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# THE GREENERSIDE

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**GCSANJ Newsletter is published  
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# From the editor's desk

## The Golden Benefit

Have you ever struck gold?

I recently did in the dunes of the Shinnecock Hills Golf Club on the eastern end of Long Island. The gold came in the form of free admission to the sold out 2004 U.S. Open. All I had to do was produce my GCSAA Gold Card at the USGA Will Call booth. They even provided complimentary tickets for my two 12 and under children. Thank you USGA!

Have you ever been to the Masters? The toughest ticket of all sports is free to those who flash a GCSAA Gold Card. Thank you too Augusta National Golf Club!

The gold card could be the single greatest benefit of membership in the GCSAA. Take advantage of it. If you never have, prepare to use it in 2005. The 87th PGA Championship is coming to the Baltusrol Golf Club on August 8-14, 2005. Show your gold card and you are in.

But wait a minute - there's more.

Host superintendent Mark Kuhns CGCS will be providing a hospitality tent to all superintendents and friends who will be attending the tournament. Beverages and food will be provided by vendors. Pick up a commemorative program. Enjoy comfortable seating while catching up with friends. Did I mention celebrity guests? All for free. Don't miss this golden opportunity.

Staking my claim,

*Doug*



**The editor and his bodyguard drank \$29 worth of lemonade at the 2004 U.S. Open held at the Shinnecock Hills Golf Club.**

**On the cover:**

The beautiful par 3 no. 8 hole of the Crestmont Country Club

**Inset:**

Classic bunker edging guards the 4th hole. Photo's courtesy of Peter Pedrazzi, golf course superintendent of the Crestmont Country Club.

# President's Message *John O'Keefe, CGCS, Preakness Hills CC*

**T**IME. Yeah, yeah I know what you're thinking... more advice on using time wisely from one of those people wasting your time by asking you to read some lame concept of efficiently managing time. But no, it's not what you're thinking. This time of year is the time to use YOUR time wisely, not your work time but the time you take for yourself. From the home office in Wayne, New Jersey.

## Top eight things you can do to take time for yourself during the stressful time of the season.

8. Wear non-golf clothes. My wife and kids are always making fun of my wardrobe, all my shirts have some sort of golf related logo or name on them. You'd be surprised how much less you think about work when you're wearing a funky tee shirt of some kind.
7. Just as all good money management people advise to "pay yourself first", you should take care of yourself first as well. We as parents usually find that very hard to do, but the better care you take of yourself the more you will be able to care for your family. Wear sunscreen, take your vitamins and get plenty of rest.
6. Take your spouse out to dinner, even if it's at 4:30 because you have to be in bed by 9:00. You know the old saying, "if mama ain't happy then nobody's happy". Relationships take time and effort. I've found that those supermarket flower departments are really handy too.

5. Ask your kids about their day, they just might answer you. Just a moment ago my oldest daughter was going to kindergarten, now she is beginning her last year of college. I know everyone says stuff like that, but it really does all happen in a blink of an eye.
4. Call someone. Two weeks ago I got a call from a college roommate that I haven't heard from in over 20 years. He is doing well, didn't need money or a kidney, was just thinking about me after all these years and wanted to say hello.
3. Touch base with a fellow superintendent. We're all in the same boat and two on a paddle are always better than one. You can just shoot the breeze or get a suggestion for a problem you have.
2. Network. Read Bruce Williams' article in this issue of the Greenside for great tips on how to take steps to build professionalism as well as gain knowledge. It's a great way to meet new people too.
1. 2004 Crystal Conference and Golf Classic, November 3rd, 4th and 5th. A great opportunity for golf and education. Great speakers with information on everything from preparation and renovation for a Major to Earthworm Control. GCSAA CEU as well as NJ, NY & PA Pesticide Credits available. **Come on out and enjoy the camaraderie.**

*John O'Keefe*



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# The missing link: communication

By Brad Fox

It's the end of the day and I'm spread out on my recliner thinking about how my day went and all I can remember is "Brad, how often does your staff fill the divots" or "Brad, why do we have so many divots"? This is very frustrating to me as a young superintendent who delegates every Monday, on which the club is normally closed, to divot repair to fairways. And to calculate the man-hours that



could be used to perform tasks much more beneficial to the membership such as double-cutting of the greens or rolling the greens is even more frustrating. But how does one convey this message?

The answer is simple. Again my recliner comes in handy along with a few Bud Lights. I brainstorm this idea of a "Divot Fill Party." This idea would consist of the membership coming out and physically filling divots one by one. I thought this was

*Continues on page 5*

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# The missing link

*Continued from page 4*

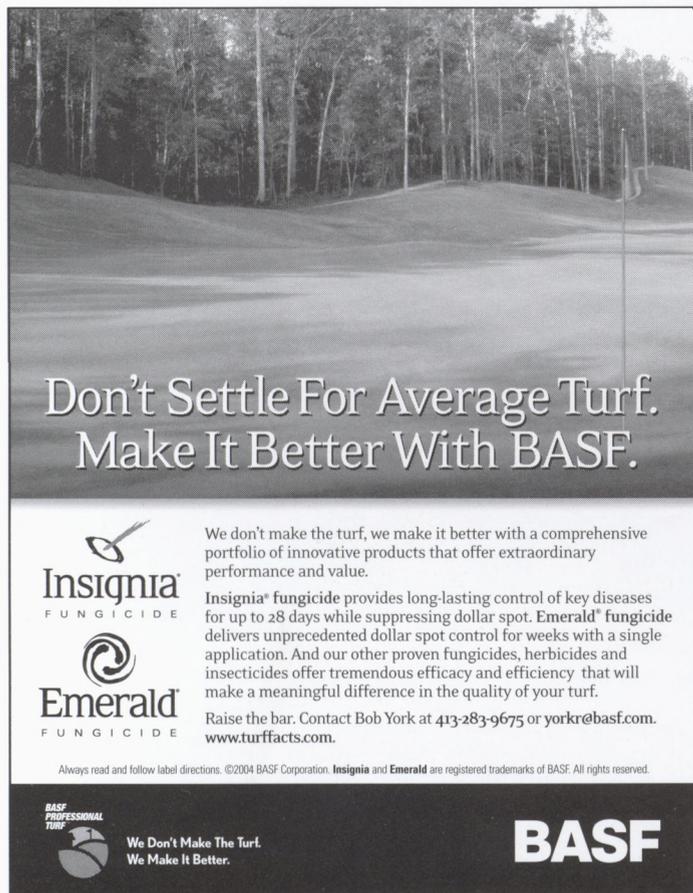
a very beneficial topic as well educating our membership on an issue I believe is taken for granted.

So, how does this idea proceed? This is where our club professional, Mark Mahon, took over. We debated what type of format it would consist of. I knew even if we attempted one hole, my word would get out. So based on the turnout we would later determine how we would set it up. Mark instituted a sign up sheet in the pro shop several weeks before the date we set. Both he and I were very anxious anticipating what exact turnout would show. We selected a Monday evening; a date the club was closed from 6-8 pm.

On Monday, June 7, my Assistant Superintendent Tammy Banks premixed and prepared divot mix material along with the necessary utensils to fill divots. As the members gathered near the practice facility, I gave a brief demonstration of the reasons why we were meeting. At the end the evening,

twenty three members had enjoyed emptying eight EZ GO loads of divot material to the front nine fairways. I provided a post briefing expressing the exact intent of this meeting. The meeting was not intended to help make Brad's job easier but rather to COMMUNICATE the etiquette of golf, replacing your divots.

*Brad Fox, is the Golf Course Superintendent of the New Jersey National Golf Club in Basking Ridge. *



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## Calendar

**July 29, 2004** Rutgers Turfgrass Research Field Day, Golf and Fine Turf, Ryders Lane Hort Farm II  
*Contact: NJTA 732-821-7134*

**September 13, 2004** Monthly meeting, Pine Valley Golf Club, Clementon, New Jersey  
*Host: Rich Christian*

**October 12, 2004** GCSANJ Championship, Ballamor Golf Club, Egg Harbor, New Jersey  
*Host: Michael Miller*

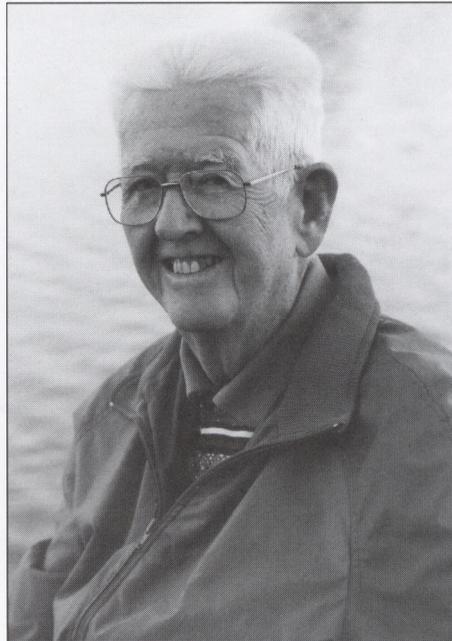
**November 3-5, 2004** 2004 Crystal Conference and Golf Classic, Crystal Springs Resort, Hamburg, New Jersey  
*Host: Craig Worts*

## Obituary

### William R. (Bill) Riley

It is with great sadness that the Greenside has learned of the passing of our senior-most member, William R. Riley, on May 14, 2004 at the age of 91.

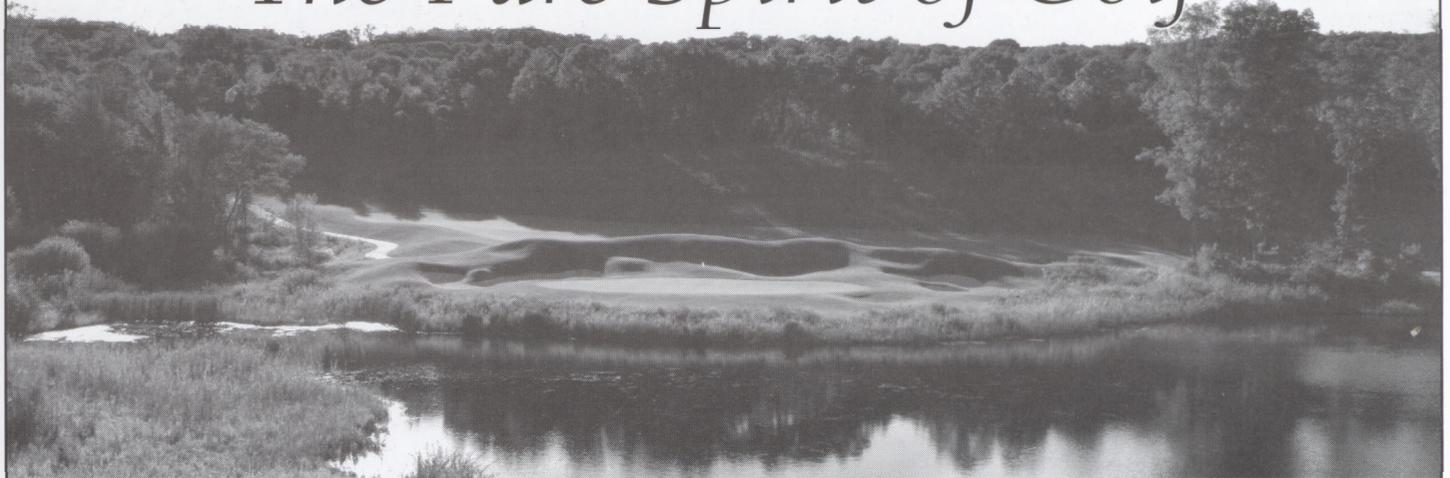
Riley joined the GCSANJ in 1938. He was a second generation green keeper having learned the trade from his father William F. Riley, the distinguished superintendent of the Crestmont Country Club. Bill was an early pioneer of applying science to the art of greenkeeping. He was the first in New Jersey to use the chemical 2-4,D for weed control and developing boom type sprayers for its application. He was also among the first wave of green keepers to install green, tee and fairway irrigation on his golf courses. Riley was highly respected



amongst his peers and was elected to serve them by filling the positions of Secretary, Treasurer and in 1961-1962 as President of the GCSANJ. He went on to serve on the Executive Committee of the GCSAA from 1962-1964. A scratch golfer, Riley won the GCSANJ Championship a record 7 times. Many old meeting announcements would wryly remark, "come and try to beat defending champ Riley." Bill Riley's professional career included golf course superintendent of the Crestmont C.C. 1939-1947, the Bellevue C.C. (NY) 1947-1951, and the Essex Fells C.C. 1951-1979. He also held the position of General Manager of Essex Fells

from 1964-1979. Riley is survived by his wife Rhoda, sons Richard and William, five grandchildren and nine great-grand children. ♪

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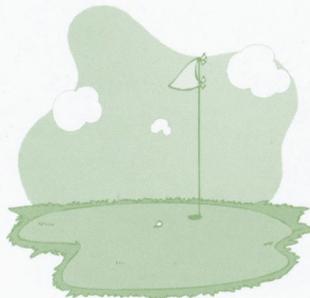
## 2004 season begins at Sea Oaks G.C.

By Shaun Barry

The GCSANJ tries to open its monthly meeting schedule in the southern part of our state. The thought is that it should be a little warmer and the courses might be a bit further along in the growing process. It also gives us a chance to visit District IV so we can get to tour one of their many extraordinary courses. 2004 was no exception because we were invited to have our April meeting at Sea Oaks Golf Club. Rolf Strobel had worked with Ken Mathis during the construction phase. Soon after Rolf took over from Ken he stated that he wanted to host a meeting. April 29, 2004 fit all of our schedules and we sent out our notices. It turned out to be a small day for attendance but anyone who made it there had a wonderful day.

Assistant Professor Dr. Albrecht Koppenhofer from Rutgers University gave a very thorough update on all of his grub work trials. It was the kind of timely information that will help all of our superintendents and makes attendance at these meetings so important. Dr. Koppenhofer stayed for the lunch which was sponsored by Bayer ES so he could answer any additional questions. He seemed quite busy and I think he was pleased with the number of people interested in his work.

As usual, we were finished with lunch and our speaker with nothing to do so we forced ourselves out onto the golf course. The field was split into two divisions and Doug Fraser (71) and Harry Harsin (86) were the gross winners. The net winners were Peter VanDrumpt (67) and Mark Peterson (70). We also had a blind draw for ABCD teams. John Alexander, Charlie McGill, Chris Zellely and Fred Rapp won with a net total of 292.



*Continues on page 8*

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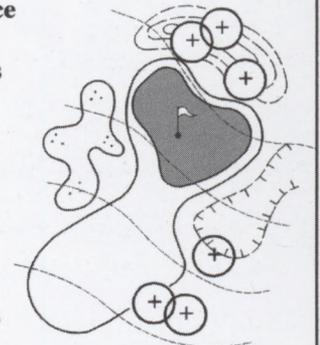
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*Continued from page 7*

In the skills contests I believe we had the best 4 closest to the pin shots in my memory. There have been better individual shots but as a group they were extraordinary. These holes were sponsored by A.T. Sales, Helena, Jacklin Seed and Storr Tractor. Brian Ruhl (1 ft 6 inches), John Farrell (1 ft 10 inches) and Bruce Bailey (2 ft 11 inches & 4 ft 11 inches) won these events. The long drive contests were sponsored by Bayer ES, Jacklin Seed, Reed & Perrine and The Terre Co. Bill Murray (0-14 handicaps), Steve Malikowski (15-49 handicaps), Jason Jackson (all handicaps) and Shaun Barry (55 years plus) were the winners.

Jon Barlok had two skins and Bruce Bailey, Ed Casteen, John Farrell, Tom Grimac, Mark Peterson, Brian Ruhl and Ron Simpson had one each. Joe Kennedy might have been a big winner but he lost his Wilson Staff sand wedge early in

the round and I think it affected his play. If you have found his club please let Joe know because he will never be the same person that we know and love.

Bruce Peebles CGCS ended the evening with a presentation of GCSANJ plates to three members for their 25 years of membership. It was the highlight of the day for me because I was one of those receiving a plate. To be linked together with Alan Beck and Fran Owsik is quite an honor especially when you hear what these two gentlemen have done and what they have meant to the association.

Our day did end much too quickly but not before we got a chance to thank Rolf and his staff for the wonderful conditions that they provided for us. This course could have hosted any tournament but we were glad that it was us enjoying their hard work. We will return when they ask and I hope it is soon. ☺

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## The GCSANJ goes public and loves it

By Shaun Barry

If there is ever a GCSANJ Hall Of Fame for hosting the most monthly meetings I would have to believe that Monmouth County would be right up there near the top of the list. 2004 would turn out to be another example of their generosity.

Dave Pease was asked to see if perhaps Charleston Springs GC would be able to spare 18 holes for our May meeting. Mr. Pease presented our proposal and it was approved. The only question was "which course would we use?" The North course hosted one of our Annual "C" Championships which meant that many of our members had not played it and the same could be said for the South

course. Ron Luepke was asked and he checked with Jeremy Schaefer at the North course and Bill Murray at the South course. The answer was the same from both fellows. Their course would be ready. I am not sure how the decision was made but we got to play the North course. It turned out to be a great choice but I know that the same would have been said about the South if it had been chosen.

The North course is the older of the two courses and it has matured beautifully. The fairways were wonderful without a single area of concern and the rough was thick, consistent and unfriendly but not unfair. The greens were amazing because they all putted as if they were the same green.

These great conditions led to some excellent scoring. John Farrell (75) took low gross honors from Bill Murray (75) on a match of cards. Jim Cross was third with his 77.

*Continues on page 10*

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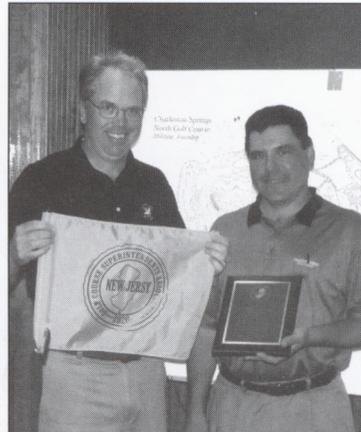
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The low net contest was not as close with Bill McAteer smoking the field with a 62. Ron Simpson's fine 65 did get him into second but only after a match of cards with Rolf Strobel (65) who took third.

A.T. Sales, Jacklin Seed, The Terre Co and Wilfred MacDonald sponsored our closest to the pin contests. Taking advantage of their kindness were Bill McAteer (9 ft), John Farrell (15 ft 9 inches), Glenn Miller (4 ft 8 inches) and Bill Murray (4 ft 11 inches). In the long drive contests our sponsors were Coombs Farms LLC, Reed & Perrine, Storr Tractor and Wilfred MacDonald. The big hitters from their group were Fred Blaicher, Mike King, Harry Harsin and Jim McNally. Proving that skill, luck and timing are important in golf as well as in life, Ed Casteen, John Farrell, Mike King, Ken Mathis, Bill McAteer, Bill Murray and Jeremy Schaefer won a skin each.



**Bruce Peoples CGCS presents our flag and plaque to Ron Luepke for hosting the May meeting at the Charleston Springs Golf Club.**



**Mark Mungeam joins Dave Pease and the talented staff who work for the Monmouth County Park System.**

We continued with a fine dinner created by Russ Pecchia and sponsored by John Farrell and Lebanon Turf products. This was followed by the educational part of the meeting. Dave Pease took the podium and he proceeded to introduce and thank all of his superintendents and co-workers. They deserved his praise because this team knows how to grow grass and Dave was never better because he was speaking from the heart. Mark Mungeam was the architect on this course and he was our guest speaker. He described the challenges creating this masterpiece. His history lesson was thoughtful and very helpful. Having just played his course gave us the opportunity to better understand the decisions that led to the final product. You could also see and hear the respect he had for the efforts that Dave, Ron and their staffs put forth during construction and now the maintenance part of this project. We echo this sentiment and extend our sincere thanks to all of our friends in Monmouth County. 🌱



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## The Ridgewood Country Club hosts the Invitational

By Shaun Barry

New Jersey is blessed with many wonderful golf courses and I am not really sure how people are able to rate one over the other because I know that I can't. I do however know that there are some golf courses that I just love playing and I got the chance to do that at the recent GCSANJ Invitational Tournament. Our host was Todd Raisch CGCS and The Ridgewood Country Club. Todd has been part of this event for years and has been asked to hold this tournament for the last three years. The first opening was 2004 and we couldn't wait for the time to come. We knew that it would be great and it was. The club treated us like we were royalty from start to finish. Lunch and dinner easily could

have come from a 4 star restaurant. The food was so good it "almost" took my mind off of the course that we were about to play or had just played.

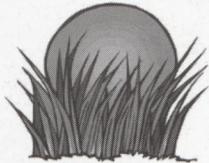
**The club treated us like we were royalty from start to finish. Lunch and dinner easily could have come from a 4 star restaurant.**

Yes it was the course that was the true star of the day. Todd and his staff did an extraordinary job. The only bad lie that I got was when I was in the trees or the water. Speaking of trees, I believe that there are over 300 less of them since the last time we played here. Their removal seems to have

*Continues on page 13*

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*Continued from page 12*

opened the course up to more sunlight and airflow. These changes will allow this beautiful course to remain healthier and it has made it more playable for most of us who play this great game.



**GCSANJ President John O'Keefe thanks Todd Raisch CGCS and the staff of the Ridgewood Country Club for the great hospitality during the Invitational.**



**The team from North Jersey Country Club retains the Invitational Cup. (L to R) Bob Papa, Cary Edwards, Arlio and Ed Lapidula.**

Before I get to the teams that actually played well enough to win ( of which we were not one of them ) I did want to thank Mr. Paul Dotti for showing me something that I had never seen. Paul, Roger Stewart, Tim Christ and I were coming to the end of our round. Paul's ball was 255 yards from the center of the green. He chose the same club that I would have chosen. He took out his 5 iron. This would be

a smart and safe shot and would leave me with a nice little wedge to the hole. He however FLEW the ball 256 yards and had a 15 foot eagle putt. This is not possible but he did it without swinging really hard. In addition to that part of the story it was his first round of golf since last August. A broken hand put his golf on the back burner. (I wonder if I took some vitamins ...lots of vitamins...? Ok I am back but it was a wonderful dream).

Besides this shot there were other teams that played well and scored well. The host club took third place with a net best ball of 4 score of 124. Joining Todd on this team were Fred Marcon, Gregg Boron and Robert Kobel. Glenn Miller, Richard Graham, Tom Hassel and Jim Snyder got Manasquan River CC into second place with a fine score of 121 but it wasn't good enough. Defending their 2003

*Continues on page 14*

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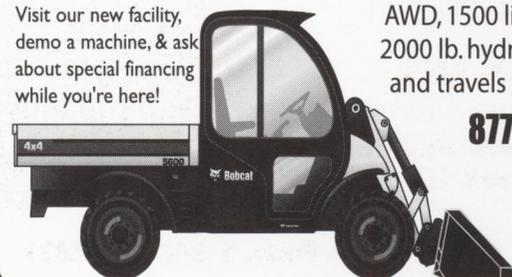
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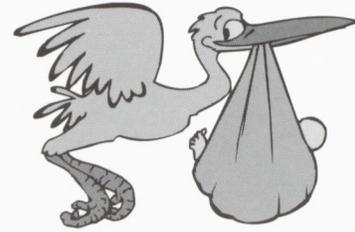
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*Continued from page 13*

victory was the team from North Jersey CC. Gary Arlio, Ed Lapadula, Cary Edwards and Bob Pappa blended shots for an excellent total of 118. They left with the trophy and I think they want to keep it in 2005 so come on out and enjoy a beautiful day and see if you can prevent this team from making it three in a row.

I also hope that when Todd gets to read this brief summary of a wonderful day he will know how much we appreciate everything he and the club did for us. Our thanks go to everyone at Ridgewood. Every person that we met was happy and helpful and it made a very special club and a special day even better than our expectations. 🏌️



## *Birth announcement*

Meghan Fowler wants everyone to know that her baby sister, Makenna Frances Fowler, was born on May 10, 2004. She weighed 7 lbs 15 oz's and was 20 1/2 inches long. The proud parents are Cynthia and Dave Fowler. Dave is the superintendent of the Bunker Hill Golf Club. 🏌️

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## Networking

By Bruce R. Williams, CGCS

As we develop our careers it is increasingly important to manage a set of contacts that become a part of your network. Remember that for job seekers it is often not just what you know but whom you know as well. Taking that a step further it can also be not only whom you know but whom they know as well.

**Let's make a list of all the people that can help you in your career.** It is not necessary to use names but for this exercise we will use positions to indicate areas to develop contacts.

- ◆ Fellow superintendents
- ◆ Former employers
- ◆ General Managers
- ◆ Golf Professionals
- ◆ Golf Association staff
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*Continues on page 16*

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Continued from page 15

Now that you have a list of potential network opportunities it is time to develop a strategy to build and cultivate relationships with as many people as you can.

I will try to provide a few tips that I have learned, over the years, to help you cast a wider net in developing relationships.

## Business Cards

Be certain to have professional business cards with you at all times. Keep your information current. The greatest value is not in handing out your business cards but in exchanging them to develop new contacts. The exchange of business cards alone will not ensure the memory of your

encounter. Follow up with an e-mail or a note to set you apart from the crowd.

## Working the Room

Set a goal of making a certain number of contacts at any meeting or function you attend. If there are 100 people at a meeting it is reasonable to assume that you might walk away with 5-10 new contacts depending on the type of function. Target people that are leaders or influential in the industry. Most people are not interested in talking to you for 1/2 hour but surely will give you 3-5 minutes of their time.

## The Elevator Speech

A long time ago I had a mentor that taught me about the "elevator speech". He indicated that if you got on an

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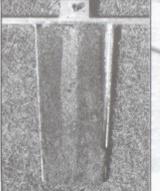
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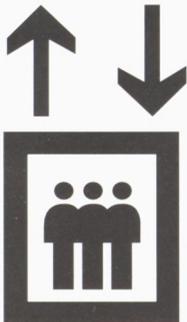
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*Continued from page 16*



elevator and were going up five floors, what would you say in that short time frame to sell yourself to someone? We should all have a speech, prepared in advance, that would allow us to make a connection with anyone. When someone says hello and asks what you do for a living you should have a quick reply that would be interesting and memorable. Although I call this an elevator speech it is more

applicable at social functions, out on the golf course, in the locker room, etc. When introduced to members or guests, at my golf course, I like to reply "Hi, my name is Bruce Williams the golf course superintendent here and I hope I make your game more enjoyable with the conditions that you see today." This usually leads to further conversation. The goal is to make a lasting impression.

*Continues on page 18*



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Continued from page 17

## Six Degrees of Separation

In *The Tipping Point*, Malcolm Gladwell talks about the origin of this phenomenon. He describes how a large group of people ultimately became connected to one another by just a few, surprisingly connected individuals who provided a common link. Gladwell talks about how there are pivotal people in any network of connected individuals who know a lot of other people. Connect with those who are connected.

When I meet people I try to find out what we have in common. It is amazing that I rarely find someone that I have nothing in common with. Usually we are familiar with a certain golf course, a city, an individual, a hobby or something else. Without probing you can ask a few ques-

tions to find common ground and expand into those areas of mutual interest.

## Points to Consider

- ◆ Don't wait until you've lost your job to start networking.
- ◆ If you are clueless in the field of networking then get a mentor.
- ◆ Be prepared and consider every day an opportunity to meet and connect with new people.
- ◆ Don't get caught without them (business cards that is).
- ◆ Don't use a silly sounding e-mail name like "Macho Man" or "Time For Hemp" as it will gain attention but not in a positive manner.
- ◆ Don't be arrogant and listen as much as you talk.

Continues on page 20

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*Brad Sparta, Ballyowen Golf Club*



Continued from page 18

- ◆ Don't monopolize someone's time. Five minutes is a good limit at an initial introduction and there is a difference between following up and becoming a pen pal.
- ◆ Dress to impress and look as good or better than everyone



else in the room or at the meeting. Without saying a word you are sending a message by your attire when meeting someone.

- ◆ Don't be shy. It may not be easy for some but, with practice, you will learn how to be assertive and make yourself known to others.
- ◆ Always be truthful and never embellish your qualifications. Overstating yourself will end up giving you a tag of being dishonest.
- ◆ Serious relationships develop over time. They endure because you work at it. Most people have little use for a person who uses you for what he wants and then drops you like a hot potato.
- ◆ Remember to repay the favor to those who have helped you. Take time to help the newcomers and youth of the industry. Extend your hand to them and be sincere.

Continues on page 21



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*Continued from page 20*

In closing, it is easy to see why networking is so complex. There is a lot to be considered. Nobody grows up with a networking gene in his or her DNA. It is a learned skill. By following some of the tips I have provided you too can get "connected". While I have never thought of making new contacts as merely a lead for a job search, I can tell you that it has been the most enjoyable part of my career. I am one of those individuals who truly feels that the most important thing to me, over the last 35 years, is not what I have accomplished but the people that I have met along the way!

*Bruce R. Williams CGCS, superintendent of The Los Angeles Country Club, is a past president of the GCSAA. ¶*

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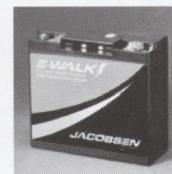
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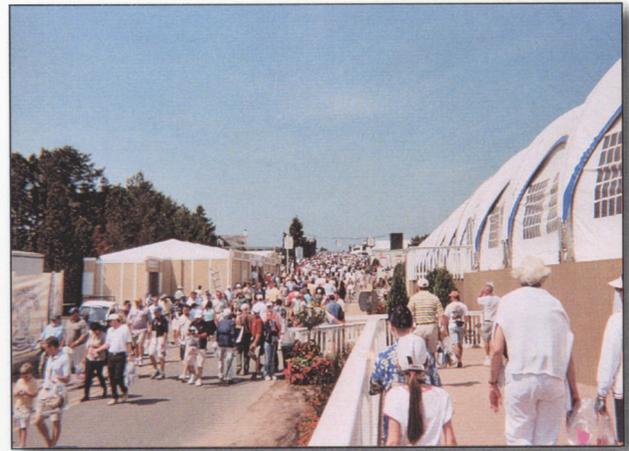
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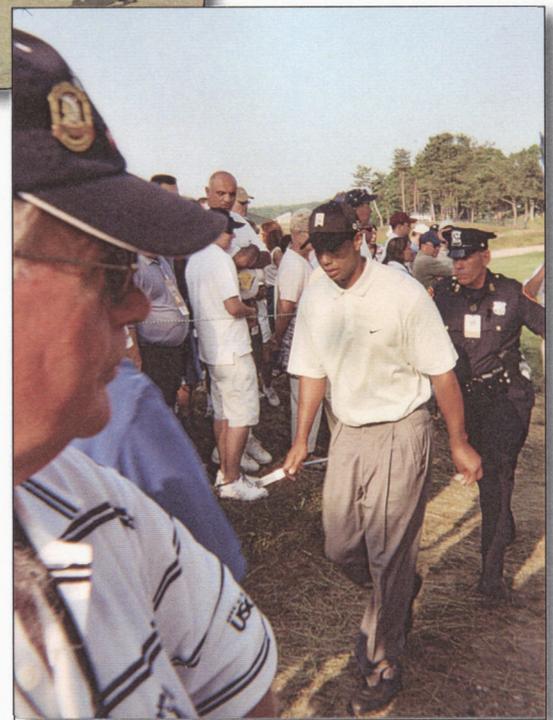
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