhaps, through a network of field offices vs. continuing to expand at one central location. The Expansion-Relocation Subcommittee supports this idea, but is not making a recommendation until further research and documentation is provided by the GCSAA Executive Committee and staff." Personally, I would subscribe to the "idea" of the Regional Office concept. But I'm sure you would agree, financial considerations and how those considerations might be met, must be searched out before any final conclusions can be reached.



Riley Stottern, CGCS

STOTTEN: Yes and no — Kansas provides headquarters with many of the amenities necessary to the operation of GCSAA - services through a college, printing, professional services and, being a college town, there are very qualified people to satisfy our labor needs. But, if we want GCSAA to be in the circle of golf and have our staff exposed to many more people in golf, then we should move to a location that fills this need. I have served on the relocation committee during 1983 and our full report will be given in Las Vegas.

FORD: Not having ever been to our headquarters in Lawrence, Kansas, I must base my answer on the opinions of others who have made the surveys and know the situation. From all indications, I feel it can be done very effectively at this time.

LAAKE: Yes, the GCSAA can effectively and efficiently operate out of Lawrence, Kansas. As has been stated by many members of the staff, there are many support systems in Lawrence and in nearby Kansas City to help with the business functions of the GCSAA. The public relations work of the GCSAA, as with any other business, must continue to be done on the doorstep of the group

we are romancing. The Executive Committee and the staff are responsible for performing these public relations functions at every opportunity. If the time comes and the need for a move is investigated and proven necessary, I would be open to a change.

QUEEN: Yes, without a doubt, Lawrence is basically a suburb of Kansas City. GCSAA headquarters is only 25 miles from my home. Contrary to popular belief, Kansas City is a progressive city. It is ranked in the top 20 liveable cities in the United States. Many companies around the country have home offices in Kansas City. Hallmark Cards is located in Kansas City and grosses over 1½ billion dollars a year. This is not to say that GCSAA headquarters is located at its best and most efficient place in the country. As a progressive organization we should always be looking for change that will truly benefit our organization, not our executive director. Again, this points up the importance of long range planning. To consider a move would call for a strong financial position which we did not and still do not have. I would support a move, along with most members, if it was truly in the best interest of GCSAA members. It would require long range planning and a strong financial position.

TAYLOR: I feel that the present site of our headquarters in Lawrence is adequate now and will be adequate in the near future. The area that the headquarters is in may not be densely populated by golf courses, but we should not feel that we are not in the mainstream of the golf industry because as long as we own a phone, we can be in instant contact with any other association or any other part of our industry. As was discussed both informally, and by the committee, maybe the time is right to consider making plans for expansion in the future by means of regional offices. These offices would allow our professional staff to be in closer contact with the membership and we would also have a staff in areas where tournaments and other special events were taking place. The staff would be better in touch with the news media.

Continued on page 8

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Continued from page 7

3. Major staff changes have been and are still being made at our national headquarters. What are your feelings regarding these changes?

**TIMMERMAN:** Personnel changes in any association usually fall into two categories. They are either business-related or the individuals involved leave for personal reasons such as better job opportunities. The latter reason the association has little control over and these occur in any association of appreciable size. The business-related changes which occur at headquarters are made after reviewing all aspects of the particular situation. These changes may not always be popular with the membership, but are made for the betterment of the association, the individual member, and with concern for the people involved.

**BASTON:** Personnel changes is a problem with any business or organization. You asked my feelings and that is, I don't like it. The Executive Committee in the past year has instituted a new personnel manual, wage and salary guidelines, job descriptions for all positions. These instruments along with consistent policy, I believe will help our staff. I have full confidence in our present staff, and hope each will continue with GCSAA for many productive years.

**BOIZELLE:** First, we must remember that change is usually mandated through a need for change. When Jim McLaughlin resigned his position as Executive Director, the Executive Committee had need to seek out his replacement, for obvious reasons. Jim, if you remember, chose the avenue of resignation only after resolving in his mind that a headquarters move from Kansas could no longer be viewed from a favorable timetable; that is to say, a move could not be seen in the framework of a foreseeable future. He did not choose to remain in Kansas. Jim's resignation, I assure you, was not taken lightly. We were indebted to him for the many good things that came to pass during his tenure with us; specifically, the way he went about promoting the image of GCSAA in the world of golf, the allied associations, if you would. The mark he made for us in the industry will be felt for a long time to come. When faced by Jim's decision to resign, the Executive Committee proceeded to select his replacement. Obviously, John Schilling became that choice. By what criterion was that choice arrived at? Let's examine the record. Since John Schilling joined GCSAA seven years ago, he had been involved in almost every aspect of the business and operational affairs of the association. He had served as Director of Communications and editor of *Golf Course Management* and manager of Informational Services; as Director of Marketing and Sales; as Director of Conference and Show; and most recently as Associate Executive Director. Furthermore, I might add, the Executive Committee is confident that John will serve the association well. Based on John's past performance, we know that his proven ability and initiative to direct, lead and manage people will complement the task he has before him. As for other staff changes that have taken place at headquarters, let me say this. Some of those changes have been initiated by the staff person herself-himself. Perhaps a better-paying position is in the offing elsewhere. Or again, perhaps, a better career opportunity has developed at a new place of employment. Can we control job

situations such as these? Certainly not. Especially if we are not in a position to demonstrate an increase in pay, etc. On the other hand, management excites those prerogatives found on the other side of the coin. If, in fact, an employee is not living up to standards prescribed by management at the time of his or her employ - and all else has failed - including management's continued plea for better performance at the work place, then, from where I view it, management is left no other choice other than to initiate change through its last resort - dismissal. This principle is exercised universally, there being no exceptions. Unfortunately, we seldom get to hear about the good people who serve on our staff - those who have served GCSAA "above and beyond" for years. But then . . . the "good" people rarely make readable copy.

**STOTTEN:** People move in and out of businesses, your business or club as well as GCSAA. This is just part of operating a sound and professional business. However, our turnover is larger than I would prefer and I feel the Executive Committee and John Schilling have a grip on this problem. Hopefully, the solution is near. Our management and staff personnel are highly trained and motivated to serve the membership. They are doing an excellent job of this and will continue to do so in the future.

**FORD:** Major staff changes were needed, but here again, by not knowing personally the situations or people, the end result of these changes will determine if the right decisions were made.

**LAKE:** The major staff change at the GCSAA that will ultimately have an effect on the business operations of the Association is that of the Executive Director. As everyone knows, a change was long overdue. The business operation, including finances and the staff morale were in trouble. This change didn't happen too soon. From my brief dealings with John Schilling, I am impressed. John's background with the GCSAA, his training, experience, and his personality are all in our favor. Evidence of improvement was visible to me in November when I visited the

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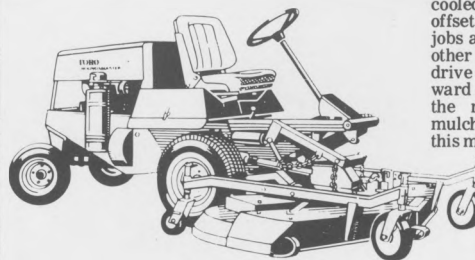
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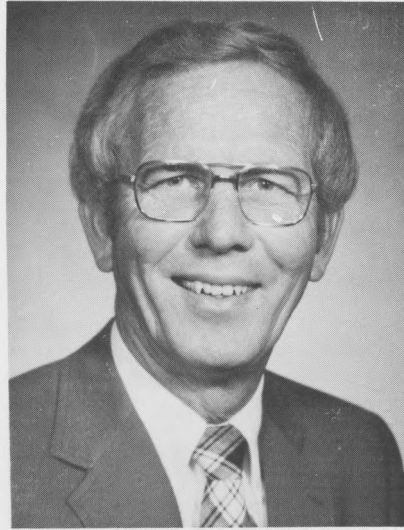
headquarters office for the Certification Committee meeting. The office had a more efficient appearance, with better staff morale, than was evident one year earlier during the Newsletter Editors Seminar in September 1982.

**QUEEN:** Many staff changes have taken place over the past three years. This has occurred mainly due to having three different Executive Directors in this short period. As a manager, I realize the importance in having my key staff people working for me who share our ideas, goals and methods for accomplishing the work. With John Schilling becoming our latest Executive Director, I look for these changes to slow down. This is not to say that all of these changes took place because of poor performance but, more likely, that they did not fit into the Executive Director's management team. John probably still has several key personnel changes to implement. His long-term association with GCSAA and his ability to understand the needs of our association are a tremendous asset to our organization. I look for smooth sailing until we again change Executive Directors.

**TAYLOR:** I feel that the changes that have been made have all been for the good. I have had the opportunity to work with John Schilling and to discuss his views and aims on what GCSAA should be and where it should be going in the future. I came away with the feeling that we definitely have a director who puts GCSAA before himself and feels very strongly that GCSAA should be the leader in the golf industry and that the career opportunities are unlimited for its members. As to the other staff changes that have been made in the recent months, I feel that the membership needs to be aware of these changes, but these changes must be the responsibility of the Executive Committee and the Executive Director. I know how we, as superintendents, would feel if our membership dictated who we hired and who we fired.

**4. How do you feel about the prospective educational opportunities proposed by the GCSAA at last year's convention?**

**TIMMERMAN:** The educational opportunities of GCSAA are very good but there is always room for improvement. The video cassette program is an example of a program GCSAA feels will give the members maximum exposure to the educational process at an affordable price. However, for any program to be successful, the members must use what is offered. Our educational programs are not cast in stone. The rapid pace of change in the golf industry dictates that our approach to the educational process be one that adapts as quickly as possible to keep pace with the rate of change.



**Gene Baston, CGCS**

**BASTON:** Education is the cornerstone of GCSAA. The education programs proposed and its continued refinement, will assure our organization ongoing success. It will be successful because it is a service to the member.

**BOIZELLE:** I feel, at last, we are off and running. The program (Master Plan) is one of excellence. I am convinced, by virtue of this program, that our educational opportunities appear to be greater now than at any other time in our history. Remember, also, our Certification Program will be well complimented by this program, finally moving certification in the direction of revived meaning, direction and purpose.

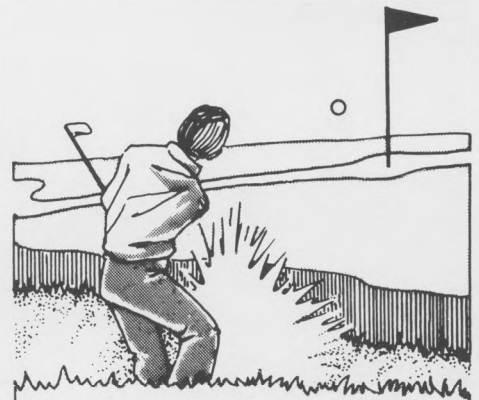
**STOTTEN:** I believe in continuing education for myself and the members of GCSAA. If one wants to advance in his profession, then one needs to continue learning and reaching to higher levels through educational experiences. Jim Prusa and the Educational Committee have provided this opportunity for every member through the Master Educational Program. I think they should be complimented for helping each of us advance in our profession.

**FORD:** We need an ongoing educational process within our Association. The proposed educational opportunities that were outlined last year are something we can get excited about. We know it will take time and money to implement these ideas, but it will benefit all the members.

**LAAKE:** The prospective educational opportunities proposed by the GCSAA at the 1983 Conference are very exciting. Education is a major function of the GCSAA. It must remain stimulating and progressive. If we compare the education methods and materials our children are using to that of our days, we grew up in the dark ages. The golf course business, the materials we use, and the golfers are much more educated today than ever before. We must use every means available to keep abreast of our profession.

**QUEEN:** After several meetings with Jim Prusa throughout the year, I believe that a large amount of our educational needs will be addressed through our new certification program, to be voted upon by the Executive Board some time in 1984. I am sure that everyone will have at least one complaint about the new certification program. Over the past six or seven years, I have heard the members complaining about our present program. There is no way everyone can agree on every detail in this program. I do believe it is important that we quit talking about it and put it in place. Refinements can be made as time goes by. Overall I am in agreement with the educational program presented at Atlanta. I do have some reservations about duplicating programs already being offered at some universities.

**TAYLOR:** The educational opportunities that were proposed last year, in my opinion, were rather grandiose, not the programs themselves, but rather in the scale in which they were to be implemented. I believe that any new program should be implemented on a small scale and then, if the demand is there, should then be expanded. I realize that not all programs can be started this way but I feel that those that can, should be. If a program does not produce the results that were expected, then any financial losses can be kept to a minimum. Continued on page 10



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5. Do you think the GCSAA should offer educational programs that may allow us to move into other professional careers in the golf industry? (Example: Club management)

TIMMERMAN: Yes, I do. The demographic study of 1982 revealed that nearly 25 percent of GCSAA members have some aspirations of attaining higher management positions in the golf industry. Furthermore, superintendents are being offered these positions in growing numbers. With this high a percentage, I feel, GCSAA has a responsibility to help these members reach their career goals. Even if they decide not to accept higher management positions later on, a better understanding of club management and the golf industry can only lead to becoming a more knowledgeable superintendent.

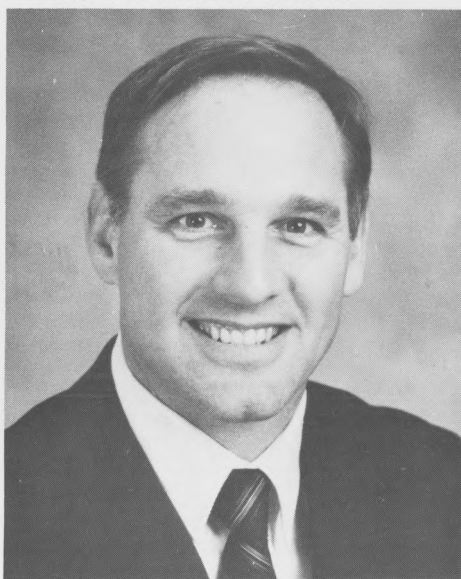
BASTON: If we do not offer education programs that will allow our members to broaden their backgrounds, then we have failed. I do not view these programs as springboards into other professions, but more as programs that will promote a better understanding by our members of the total golf industry.

BOIZELLE: Yes, I can see nothing wrong in offering programs that might allow a member of our profession to move into other professional careers in the golf industry. Why not? If one of "ours"

should be so inclined, I'd prefer to see him (with a superintendent's background) become part of club management because in the long run it could only serve to strengthen our base. More than likely, that person would continue to maintain his membership in GCSAA as well.

STOTTERN: Yes. As part of our education program this can be provided for, but only secondary to programs for becoming a better educated superintendent.

FORD: Many people in the golf industry wear two hats. Throughout the country the biggest union of two management positions has been the Superintendent-Manager. Clubs are looking to cut costs so this is a natural merger to save money and still have a competent professional managing each area. Let's keep expanding our careers.



John Laake, CGCS

LAAKE: Generally, the golf course superintendent is one of the highest educated, most motivated person in the golf community. Opportunities are always available for every superintendent to better his income earning potential at a different club, or possibly by taking on added responsibilities at his own job. Seminars or short courses in club management or related topics will give all of the membership a better background into the problems and functions of the persons we work with. Even if we are not interested in club management, these sessions will make us better golf course superintendents.

QUEEN: Yes, GCSAA has the responsibility to its members to provide educational opportunities that will meet the needs of all superintendents. The maturity of our educational opportunities should be directly related to the profession of the Golf Course Superintendent. I strongly believe that the higher education level of our association members obtain the added recognition we receive in the golfing community and as a profession.

TAYLOR: Absolutely. Education and self-improvement are what I see as GCSAA's major goal in our industry. So I feel education in all facets of our industry is a must if our association is to offer its members an opportunity to improve themselves.

6. How do you feel about national conventions in the northern part of our country?

TIMMERMAN: I would favor holding the convention in the northern part of the country if it is in the best interest of the Association. Site selection is limited because of the floor space required by the equipment show. Many northern sites just can't handle the show. Also, attendance is crucial to the economic success of the conference and southern sites have attracted more people. Commercial suppliers also favor southern cities because of the larger attendance figures, as they offer maximum exposure for their products. The conference and Show Committee, however, will be doing some surveys this year, taking into account room rates, travel costs, and other economic aspects that may lead to the selection of a northern site.

BASTON: Being a "good ole boy" from down South, I would enjoy our conference in the North. The surveys and polls taken by GCSAA however, show that the majority of our members wish it to stay in the warmer climates.

BOIZELLE: Not too many years ago this question was directed to the membership as part of a survey. In answer to the question, most said they preferred not to attend a convention held in the northern part of the country, feeling that all of our conventions should be held in the "sun belt." Personally, I would not object to attending a convention held in the northern part of the country. In my time, I've attended some excellent ones that were held in a "winter" situation. On the other hand, there are valid considerations that must be addressed. First, there is the GCSAA Golf Tournament, always held in a warm climate, usually not too far from the conference site, all additional air fares held to a minimum. Conversely, air fares would be much greater if our members had to fly from a southern tournament site to a conference and show scheduled for a northern city location. And there are those, both golfers and non-golfers, who just "plain don't want to" vacation where it's cold. They look forward to spending some time in the sun.

STOTTERN: I have no qualms with having a conference in the North. However, the distributors and GCSAA members have confirmed the fact, through surveys, that they prefer the conference in warmer climates. You must realize that there is a limited number of cities in the north and south that can accommodate a conference of our size. Most of the

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cities in the South are being used or considered at this time. Washington and San Francisco would be considered in the North.



Bob Ford, CGCS

FORD: Conventions should be a fun and learning experience. In order to do this, one should be comfortable. In January and February, during convention time, the northern part of the country is where people would like to get away from. I would recommend we stay in the warmer climate areas, if possible, unless we outgrow all the convention facilities and have no other alternative.

LAAKE: It is my personal opinion that there is benefit in moving our conference to all areas of the country. Every time the GCSAA Conference comes to another city, there is a great potential for good local public relations. With this PR, comes an elevation of the golf course superintendent in that area and the potential for a stronger membership. However, as a member of the GCSAA, I am committed to the wishes of the total membership. In the recent survey of GCSAA members, it was determined that most members desired conferences in warmer climates only.

QUEEN: As a personal preference, I would like to see our conferences in the South. As I prepare this response the temperature is 15 degrees below zero with a wind-chill factor of 63 degrees below zero. But as an association representative, there are many different reasons for that decision. The following are a few that would support conferences in the South: (1) Many courses in the South are in peak season and long distance travel could be out of the question; (2) Most golf courses in the North have closed or slowed operations in January and February; (3) The warmer climate in the South is inviting to members and commercial suppliers; (4) The annual golf tournament can be held close to the conference site; (5) Because of the size

of our show, we are limited to the number of facilities that can handle our space requirements; (6) GCSAA records show the conference attendance is higher when held in the South. This is not to say that I am not looking forward to Washington, D.C. and San Francisco. I do believe that conferences should be held in the North every third or fourth year to provide the superintendent in the local area an opportunity to attend a National Conference. More important, we should not commit to a city like Philadelphia and then cancel the commitment after many hours of preparation by the local chapter. This all ties back into the first question about re-establishing our image, credibility, accountability and commitment.

TAYLOR: Being from a cold climate, I personally enjoy conferences that are held in warmer areas of the country, but, no, I don't feel that any area of the country should be ruled out as a conference site due to the weather. I feel that if an association would like to host a conference in their part of the country and they have the facilities to handle a conference of our size, then I believe that site should be given the same consideration as any other area of the country would be given.

EDITOR'S NOTE: I want to personally thank the candidates for their time and effort in responding to these questions. I apologize if any of the questions seemed awkward or critical. Best of luck to you all in the elections.



Willet Wilt  
Racquetball Results  
in our next issue

## EPA Says 2,4-D Not A Health Hazard

Environmental Protection Agency  
Weekly Report

Based on preliminary analyses conducted on available data, the U.S. Environmental Protection Agency (EPA) believes that concentrations of dioxins found in U.S. produced 2,4-D products "do not appear to pose a significant health hazard," and no regulatory changes concerning 2,4-D uses or production in the U.S. are necessary at this time. Of 33 samples of 2,4-D technical grade acid, ester, and salt formulations examined, 30 were free of any dioxin contamination, and the most toxic isomer, 2,3,7,8 tetrachlorodibenzo-p-dioxin, was not detected in any sample. EPA intends to continue to monitor dioxin levels in U.S. manufactured 2,4-D products.

## GCSANJ Golf Team

Wayne Remo, CGCS, Jim McNally, Don Pullen, and Ed Walsh, CGCS, will represent the GCSANJ in the GCSAA National Championship in Phoenix. With the talent this team possesses, mediocrity could be a goal.

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