



JULY 1972



Golf Course Superintendents Association

OF NEW ENGLAND, INC.

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SELLING CERTIFICATION

Dr. Paul Alexander has got it going. Now all he has to do is sell it and sometimes selling doesn't come easy.

The man, who has put the golf course superintendents' certification on the road, thinks he has half of his territory covered pretty well — the supers, themselves. The other half — the country club officials and members — are still in the dark when it comes to knowing and appreciating the working points of certification.

Remember, it was Dr. Alexander who said he has pushed certification into the acceptable cells of the superintendent. "It may not sound like very many", he tells. "But out of 1700 superintendents eligible to take the certification examination, we have had inquiries from 200. I'd say that's a pretty good percentage so early in the game."

If you want some more figures to play with, there have been a total of 68 supers pass the examination and open themselves for the rewards that come with it. But what of those rewards?

"Certainly a certified superintendent must get a feeling of satisfaction out of passing", Dr. Alexander notes. "He definitely shows to his colleagues and club members that he possesses all the tools we think are important to perform his profession. Of course, there are no guarantees that go with certification. The plaque the super receives doesn't grow grass or stop turf disease."

What Dr. Alexander would like to see happen is an education of the superintendent's outside world so that certification becomes a familiar and respected term with the golfing public. "That's our next target", he reveals. "Somehow we're going to have to become preachers and preach the gospel of certification. It may boil down to the supers spreading the word and

we of the national will have to pitch in, too. Certification has to become as widely known as passing the bar exam. I'm not trying to compare the two but there is a similarity here."

Obviously, the more superintendents who gain certification the better chance for its acceptance by the general public. "We have to educate ourselves first in this direction, I guess", Dr. Alexander adds. "I'm hoping that every eligible super takes a crack at passing the exam and I wish that everyone could pass it."

One certified super should get the message across to his membership and other clubs might pick up the cue. An official at his club has decided to hang his plaque on the bulletin board of the 19th hole for a few weeks so that members will learn what it's all about.

"That's a great idea", Dr. Alexander opines. "This is a form of public relations the club can perform for both its superintendent and itself. And I'd like to see that plaque stay there for at least one member-guest golf tournament. That would multiply the exposure maybe a hundred times. Frankly, we need all the selling we can get."

So, the attempt to get certification on the map and inform country club members of its importance is slowly getting off the ground. In the end it will benefit both parties. The superintendent will have the recognition so necessary in earning a deserving place in his profession and the country club or golf course will have a strong guideline in luring and keeping capable superintendents to their grounds. Right now it may appear to be a hard-sell proposition but it's making tracks toward that goal.

— Gerry Finn

MISSING NEWSLETTERS

The Association wishes to express its thanks to Bob Grant, Arthur Anderson, Dean Robertson, Phil Cassidy, and Nary Sperandio for contributing Newsletters that were missing from our files. *Special Thanks* to Homer Darling, Jr. who located 28 Newsletters and turned them in to the Association.

We also extend our gratitude to the Superintendents and Salesmen for trying to locate the missing Newsletters.

We are still looking for the following:

1929 — May
1941 — Feb., Oct., Dec.
1942 — Feb., Aug., Nov., Dec.
1943 — Jan.
1944 — March, May, June
1947 — Nov.
1948 — Nov.
1949 — April, Nov.
1950 — April, July
1953 — Jan., Feb., April, June, Sept., Oct., Dec.

1954 — Jan., Sept.
1955 — Oct.
1956 — Oct.
1958 — May, June
1959 — Jan.
1962 — Nov.
1964 — June
1965 — Jan.
1967 — Jan., June

Golf Course Superintendents Association

HAND IN HAND

Wally Burnett hit it on the screws when he said that the golf course superintendent and green chairman should walk hand in hand, not fist in fist. That's the way the relationship of the two will succeed, the only way.

Burnett, a Massachusetts Golf Association official and a concerned country club member, shoved a little common sense in front of the New England Supers' group last month with the green chairmen on hand, too, as captive listeners during the annual conclave of the parties at the Crestview Country Club.

If the superintendents and green chairmen follow Burnett's plan, it is almost a lead pipe cinch that the days of feuding and fussing by these parties are an unhappy occurrence of the past.

"The green chairman is the representative of the membership", Burnett told. "And it is his job to relay the feelings of the members to the super. What I mean is that the member shouldn't go around mouthing off about the course to the super. That's the worst thing that can happen."

Burnett suggests frequent meetings between superintendent and green chairman. "They should meet at least three times a week and talk over problems relating to the condition of the course. At the same time, the conversation shouldn't be one-sided. It's as if the two are partners in a business. Both should make suggestions, study them and come to an agreement on their worth."

"I like to see chairmen selected on the basis of practicality", Burnett advised. "The superintendent definitely should take part in the naming of the chairman. And he should have foresight in pinpointing his personal choices. He knows who the members are that fall into the category of being interested in the condition of the course. They don't have to be agronomy graduates but they should know the difference between a gang mower and a pickup truck."

There have been cases of personality conflicts in the relationships of certain supers and chairmen and Burnett is aware of them. "Of course there will be times when two men can't get along but this should be the exception", Burnett noted. "It all boils down to the system a club uses to select its chairman. You can't have a cat and dog out there running the operation. Only the course will suffer if it is allowed to happen."

Burnett is mindful of the dedication of the successful superintendent and he believes the green chairman should be of the same nature. "I don't think a chairman should run over to the super's house every time a cup isn't set right or a tee marker is out of place", he pleaded. "But he should set aside an appointed time to go over all those little problems. That's why the regular meetings are necessary."

The relationship between super and chairman, then, is a matter of common sense. The essential in that relationship is simple — respect for each other. The chairman should be cognizant of the fact that the super is a professional and the super in turn should wake up to the idea that the chairman is there to help, not hinder the operation.

It all sounds so lovely in theory. Now if both sides practice it, the job of giving members the best possible playing conditions will be made that much easier.

— Gerry Finn

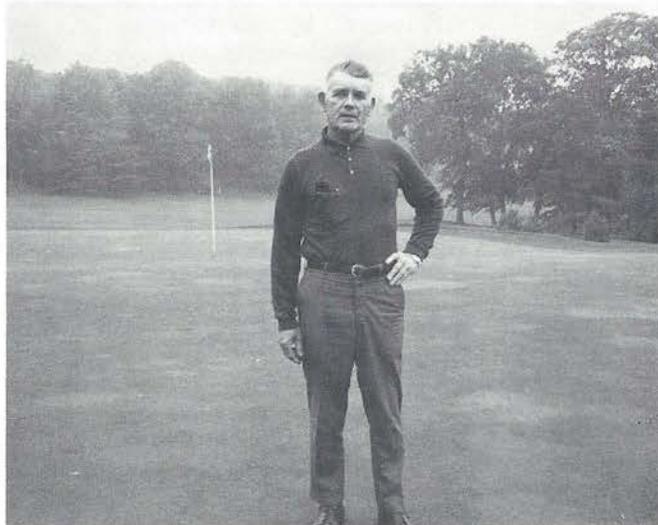
NEXT MEETING

The next meeting of the G.C.S.A. of N.E. will be July 6, 1972, (Thursday) at the Winchester Country Club, Rt. 3, Winchester, Mass. The host Superintendent is the very capable Dan Collins. Dan came to this country in 1929 and at that time worked for Thomas Fahey at Winchester C. C. Mr. Fahey was one of the founders of the Greenkeepers Club of New England in 1924. Dan then went to Poland Springs in Maine for a couple of years and returned to Massachusetts to take over the reigns at Unicorn in Stoneham for 16 years. In 1953 the call came from Winchester and Dan accepted. He has been there ever since.

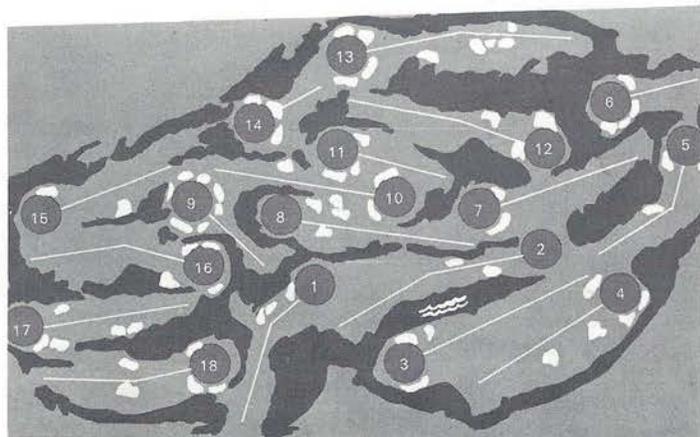
Superintendent Collins cautions all members to bring all their clubs, because they will use them here at Winchester.

Directors' Meeting 10:30 a. m.
Regular Meeting 11:00 a. m.
Luncheon 11:45 a. m. sharp
Golf after lunch

Directions: Route 128 north from the Mass. Pike to the Rt. 3 exit towards Winchester and Arlington. Club will be on your right at the Winchester-Arlington line.



Dan Collins



Winchester Country Club Layout

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SOUND OFF!!!!

(Here we are again with the monthly shot of views from our readers. Sound Off is for you and by you. It gives you the opportunity to tell the world of your opinions on any golf subject. Everyone is invited to take part and the rules are simple. Just pen your thoughts on a piece of paper and zip it off to Newsletter Mail Box, 24 Riverview Drive, Newbury, Mass. 01950. The Newsletter reserves the right to comment on all published letters.)

* * *
 "It's the same old thing around this time of year at my course and the wet conditions have been leaving me buggy.

"There haven't been too many dry days and thus our fairways have been growing faster than I can cut them. Wet spots make it impossible to get into certain areas after a heavy rainfall and I've been getting static from most of my members.

"They seem to think that we have submarines for mowers and won't take my answer of the fairways being too wet. Some of them have threatened to quit the club if fairways aren't cut. I can't do anything about this, but it gripes me to think the members believe it's my fault that the course isn't in mid-season condition. What do you have for me here?"

CRAIG SOMMERS
 (Club Withheld)

Here's where our new super-green chairman theory goes into operation. It is not your job to explain your moves to individual members. Get together with your green chairman, so he can tell them the reasons why the fairways are hairy.

* * *
 "I'm told that this has been the worst spring ever for golf courses in as much that it seems to rain five days out of every week.

"Our superintendent has been going out of his mind trying to get our course in playing condition. I'm not faulting his diligence or the fact that his task seems almost impossible. But there is another golf course in town and it doesn't have nearly as much water as ours. I'm sure it's rained over there just as much as here. How come we get the water and they don't? Have I joined the wrong club?"

ESTELLE ROSEN
 Holden, R. I.

There are several reasons for one course being wetter than another, Estelle. Soil texture is a big factor and probably has a lot to do with this particular situation. Stay where you are, though. In August that other course might be burned like a piece of bacon.

* * *
 "Very often I hear about how you superintendents are interested in ecology, the environment and all that stuff.

"Recently I heard where the government and certain private industries have invested more than three billion dollars in the environment for ways to save it for the future. But I am amazed by the little concern shown by individuals, the same ones who make all the loud noises about ecology.

"For instance, there isn't a day when I don't find a pile of beer cans at the side of the road, just a few blocks from our house. And there are housewives who holler about the use of DDT while after drawing the next breath they are spraying their garden flowers with deadly chemicals.

"How does this ecology thing work anyway? Is it just a matter of telling everyone else what to do and then when it comes to you doing something, you look the other way?"

CHARLES NORTON
 Lodi, Pa.

You have brought up a poignant point, Charley. Maybe it's a case of "don't do as I do . . . do as I say."

* * *
 "Recently I went to a professional golf tournament and all the things I saw firmed up my belief that you superintendents are taking out your gripes with the pros by making the course as hard as possible.

"I remember the course before the tournament was played. The fairways were always reasonably wide. But when I saw the pros playing them, they were tightened by at least 10 yards on each side.

"The rough also looked like it was the work of a mad inventor. There were some spots, just off the fairways, where you needed a seeing eye dog to find the golf ball.

"Then there were the God-awful places where the superintendent had placed the pins. All in all, I thought it was a real sour grapes deal by that guy. What goes with you people? Why trick up the course and make the playing professional look bad? You must be pretty small to take out your petty jealousy or whatever it is in this manner.

"From now on I'm gonna be careful where I play. If you guys think that way about the pros, what do you feel about your members? No wonder my scores have been going up lately. It's the darn courses I'm playing. You people are out to wreck the game of golf!"

ROSS CHANDLER
 Kinworth, O.

Hold the phone, Ross. In the first place, PGA officials dictate the cut of the fairways, the height of the rough and placement of the pins for all of their tournaments. The superintendent just does what he's told in this case. As for regular play, the trend seems to be one of easing the course for members. You'd better check your swing with your pro before taking a swing at the super.

* * *
(So ends another Sound Off session. Very interesting thoughts here, eh? Let's have yours. They're all welcome. We're all ears).

The Golf Superintendent

GCSAA HEADQUARTERS — Readers of *The Golf Superintendent* are reminded that because the 44th GCSAA Conference and Show will be held January 7-12, 1973, in Boston, Massachusetts, a month earlier than in past years, it has become necessary to change the publication's schedule.

It will be issued as follows for the remainder of the year: July, August/September, October/November and December (Special show issue). The journal will continue to follow its rigid mailing schedule of the first week of each publishing month and readers can still expect to receive their copies early in July, August, October and December.

Chapters planning to run an ad in the Conference issue must get their material to Headquarters (THE GOLF SUPERINTENDENT, 3158 Des Plaines Avenue, Des Plaines, Illinois 60018) no later than November 1.

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* Contributors to the Lawrence S. Dickinson Scholarship Fund

NEWSLETTER

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