

"GCSAA 1985 Election Issue"

THE GREENER SIDE

Vol. 8 No. 1

January - February 1985

Registration for the Golf Course Superintendents Association of America's (GCSAA) 56th Annual Invitational Golf Course Conference and Show Continues to Approach Record Numbers

With less than three weeks remaining before the start of the Conference, several educational seminars have reached capacity, the field for the annual member golf tournament has been filled, exhibit space is sold out and the Banquet and Show is nearing capacity.

Advance registration numbers for all aspects of the Conference have kept pace with last year's record pace, which led to a record final attendance at the Las Vegas Conference and Show.

"The nation's capital is proving to be a real attraction for our Conference," said GCSAA President James W. Timmerman, CGCS. "If advance registration is any indication of what the on-site registration will be, we will establish another record for attendance at this one-of-a-kind conference of the golf industry."

The 1984 Conference and Show in Las Vegas saw a record 262 exhibitors occupy over 80,000 square feet of exhibit space. The 1985 Conference and Show in Washington will see 290 exhibitors occupying over 95,000 square feet of exhibit space.

"We had to expand space to accommodate the many exhibitors, and we are delighted that exhibit space is even in more demand than last year when a record was set," Timmerman continued. "This is just one example of the keen interest our members and the golfing world have in our

Conference. It is an indication of the success and progress of GCSAA over the past two years."

Education is one of the most important objectives of golf course superintendents and golf course managers all over the world. To help meet this important objective of GCSAA members, the 1985 Washington Conference will offer more than 330 hours of educational seminars compared to 200 hours of seminars at last year's Conference.

"Our members told us that education was the most important thing to their careers, so we expanded the number of educational seminars this year," said Timmerman. "Although we are offering 130 hours more than last year, 90 percent of the sessions will be near capacity at Conference. Even at this early date, three sessions have been full for several weeks, a half-dozen others only need a few to reach capacity and, within the next three weeks, many others will be filled."

Registration in other programs of the Conference also points to record attendance in 1985. The Banquet and Show, nearing capacity, will bring many of the most prominent names in the golf world to witness the presentation of the Old Tom Morris Award to Gerald Ford, former President of the United States. Also, the annual member golf tournament reached a full field of 288 golfers at the earliest date in history.

Dates to Remember

February 5-13, 1985

GCSAA 56th Annual International Golf Course Conference and Show, Washington, D.C.

February 11, 1985

GCSANJ Caucus (5:00 p.m.), Sheraton Washington, Washington, D.C. Contact Bob Ribbons or Wayne Foster for details.

February 14-15, 1985

Turfgrass Insects Control and Identification Seminar, Cook College, New Brunswick, N.J.

March 12, 1985

GCSANJ Spring Seminar, Hyatt Regency, New Brunswick, N.J.

Greener Side Deadline
April 1, 1985

May 13-19, 1985

LPGA Chrysler-Plymouth Classic, Fairmount C.C., Chatham, N.J. Bob Ribbons, Supt.

June 4, 1985

GCSANJ Day at the Races, Monmouth Park Race Track, Oceanport, N.J. Ben Dziedzic, Track Supt.

the GREENER SIDE

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85 SPRING SEMINAR WATER, LANDSCAPING AND PUBLIC RELATIONS

First, I'd like to wish everyone a happy and healthy New Year. I am looking forward to a very productive year for the Golf Course Superintendent and our Association in 1985.

I'd like to begin this year by urging all our members and their guests to attend our annual seminar on March 12 at the Hyatt Regency in New Brunswick. This seminar plans to be very educational, enlightening, and entertaining. The morning session will be devoted to water management and water regulations. Governor Kean, in his "State of The State" address on January 8, declared 1985 "The Year of The Environment" for New Jersey. Water has always played a big part in our environment and right now is

President's Message

Bob Ribbons



becoming less and less available. This seminar will hopefully answer any questions you may have on water regulations and know what to expect in the future. The afternoon session will be devoted to golf course landscaping and public relations.

Further details will follow in upcoming mailings and future newsletters. Please make plans to attend.

Hope to see you all on March 12.

"AT RANDOM"

While I generally end each year with this column things got a bit behind last December and time didn't allow me to follow my usual pattern. As a matter of fact I didn't think I would even be doing this newsletter in 85. Well it looks like you will have to grin and bear me for at least another season.

The following are my random thoughts. Which is the way I usually think any way. Here goes.

Thank God for the Thesaurus. Now if I can only improve my grammer...Jim Gilligan is a great addition to our staff....Danny and Wees are doing a great job at Deal...I am sure glad Rees isn't mad at me any more...I really enjoy watching my kids involvement in sports...my assistants deserve a lot of credit...George McCanless has been one hell of a chairman...The Meadow Brook Club made a very good choice...who could have better friends than Kenny and Ginny...is middle age when your waist and age are the same?...there are a lot of good guys in South Jersey but the distance has got to be a big problem...Dick Bator is the most energetic person I have ever seen...the GCSAA is on the right track...has anyone tried keeping up with Prusa?...a super could not work with a more cooperative board than I do at RCC...Dave Heroian deserves a Purple Heart, don't you agree John...Henry, Henry, Henry...you have to be impressed with Ned Lippmans dedication to the R.U. Winter Turf Program...Skip and Jack--they would be disappointed if I didn't mention their

From the Editor's Desk



names...J.B. would do real well on his own...I had the best staff ever in 84...I am really looking forward to the 85 season....Bruce is going to be a millionaire some day...Paul and I can survive together but we better be on the same team...Shaun and Vic still don't know what happened...Temper! Who has a temper...maybe I will play fair golf in 85...we really need Angelo on our team this year...how many pounds can you lose after an hour of Gin?...is any one going to beat Georgetown this year?...maybe being a Mets fan will finally pay off this year...where is Al Wilson?...Sherwood, your the best...I can't wait to see the Gamblers Ridge club logo and golf shirt...Rocky did lose 25 plus pounds...Mike is finally settled, I think...Al Caravella is one of the most progressive supers around...I have never heard Joe or Al complain--my fingers were crossed when I typed this...the Dwyers will have their own T.V. show soon...Paul DesChamps is truly a remarkable individual...I.L.Y.M...

5 MEETING SITES NEEDED

The GCSANJ is looking for monthly meeting locations. If your club is available, please call Jo-Ann Ward ASAP, 839-5676.

**Letters To The
GCSANJ
Thanks
For Support**

Mr. Bob Dickison, President
Golf Course Superintendents
Association of New Jersey
Box 231
New Brunswick, N.J. 08903

Friday, September 21st
Canoe Brook C.C.

Dear Bob:

Thank you Sir! I thoroughly enjoyed being with you and all those other fine folks at the big get-together at Canoe Brook.

Bob, all of us at the United States Golf Association really and truly appreciate the all-out support from GCSANJ—for our \$10 million Capital Campaign which includes money for a greatly accelerated turf-grass research program, and much longer range—meaning more and longer-term research contracts.

It was mighty good of you to let me have the mike for a few minutes.

Again, thank you, Bob.

Sincerely,
B.P. Russell
Chairman

Thanks
For Raquet

Dear Ed:

Thank you and the other members of the GCSANJ for the tennis raquet you gave me for serving as the Ad Manager of the Greener Side.

The raquet wasn't necessary. I received enough reward by being a member of a winning team.

Very truly yours,
Ken Kubik

**Used Equipment
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1961	Massey Ferguson Tractor Good Condition	\$3500
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Ask Willet Wilt



Potpourri

Did you hear about the Jersey Golf Course Supt. whose greens were so fast he had to install rubber bumpers to keep the golf balls on the greens?

Then there was the Supt. who sent his new assistant out to measure the golf course and knew he was in trouble when the assistant told him he had four short holes, four long holes, and the rest were medium.

You don't know what trouble is until you try to water the golf course on Ladies Member-Guest Day.

You have to be concerned about your job security when all the mail comes addressed to Occupant.

The weather was so nice before the January cold snap that the Winter League was playing summer rules.

Did you hear that Ed Walsh won two awards for the Newsletter this year? They're probably for punctuation and

spelling. This is the fifth year in a row Walsh's paper has won an award. He asked if they could stop giving plaques and just send money.

Ed Walsh really likes to celebrate with the Greener Side staff when it receives an award, but he is a firm believer in not driving after he drinks—he always lets (Saint) Mary, his wife, drive home.

Maybe this will be the year Walsh adds some spice to the newsletter. He could do this by replacing "Chip Shots" with "Cheap Shots." Nothing like a good rumor to liven up the day.

Under new product development a good friend asked if the Willet Wilt Laboratories could invent a robot golfer—one that you wind up and it plays golf with his mouth shut.

If you have any "Potpourri" for Willet Wilt, please send to Ken Kubik, P.O. Box 355, Mt. Freedom, N.J. 07970.



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1985 GCSAA NOMINEES

The Nominating Committee of the Golf Course Superintendents Association of America (GCSAA) has announced a slate of seven candidates for GCSAA offices for 1985. The 1985 officers will be elected February 12 at the annual membership meeting which will be held during the Association's 56th Annual International Golf Course Conference and Show in Washington, D.C., February 5-13, 1985.

The 1985 nominees are Eugene D. Baston, CGCS, Alabama, for President; Donald E. Hearn, CGCS, Mass., and Riley L. Stottern, CGCS, Utah, for Vice President; and, for three director positions, are Gerald L. Faubel, CGCS, Mich., Dennis D. Lyon, CGCS Colo., William R. Roberts, CGCS, Wis., and John A. Segui, CGCS, Penn.

Running for GCSAA President is Eugene D. Baston, CGCS of Birmingham, Ala. He is currently GCSAA's Vice President. In addition to serving GCSAA as Vice President, Baston has served as director and as secretary-treasurer, and has been a member of GCSAA for 18 years. Baston was the golf course superintendent of the Country Club of Birmingham for 12 years. Previously, he was gold course superintendent at Bay Hill Club, Orlando, and at Savannah Inn and Country Club, and was assistant superintendent at Augusta National Golf Club.

One of two candidates for Vice President is Donald E. Hearn, CGCS. Hearn has been the golf course superintendent at the Weston Golf Club, Mass., for the past 12 years. He is currently serving GCSAA as a

Good Bye Billy



Billy Caputi passed away a few days ago. Many of our fellow GCSANJ members called Billy a friend and some a good friend. I was probably some where in the middle. I never had the opportunity to know Billy very well but always considered him someone who had that unexplainable capacity to make the very worst situation seem better than it actually was. His humor was something I looked forward to whenever he was around. Our profession and the world itself need more Billy Caputis. I know I speak for a lot of people when I say Billy we will miss you.

director and chairman of the Education and Certification Committees and has been a GCSAA member for 14 years.

Another candidate for Vice President is Riley L. Stottern, CGCS. Stottern is the golf course superintendent of the Jeremy Ranch Country Club, Park City, Utah. Previously, he was golf course superintendent at the Desert Inn Hotel and Country Club and at the Oakridge Country Club. He is currently serving GCSAA as a director and as secretary-treasurer and has been a member of GCSAA for 17 years.

One of four candidates for director is Gerald L. Faubel, superintendent of golf course and grounds for Saginaw Country Club, which he has held for the past 15 years. He has been a GCSAA member for 21 years.

Another candidate for director is Dennis D. Lyon, CGCS, property manager, City of Aurora Parks, Recreation and Public Properties Department where he is responsible for three 18-hole golf courses. He has been a GCSAA member for 11 years.

A third candidate for director is William R. Roberts, CGCS, golf course-grounds manager for SentryWorld, Stevens Point, Wis., a position he has held since 1981. Roberts has been a member of GCSAA for nine years.

The fourth candidate for director is John A. Segui, CGCS, who is golf course superintendent at Waynesborough Country Club, Paoli, Penn., a position he has held for 14 years. He has been a member of GCSAA for 21 years.

Welcome Aboard Jim

Jim Gilligan has joined the staff of the Greenside. Jim is the Golf Course Superintendent at The Bedens Brook Club, Skillman, N.J. In his capacity Jim will serve as associate editor. He will handle the Chip Shots column, assist in each issue's feature article and hopefully share his opinions with us on various aspects of our profession. I am personally looking forward to Jim's involvement. Our publication can only improve with his assistance.

Ten Causes of Unsafe Actions

Here are ten principal factors which can cause unsafe work practices or unsafe acts:

1. Did not know hazard existed — This may be from lack of experience, inability to recognize a hazardous condition, a temporary hazard created by fellow employees, a chain of circumstances or a lack of job training.

2. Indifference — The individual may know the safe method but may not care. This can be a temporary or continuing attitude. Supervisors must insist that certain standards be met by their employees.

3. Daring — This type of behavior blinds an individual to hazards that exist. Such an individual also might be classified as a "clown." There are enough problems on a job without clowns.

4. Poor Work Habits — From doing the same job day after day, poor work habits are often formed. Some habits may be formed early in the job and others may be developed later. This can be seen when an individual works many years and suddenly becomes an accident victim. He may have had poor work habits all along and the law of averages finally caught up with him.

5. Poor Example Set — A new employee may follow the example of an older employee who has unsafe work practices or habits.

6. Laziness — Everyone is lazy; it's the degree that becomes critical.

7. Haste — The desire to get something done fast can cause an injury or an unrealistic speed up on the job.

8. Temper — Impatience or lack of emotional control can lead to an unsafe act.

9. Physical Failure or Fatigue — The individual may have physical limitations; he may be on a job he cannot handle properly. This may be because of poor eyesight or hearing or general poor health.

10. Lack of Training on the Job — This can be the most glaring cause. A supervisor should be certain that each employee knows his job; if an employee does not, the supervisor is failing in his job. Lack of job training is a handicap. A supervisor has a responsibility to the company in carrying out necessary job training.

Credit: "Divots," Vol. 33, No. 5, July 1983

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Chip Shots

It must be 1985! This is the Vol 8. No. 1 issue of The Greener Side. This column previously was edited and produced by dedicated individuals. Times have changed. We now have a consortium of stringers, field reporters and remote news teams searching the corridors of this state for news and thoughts of our GCSANJ members.

Being a cub reporter, with a limited network, our news this issue is limited to the paranoia of job changes.

Using a recently approved WATS phone line we were able to contact Charlie Cross, erstwhile superintendent, who has settled on the shores of Long Island at The Meadowbrook Club. He has finally escaped the ravages of Paddle Tennis. The Meadowbrook Club is a Dick Wilson designed golf course that will test the golfing prowess of its' new superintendent.

"Long Island giveth and taketh." Where is Bob Matthews?"

Jeff Allen, former assistant to Dave Pease at Hominy Hill has succeeded Charlie Cross at Rumson. Jeff is a Stockbridge graduate, '74. He took an internship at Piping Rock with Mel Lucas and is a second generation superintendent. His father, Dick Allen, is superintendent at Bonnie Briar CC in Connecticut.

This is beginning to sound like an old "District Seven Newsletter" but my WATS line doesn't go north or south, just east and west.

Glenn Miller, Manasquan River, has succeeded his brother Peter who has entered private business. Glenn had worked previously with Pete and Jim McNally. He completed the Two Year Rutgers program and also received an Associate degree from Ocean County Community College.

Bob Dickison, Upper Montclair, will be in Washington giving everyone at the 56th International Golf Course Conference and Show the "New Jersey Legislative Update." Bob's continuing work with the pesticide legislation will be very informative.

We know it doesn't take long to become a veteran superintendent, a couple of long summers will turn a rookie real quick. Leo Cleary, a veteran of many long summers, who spent a career trying to resolve the superintendents quest for a perfect fungicide formula was on the phone for a few minutes a day age. Leo was a pioneer in the practical use of compatible fungicide combinations, especially in the infancy of fairway programs. His advice and support helped many a superintendent survive a long summer, Leo can still sell a program; it was an enjoyable conversation.

As this column grows I'm inching my way northward. "Duke" Polidor succeeded Larry Dodge at Madison GC. Larry went to Navesink CC seceeding Angelo Petraglia who is now in administrative position with the Monmouth County Park Commission.

"Duke" apprenticed under our Bob Ribbons at the Fairmount CC. The proximity of Madison and Fairmount should be tough on "Duke", Bob will probably still be seeking advice. "Duke" is also following in his father's footsteps, Todd Polidor, formerly of Fairmount CC now at Heritage Hills in Somers, NY.

It's a boy (Brian Peter) for Bill and Mary Luthin. Mother and son are doing well but father is a complete wreck. Bill, Wilfred McDonald sales rep, is taking care of son Bill Jr. while mom is getting Brian used to being home. It always looks easy till you have to do it yourself.

Congratulations to Dick LaFlamme and new wife, Marilyn. Dick (Ridgewood Asst. Supt.) and Marilyn were married in October. Also congratulations to another Ridgewood Asst., Matt Ceplo, who announced his engagement to Jasaima Babasade this past Holiday season. Matt and Jazz plan an October wedding.

Pete Pedrazzi has recently completed his re-certification requirements from the GCSAA. This is Pete's second time for re-certification which means he must be getting very old. Look for information on Pete's retirement party in a future issue of this publication.

Armand LeSage is the new course super at White Beeches C.C., Haworth, N.J. Armand comes to New Jersey from the Race Brook C.C. in Orange, Connecticut. Armand and wife, Mary-Justine, will be moving to NJ ASAP. By the way...Mary-Justine is a free lance writer who has had a few of her articles published in the GCSAA's magazine "Golf Course Management."

Before I get to Jim O'Gibney's trip to Ireland, I wanted to mention it was good to see Paul DesChamps at Expo '84.

O'Gibney went Ireland and returned again without kissing the Blarney Stone, it must have been the weather.

Jack Serleto, Spring Meadow, married Anne Jaques in the fall, our best wishes to a pair of transplanted New Englanders.

Where did I see Ken Kubik's picture?



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Commercial Clippings

Sam Baird Jr. has joined the staff at Bruedan Corp. as General Manager. Sam held a similar position with the Mid-Atlantic Equipment Corp. By the way...Bruedan has added Brouwer Turf Equipment along with Bunton Mowers and Vicon Spreaders to its line of equipment that presently includes Cushman, Nordskog, Club Car and Yamaha.

Job Openings

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Salary: Open
Benefits: Blue Cross, Blue Shield, Vacation

Contact: Jeffrey Scott
188 Knickerbocker Road
Tenafly, N.J. 07670

Office: 201-385-1996

ASSISTANT SUPERINTENDENT
Ramsey Golf & C.C.
Benefits: Hospitalization, Vacation, GCSANJ Dues
Salary: Open

Contact: Joe Kennedy
Supt. Ramsey G&CC
Ramsey, N.J.
934-0504

ASSISTANT SUPERINTENDENT
Fairmount Country Club

Salary: Open
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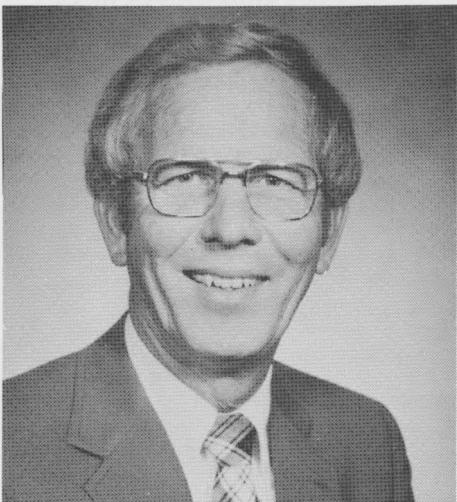
*Green and tee construction materials & mixes conforming to U.S.G.A. specs are also available.

The 1985 GCSAA Candidates Respond to Questions from "The Greener Side"

1. The last few years have seen GCSAA experience numerous controversies. With those concerns behind us, how do you assess GCSAA's current situation and its future over the next two to four years?

BASTON: GCSAA's current situation as I see it is very positive. Financial stability, membership growth, and membership participation all contribute to this feeling.

GCSAA's future is also very positive. I believe the controversies you spoke of have led to a keen awareness of our membership needs. All areas of GCSAA operation are in a growth spiral. The next two to four years we must continue to expand the educational opportunities for our members, our public relations effort must be escalated, we must continue our research efforts, and we must reach those superintendents who are not members of GCSAA.

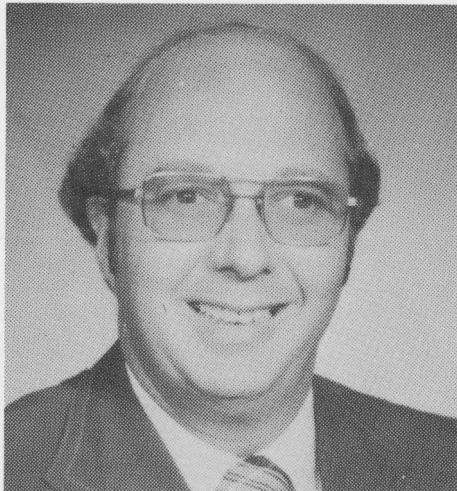


Gene Baston CGCS

STOTTERN: I feel very good about the positive feeling within our staff in Lawrence and their willingness to produce a quality program and the ideas which are being presented for the next few years. There is a feeling of doing, of excellence, and producing the best for GCSAA members be it education, communication, public relations, conference and show, or membership services. I believe GCSAA is on the threshold of some very exciting years.

HEARN: GCSAA's current situation is very stable. Headquarters staff has worked hard to implement programs asked for by our members while, at the same time, improving our financial position. For the next two to four years I believe we will continue the emphasis on education, public relations and member recruitment. Overall, I see a strong future for GCSAA.

ROBERTS: The challenges and controversies GCSAA has experienced in



Riley Stottern CGCS

the last few years are in the past and, while I'm not a believer in hindsight for hindsight's sake, I do feel we have a responsibility to learn from these experiences and move forward with that knowledge in mind.

GCSAA has always been a solid organization because of its membership. I've always perceived our profession and our "National" organization with an intense pride because our membership is the most dedicated, vital and hard-working group of individuals I have ever had the privilege to know. The Golf Course Superintendents Association of America is growing and it's moving again and it is essential for a variety of reasons including: education, professionalism and recognition.

A great deal of groundwork has been laid and I believe we are on the verge of exciting times for the Golf Course Superintendent. We need to attract quality members. We need to continue to work on upgrading membership services and to provide those services in an incredibly timely manner. We need to deal with the golf economy. The Certification Program has been re-established and now requires implementation. We need to continue and enhance our support of Scholarship and Research. We need to push harder for recognition. We need to deal with allied associations in a cooperative manner while emerging as the leader in that cooperation.

We have come a long way in the years I've been involved and now we need to be smart enough to prevent the controversies of the past, take the solid organization and groundwork we have, step up the pace and accelerate the momentum. It will require diligence, hard work and attention to detail by everyone involved, particularly the Executive Committee members, and I

feel I have that to offer. Our future is limited only by ourselves. I, again, believe we are on the verge of limitless and exciting times for the Golf Course Superintendent. I trust that my time, dedication, energy, enthusiasm and talents may be of use to our association in realizing the resolution of the challenges presented by such exciting times.

SEGUI: As with any organization, there are always going to be controversies. The GCSAA has overcome their misunderstandings; this is a credit to the previous Executive Committees. The current status of the GCSAA seems to have adjusted to the satisfaction of most of our membership. I feel we are headed in the right direction and with the cooperation of all involved, we will improve more, within the next two to four years and beyond.

FAUBEL: The next two to four years for GCSAA are years of continued progress and growth - growth in membership and growth in service to the membership. Over the last several years GCSAA Executive Committee has laid a solid foundation for progressive membership programs, operational procedures and operating policies for our headquarters staff. Education and communication are the primary purposes of our organization. It is going to continue to get better and better. Membership services are being developed and should become an important facet of the organization.

LYON: **GCSAA's Current Situation:** GCSAA, in my opinion, might best be described as an organization in transition. For example, the active members' average age has gone down approximately 12 years in the past 17 years. As a result of this change, I feel

continued on page 7



Don Hearn CGCS

Candidates (Continued from page 6)

the expectations of these new young members and their concepts of the role and image of the Golf Course Superintendent are having a dynamic impact on our Association.

I also feel in addition to the impact of these new members, GCSAA is also experiencing a natural evolution. This evolution is primarily a result of our emergence as professionals and as a profession.

These two factors, the impact of new young members, and our evolution as a profession have brought us to our current situation. Specifically, I see an organization whose membership:

1. Will not accept the status quo;
2. Expects strong leadership and professionalism in its Executive Committee;
3. Expects efficient, responsible management of association assets.

As a result of these expectations and leadership by our Executive Committee, our educational programs are expanding and improving. There is also a concerted effort to promote the image of the superintendent in the golf community. Our conference is vastly improved over three or four years ago, and our magazine during the past 18 months has gone, in my opinion, from good to excellent. The long-range certification plan is being implemented and has brought new life to the certification program. We have an aggressive membership drive in progress and our fiscal condition is improved and finally moving in the right direction.



Dennis Lyon CGCS

The Future of GCSAA over the Next Two to Four Years: I believe the next two to four years will see a continuation and possibly an acceleration of the programs previously described. Additional issues I feel will be important include:

1. New by-laws
2. A retirement program
3. Long-range plan implementation
4. Our continued evolution as a profession

5. Increased lobbying efforts to affect legislation
6. Coordination with allied organizations and promotion of common interests

I feel during the next two to four years the Executive Committee will have to weather some criticism from those members who will feel we are moving ahead too slowly and from those members who will feel we are changing too quickly and going in the wrong directions. The Executive Committee will have to be sensitive to both sides when making the tough decisions which will mold the future of GCSAA.



Gerald Faubel CGCS

2. In light of the ambitious membership goals GCSAA has set over the next few years, and realizing that golf clubs and golf course superintendents comprise a varied lot, how should GCSAA go about getting its message out to those clubs and superintendents who do not presently belong to our Association?

BASTON: I, too, think our membership goals are ambitious, but I firmly believe they are realistic. Our membership master plan, recently initiated, addresses this challenge. The efforts of our Membership Department to identify and contact prospective members is showing great progress, and this effort must be supported.

STOTTERN: I believe we are presently on the correct path to meet and present the GCSAA story to those who are not members. By acquiring rosters from GCSAA chapters, affiliated organizations, and present member referrals, we can assess where our efforts should be placed to approach these non-members. The staff is well underway with all of these approaches and the results of the first campaign are being realized in new member applications being approved. But, there is still the responsibility of each member to promote and sell GCSAA to all of their close associates in golf and help them reap the rewards by being an active member in GCSAA.

HEARN: Some of the things GCSAA is doing to promote membership are producing encouraging results. Director of Membership Diana Green has developed a very thorough membership recruitment master plan. This consists of person-to-person contact, mass appeal and direct mail. A lot of time has been spent compiling a list of all golf facilities in the country as well as identifying the non-member superintendents at these facilities. Now that this has been done, a three-way approach to membership recruitment has begun. This is being accomplished by direct mailings to potential members; members of the Executive Committee addressing groups to promote and explain what GCSAA is and what it does for the golf course superintendent; members of GCSAA being asked to help via the "Each One Reach One" campaign.

These efforts are paying off. Many have joined as a direct result of this approach. I believe these are very practical ways of reaching prospective members.

ROBERTS: It must be assumed that for any association to be successful it must offer something special to those it seeks to attract. I believe GCSAA has that "something special." Education, through the structured offerings such as the Conference and Show, the Seminar Program, "GOLF COURSE MANAGEMENT" magazine, the literature and tapes available through headquarters, is primary.

Other tangibles such as the insurance plans, employment referral, tournament admissions, the merchandise



John Segui CGCS

programs and travel discounts are great and should become more available as we grow. The ultimate benefit, however, is the process through which a group of individuals works toward the same goals; that is, producing the best golf courses possible and being recognized

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CANDIDATES

(Continued from page 7)

for that effort. Everyone, clubs and Superintendents, gains from this process.

I believe the GCSAA has to get that message out and can do so in a variety of ways including:

- (a) Identifying potential members and contacting them directly, possibly sending them a copy of our Conference proceedings;
- (b) Identifying potential members and working with local chapters to recruit them. GCSAA needs to re-emphasize the role of the Chapter Relations Chairman;
- (c) Continue to work hard at member retention;
- (d) Continue regional membership drives tied to the location of our annual Conference and Show;
- (e) Continue "free" registration for new members attending the Conference and Show for the first time.
- (f) Continue recruitment of student members;
- (g) Review our by-laws and possibly target Assistant Superintendents, and other golf course staff members, Green Committee members, golf course owners, golf officials on a state or regional level, etc.
- (h) Continue to target the international market.

Finally, the individual GCSAA member is essential. We have an out-

**Bill Roberts CGCS**

standing organization which is primary to the game and if we are efficient, professional and knowledgeable representatives of our Association and of golf, we'll convince those on the "outside" they can't afford not to join.

SEGUI: GCSAA and YOU, a brochure available to all members and associations of the GCSAA. EACH ONE - REACH ONE is a campaign with great merit. There is also a potential membership list of approximately five thousand names available. There are a few ways the GCSAA is trying to contact superintendents throughout the country. With this information and with the help of individuals and chapters throughout the country, the GCSAA should experience an increase in their membership.

FAUBEL: The "message" of GCSAA has come from the membership itself. The members of GCSAA should be receiving needed services and information from their national headquarters office. Once the service has been established and communications are being exchanged, the member will know and experience the value of being a member of the national organization. Whenever I get a "good deal" on something or someone does a good job for me, I will not hesitate to let my friends know about what they are possibly missing out on. GCSAA has to be sold in a similar manner. GCSAA

must provide the needed services to its membership and the membership will then proudly ask their friends to belong to a valued organization - GCSAA.

LYON: Getting the message out consists of two activities:

- A. Identify prospective members;
- B. Promote GCSAA to these prospective members.

To identify prospective members, GCSAA should consider the following:

- A. Ask local chapters to provide names and addresses of non-members in their respective areas;

- B. Purchase or obtain names and addresses from various sources, i.e., allied associations, golf product and equipment manufacturers, trade journals, professional address brokers;

- C. Advertise GCSAA membership in trade journals with coupon to be sent in for additional information;

- D. Maintain an aggressive address collection and retention program at headquarters.

To obtain perspective members' names and addresses is not enough. To really get the message out, GCSAA must actively PROMOTE membership in GCSAA. This promotion should, as a minimum, consist of the following:

- A. Improve informational literature sent to prospective members. (This has been accomplished to a degree already.)

- B. Personal follow-up from GCSAA members;

- C. Telephone follow-up from Headquarters;

- D. Prepare a professional videotape program which promotes membership. This program can be shown at turf conferences and chapter meetings where eligible non-members are in attendance;

- E. Purchase advertising in trade journals;

- F. Continue and promote the, "Every member, recruit a member" program;

- G. Consider a price break on dues for 9-hole, par 3 and executive golf courses;

- H. Analyze who the non-members are, i.e., if they consist primarily of privately owned, open to the public daily fee courses, then develop a marketing approach which amplifies the benefits GCSAA membership has specifically for them.

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More from the Candidates

3. With your past committee assignments and exposure to the workings of GCSAA, do you feel the Nominating Committee has fully informed you and your club to the scope of and the work required for the position you seek? Also, are both you and your club willing to make those sacrifices necessary to completely carry out those responsibilities?

BASTON: The work load does seem to be increasing, thus requiring more time and effort. In my case, yes, the Nominating Committee did give me a good idea as to time requirement, but with any growing organization, more effort is required if goals are to be reached and jobs done well. Yes, I am totally committed to fulfilling my responsibilities to GCSAA, and these responsibilities have been discussed with my employer and he fully supports my efforts.

STOTTERN: I think the Nominating Committee does a fairly good job of trying to inform the nominee of the amount of time a director will spend on GCSAA business. The one area that they might overlook is the amount of mail that a director must read and the amount of information one must retain for instant recall when questioned by members. Overall, I think they inform the nominee of all that will be required of them. I have been fortunate to have full support of my club, family and employees so that my duties as a director have been pleasant and rewarding. I know that this support will continue in the future.

HEARN: It has not been a function of the Nominating Committee to inform a candidate's employer of the possible workload and scope of responsibilities expected. This responsibility rests with the candidate. Certainly the employer must be told what the potential will be. If a candidate chooses not to do this he must live with the consequences of the decision. I would hope prospective nominees would contact past or present members of the Executive Committee to get a feel for what is expected BEFORE having their names submitted for consideration. I felt the information

provided to me by the Nominating Committee adequately explained what was required of a member of the Executive Committee. I have been willing to do whatever is necessary to carry out the responsibilities expected of me, and my club has been supportive of my role in GCSAA.

ROBERTS: I have been informed of the nature of the duties for the position I am seeking. I have been involved with GCSAA through committee assignments and regular activities. I have sought out and talked at length with former and current Executive Committee members about the nature of their responsibilities. My involvement with the Wisconsin GCSA has also been a kind of "barometer" for me to appreciate the commitment required. Therefore, I believe I am fully aware of the scope of the assignment I seek as a member of the GCSAA Executive Committee.

I talked with my wife, my employer, my staff and my peers in our local Chapter before making this commitment to seek election and they couldn't have been more supportive. My wife is behind me 100 percent. My employer supports, not only the contribution I want to make, but, also, the learning process we all realize I'll undergo as a result of participation. I think it is important that my staff is enthusiastic about the election. They are very competent. They know what our operation is about and what is expected when I'm gone and I have a great deal of confidence in them. The support and encouragement I have received from the Wisconsin GCSA has been nothing short of fantastic.

Finally, about sacrifice and time. Do I have the time? Quite frankly, no. I don't think many of us do. All Golf Course Superintendents are busy people. I have a family. I manage an 18 hole golf course, park areas and other recreational amenities. I supervise anywhere from 12 to 50 employees and all that goes with that. I've been fortunate to be asked to speaking engagements recently and I have community commitments, so I don't

have time for a lot of the things I do. However, for those things I'm doing, I'm willing to make time and I'm committed to making time in order to participate through the Executive Committee of GCSAA because it is worthwhile; it's important.

SEGUI: The GCSAA could compose a schedule of their yearly meetings and the time required for a superintendent to attend these meetings. This information would certainly be helpful when you are seeking your club's approval to run for office in the GCSAA. I have informed my club about the time needed and have their approval.

I, myself, am ready, willing and have the time to help and to accept the responsibilities which come with being a member of the Executive Committee of the GCSAA.

FAUBEL: GCSAA has informed me as to what is expected from a Director of the Association in a general way. After serving as many organizations as I have, the time can be as much as one wishes to spend. Also, you may become as involved as you wish. The club officials at Saginaw Country Club are aware of time spent on organizational matters. During my tenure as Treasurer and President of the

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Michigan Turfgrass Foundation, I spent on the average of one day a week at Michigan State University or in meetings around the state on behalf of the Foundation. During my tenure, the organization went from a taxable corporation donating \$17,000 per year for they knew not what, to a charitable non-profit organization donating over \$50,000 per year to specific turf research work. The organization more than tripled in membership and direct membership services quadrupled. Time - yes, it takes time, but everyone is willing to join a winning team!

LYON: I am acquainted with all members of the Nominating Committee, and talked with one member prior to accepting nomination for the office of Director. Through my prior involvement on committees and my associations with several current members of the Executive Committee, I feel I am completely aware of the scope of work required. I have discussed this with my supervisor and have his support.

Yes, I, as well as my family, are willing to make the commitment and the sacrifices which will be required if I am elected. My employer is a city government with over 2,000 employees. My boss is the Director of Parks and Recreation. I have his support. Because I work for a professional administrator rather than a greens committee composed of volunteers serving one to three year terms, I feel that I will not encounter the problems with my employer other members of the Executive Committee have had in the past.

4. The financial audit which all GCSAA members recently received showed a much improved picture. Do you see the present dues structure as adequate, or will changes be needed to fund program development in the educational area and to see the continued growth of membership equity?

BASTON: We must face the reality of dues adjustments in order to continue the development of needed programs for our membership. The financial position of GCSAA has improved, and I feel we must commit ourselves to retain this stability. Dues increases are but one of several channels that are considered to assure this financial stability.

STOTTERN: I will approach this question very direct. I believe that the present dues will have to be raised in the near future to support new programs which the members desire. The dues, if raised, are not received or usable for six months after approval. In other words, if there were a dues increase this annual meeting, the dues would not reflect on the balance sheet until June of the same year. Therefore, to fund the new or expanded programs that the surveys say the members want or desire, then the dues will need to be raised to support them. Some of these new or expanded programs are public relations, mem-

bership expansion, education, seminars, regional shows, a larger reserve account, and member services.

HEARN: To be honest, dues increases will be needed even if programs and member equity were to remain at present levels. Inflation alone will require this. It's difficult for me to predict what our exact financial needs will be in the future, although I think it's safe to say that dues will increase as long as we are to remain a progressive association.

ROBERTS: The recent financial statement is a "much improved picture" and we must continue to insure that the improvement is maintained. The last dues increase, as approved by the membership, better financial reporting and more aggressive fiscal review and expense control by the Executive Committee have all helped to make this possible.

GCSAA has determined a series of programs to keep us moving through the 1980s and it would appear that it is up to the membership to determine just how fast these programs develop. If the membership is willing to fund GCSAA operations, we can commit to and carry out these programs, provide increased member services and continue to grow at an aggressive pace while, at the same time, continuing to reestablish member equity in our Association.

Continued membership growth is a key in this process. Also, it would appear that we should continue to push for increased revenues from "GOLF COURSE MANAGEMENT" advertising, from the Conference and Show and from the availability of educational programs. This increased revenue and growth may decrease some of the direct dues pressure on our membership.

It should be pointed out, again, that the membership will determine the dues structure and measure the results being achieved with those revenues and, in the final analysis, determine how fast we move. At this point, I see the benefits of GCSAA membership well worth the \$12.08 per month investment.

SEGUI: As stated in the October issue of the GCSAA Newsline — The GCSAA has made significant financial gains during the past fiscal year, including a much improved cash flow as well as an increase in membership equity of several hundred thousand dollars. I certainly feel that education is our prime policy and that we should strive to keep our educational programs the best that they can be. Whether our present dues structure will be adequate for our educational programs will depend upon how ambitious the GCSAA pursues their educational policies. At present I believe the dues are sufficient. But as stated before, I feel we should keep our educational programs the best in the business and if monies are needed - then we must find ways to promote the program development in the educational area.

FAUBEL: The audit for GCSAA indicated a dramatic turnaround. The membership is now receiving the greatest value for their dollar than at any other time. The reason being - good sound management. If there are added services the membership desires, then either management will need to shift priorities or other means for revenue must be generated. As to a general across-the-board increase in dues for the same services for fiscal year 1985, there seems little need for it. If, however, the membership wishes to have increased specific services, then they shall have to decide if it is worth it. Before an increase in dues should be granted, it must be shown how it will benefit the total membership.

LYON: The dues structure is adequate at the present time. However, the increase in membership equity this past year was due primarily to a modest decrease in operating costs and exceptional profits from the conference and show in Las Vegas.

In my opinion operating costs will increase due to program development

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Candidates (Continued from page 10)

and inflation. Profits from future conferences and shows may not match Las Vegas. If this should occur and other sources of revenue do not generate the required income, we will have to consider a dues increase in the next two or three years.

I personally would recommend a dues increase only as a last resort, and after a complete analysis of all alternatives.

5. In talking with members of allied groups in golf one sees just how highly regarded and respected today's golf course superintendent is. Yet, when talking with other superintendents one many times does not see a positive self-image. Do you see that as a legitimate concern of GCSAA, and if so how can that situation be corrected?

BASTON: It is a legitimate concern. I do not see it today as often as in past years, and believe it is, and will be corrected when members participate in the educational programs, the certification program, the public relations program and other programs offered by GCSAA and the local chapters. These programs must be made affordable and accessible to all members.

STOTTERN: I believe it to be one of our biggest concerns today. I have talked with Jim Prusa about the need for seminars focusing on improving the self-image of the superintendent. There are people teaching self motivation to other professional groups to improve themselves or to improve their companies. Why not teach the superintendent to sell himself to the Club, the members, the press, the other professional staff that he works with, and all people they contact? No matter how hard our headquarters staff work on public relations, the superintendent must sell his good works and promote himself within professional circles. We can present seminars to help, and I feel it should have a high priority.

HEARN: I do believe that creating a positive self-image should be a concern of GCSAA. Make no mistake about it, golf course superintendents are not the only ones wrestling with a self-image problem. When you talk to members of some of our allied associations you find out they also have problems with self-image. Yet, when judging these people from "arm's length" it appears they are on top of the world and all their problems are solved.

When you ask how can the situation be corrected, I wish I could come up with a simple solution. Unfortunately, I don't believe one exists. Let's face it, our image has gotten better but still not as good as it should be. GCSAA has to keep plugging away from the public relations end and every superintendent has to carry his end by acting like a professional worthy of respect and recognition. I don't think it's right for people to hide in the corner and expect their association to do all the work for

them. You can't forget that ultimately you're the one who's responsible for you.

ROBERTS: As described in recent "State of the Association" messages, "the most sensitive issue, the most talked about situation, the greatest area for hope and the source of the most concern is the matter of professional image and respect" and, further, that the "Superintendent is the last one to realize just how valuable an individual he is to the continued welfare of the game of golf" while "he is the best prepared, best educated and most dedicated professional manager in the industry."

It appears that some of GCSAA's programs have been successful because growth has occurred in this area. Our awards programs, the news releases, GCSAA speakers addressing other, outside, groups have been and will continue to be important. Wide circulation of "GOLF COURSE MANAGEMENT" is primary to communication and public relations. Our Conference and Show is another viable vehicle for recognition. Our headquarters staff has an essential role to play in this process as does the Executive Committee. New technology should permit us greater access to the media.

Ultimately, it would seem that as we grow as professionals, both individually and collectively, we are going to gain wider recognition. As we progress educationally, we continue to build credibility and that credibility means recognition. Others in the industry have begun and will continue to come to us to assume our role of leadership and, as stated before, we are "the best prepared, the best educated and the most dedicated" and I feel others are beginning to find that out.

Bob Osterman, in his March, 1983 President's Message, told us about the Massachusetts Golf Association's "vision and initiative" in seating the President of the GCSA of New England as a regular voting member. We require more of that. We are seeing it happen in Wisconsin. Our input needs to change from a courtesy to an assumption because we are full partners in this game called golf. I believe we will continue to, finally, gain the recognition for the contributions to golf we have been making all along.

SEGUI: Yes, I feel it is a concern of the GCSAA.

This past year the GCSAA ran an ad in the US Open Program at Winged Foot, they also ran a series of Press releases—before, during and after the Open. This same procedure was followed at the Women's Open, U.S. Amateur and the PGA. This was an attempt to gain greater recognition of today's Professional Golf Course Superintendent.

The GCSAA can offer as many opportunities as possible to the superin-

tendent, but we as individuals must help ourselves. Too many times we stay at the course instead of going to the meetings, seminars or work shops, etc. It takes that extra effort to improve your image. Self education never stops. The more exposure we can give ourselves, will certainly help in attaining a more "POSITIVE SELF IMAGE."

FAUBEL: It is a real credit to our Executive Committee and the Headquarters staff regarding the fine job they have done promoting the golf course superintendent. Superintendents are the most dedicated professional group of people I know today. They can sell equipment for the golf course and sell the best turf maintenance program to their club officials, because they have received training for that. We need to have training available about how to sell ourselves. We, as superintendents, provide a service to our employer but we certainly could do a better job in public relations and pointing out the fine work being done on our employers behalf.

The way to improve the situation is continuing education on more than just turf. Courses on public relations and communication skills.

LYON: The member superintendent's self image is a legitimate concern of GCSAA.

As for what GCSAA can do to correct this situation, I feel the first thing we need to do is determine the extent of this image problem and what its sources are. To make these determinations, a professionally developed survey seems a logical place to start. Once we know the extent and sources of this image problem, GCSAA can develop and implement plans and programs to help solve the problem.

In the absence of specific data my initial thought on how to solve the self-image problem is through education. If, through education, we can improve self confidence, self image will also improve. I feel the certification program can provide the certified superintendent a feeling of self accomplishment which promotes self-image. I feel we also need to emphasize providing the superintendents which develop good communication skills. By developing these skills the superintendent with a self-image problem can more comfortably promote his ideas to the golf professional, his boss and his greens committee.

The Greenerside would like to thank the 1985 candidates for their time in responding to our questions and wish them all the very best in the election. A special thanks to Bruce Cadanelli for preparing the questions and for serving as our voting delegate alternate.

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