Sponsors and administrators of the Troll-Dickinson Scholarship Fund — Awarded yearly to deserving Turf Management Students.

October 1990

NEXT MEETING

Tuesday, November 6, 1990 Tatnuck Country Club Worcester, MA

9:00 a.m. 10:15 a.m. Directors Meeting

10:15 a.m. 11:15 a.m. Regular Meeting

11:15 a.m. 12:00 noon Lunch Shotgun

Host Superintendent Steve Chiavaroli, CGCS

Reservations Required by Nov. 1 (617) 527-6968

Steve received a Bachelors Degree of Science in Agronomy from UConn in 1973. He began his career as an Assistant under Bob Grant at Brae Burn CC for 3-1/2 years before landing the head man's job at Tatnuck, where he has served for 14 years.

Steve, currently our Association's Secretary, has served on the GCSANE Board for seven years, and as a Trustee for three years.

Born in Quincy, he and his wife Cindy currently reside in Paxton and keep busy raising their five children, ranging in age from 13 years to 1 year old.

In his spare time, Steve is an avid golfer and enjoys a game of basketball.

Directions:

Take Exit 16 (Kelly Square) off Route 290 to the base of hill and take left before the Merit Station onto Madison Street. Follow to Chandler Street. Stay on Chandler for three miles. At the 2nd light after the State College, take left onto Pleasant Street to Tatnuck CC. (Located at the 1st left after a large billboard.)

Green Industry Council Super's Ally



Like Bo Jackson, Phyllis Gillespie knows.

For instance, Phyllis knows the golf course. Closer to home, Phyllis knows

the golf course superintendent.

Well, she was, uh, "this close" to being a superintendent.

"No, not that close," Phyllis corrected over the telephone one day last month. "But I did work as a groundskeeper at St. Vincent's Hospital (Worcester). And I did some of the things a golf course superintendent does, like mowing lawns and plowing snow. It was a valuable experience for me, the first job I had after graduating from college."

The connection doesn't end there for the personable young lady whose present title of "Executive Director of the Massachusetts Green Industry Council" has brought her in touch with the golf course and its superintendent once more.

But back to the success ladder.

Phyllis, who holds a bachelor of science degree from the University of Massachusetts (plant and soil science her major), has run the gamut in horticulture, landscape architecture, and their related fields.

From St. Vincent's, she returned to providing information and education in home horticulture as an agent for the UMass cooperative extension program.

"That was an important time of my professional life," she informed about the six years she spent at that job. "Mostly it was promoting gardening and working with children in schools with the idea of educating them in the field. I also worked with master gardeners, helping to set up a program to streamline that profession."

Eventually, Phyllis gravitated to the turf program at UMass, working under the leadership of Dr. Gail Schuman. At the time, she accepted the dual role of administering the extension's home horticultural program and serving as coordinator of a Turf Notes endeavor at the college.

"I also served as liaison between the turf program and the Green Industry Council," Phyllis told. "So, my interest and involvement covered a number of facets in the fields of horticulture, landscaping, and turf research. Then came the budget cuts and there went the home horticultural program which really was my main professional thrust."

At the same time came an offer to become executive director of the Green Industry Council whose general purpose is to bring the green industry together and serve as a strong representative voice of all professions connected with it.

Phyllis' initial introduction to the golf course superintendent and the profession's role in upgrading the creditability of the green industry came through two of the New England Association's own--Eric Newell of the Rockland Golf Club and Charlie Passios of the Hyannisport Club.

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Shortly thereafter, the NEGCSA joined the Council and a strong relationship between the two has developed.

"I think what the Council is most concerned about with regards to golf courses and the superintendent is educating the general public on the benefits derived from both," Phyllis said. "They are a source of so much environmental good to the community. They provide open space, certainly they form their own beautification program, some courses serve as bird sanctuaries, all contribute to recreation endeavors and tourism, and they have taken the lead in promoting ground water protection."

Phyllis notes that the Council has no quarrel with overzealous environmentalists.

"There's a misconception about this," she advised. "What the Council is trying to do is help educate the environmentalists as to the green industry's part in preserving Mother Nature, not destroying her."

The Council also serves as a lobbyist in the state legislature when potential regulatory bills are being presented or voted on. Again, the Council serves more as an educator than a persuader in this pursuit and so far the results have been encouraging.

Another major project of the Council is the production and distribution of a career video, designed to attract good people to the industry. This is to accommodate the explosion in the industry, an explosive that doesn't seem to want to subside.

"So, we do a lot of things with people like the golf course superintendents in mind," Phyllis concluded. "We're even located in a golf town (Sutton and Pleasant Valley). Needless to say, the relationship between golf and the Green Industry is thriving--as it should."

GERRY FINN

- CALENDAR OF EVENTS -

October 15

Pro-Superintendent Brae Burn CC

November 3

Southeast Sportswriters Assoc. Dinner

November 6

Regular Meeting Tatnuck CC



Frank Higgins tests out new waterproof golf shoes while Bob Brown and Wayne LaCroix look on at Ferncroft.

The Super Speaks Out

This month's question: Do you feel salesmen should call in advance for an appointment or practice a drop-in, unannounced method of providing service and sales to the golf course superintendent?

Greg Misodoulakis, Bellevue Golf Club: "I'm all for conducting my business on a professional basis, so why shouldn't the salesmen who call on me?

"Overall, I have about five or six salesmen who stop by on a regular basis--say, once a month. Strangely, only one of those calls ahead of time.

"I have to admit that there are a few salesmen that I know real well and it really doesn't bother me when they drop in just to say hello or carry on the time of day. But even in that case, it would help if I knew they were coming.

"Of course, coming to my place without any advance notice isn't the only practice that bothers me. I also have one who continually calls me on the phone (he's from out of the region) and persists on having me buy something from him. It's not unusual for him to call three or four times a day. In fact, I think he keeps on calling until he hits me when I'm in my office.

"I know salesmen are in a competitive situation and realize that first-hand contact is one of their selling devices. For the most part, I buy the product, not the personality. So, if someone's trying to impress me with constant calling, he's using the wrong tactics.

"But my bottom line is simple. My message is too. Call ahead and you'll have a fighting chance to make a sale."

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Rick Giverson, Westover Golf Club: "There's no doubt about it. Those salesmen who call ahead and make an appointment get my full attention. Otherwise, it's hit or miss for them.

"Of course, there's always the situation where salesmen without an appointment still get a favorable response. Those are the guys who I give time to, without them calling in advance, but time that I give grudgingly.

"I've been the head super here for six years and I have to say that the salesmen are starting to come around to a professional type of relationship where they respect my time just as I do theirs. Most of them are pretty good about it, too. It's just a matter of breaking away from old habits and bringing our relationship up to date by calling ahead of time.

"Also, there are always those two or three people who don't think having an appointment is important. They're probably the ones I'll never see again once they learn they can't just drop in and expect me to drop everything while they practice their trade. In that case, you can count on my reaction--no sale."

Gerry Richardson, Bear Hill Country Club: "Let me put it this way. The salesmen who call in advance and respect the fact that my time is as valuable as theirs are my main source of products and equipment.

"Which means that, definitely, I'm all for letting the salesmen know they shouldn't expect my full attention if they stop by without any advance warning to give me their sales push.

"Regardless, I think the trend has been established in the last two or three years. The salesmen have come to realize they have a better chance to make a sale if both parties have some idea of when their presentation will take place.

"I have rules about salesmen who don't think they have to be concerned with how much time I have available for them. They're the pushy ones. Usually, I see them coming and tell them I'm all set before they settle in on me.

"It all boils down to the fact that I can't afford to stop what I'm doing to accommodate a salesman who wants my time when I'm unable to give it to him. Sooner or later he learns or I never see him again."

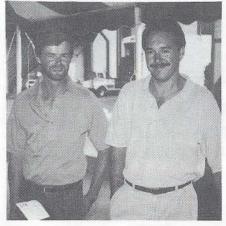
Charles Dickow, Heritage Golf Club: "This issue is no issue for me. In simple terms, the salesmen I do the bulk of my business with are the ones who call and let me know when they're coming.

"The problem with salesmen dropping in at their convenience and not mine is that the timing usually is very bad. Nine times out of ten it's that day when I have to spend all of my time on the golf course. Therefore, they're only wasting their time, not mine.

"I would think the salesmen would want to institute the same kind of policy on their end. Certainly, making an appointment saves them time and money. It really doesn't affect me that way since my policy always has been that they get my attention only when I'm able to give it to them.

"Calling in advance makes sense, so much that I discourage salesmen from stopping by without letting me know they're coming. Professionally speaking, there's no other way to handle this problem."

GERRY FINN



Super-Super 1st Net Winners Don Levangie and Kevin Osgood.



1st Net Commercial Winners Dennis Friel and Paul Skafas.

Results of Northeast Autumn Classic Quechee, Vermont (GCSANE Members)

1st Net Paul Jamrog, Kip Tyler 2nd Net Dave Barber, Don Hearn 3rd Net Gary Luccini, Ken Moridian 4th Net Mark Fuller, Ken Glick 6th Net Bob DiRico, John Lenhart

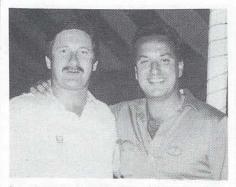
Results of Superintendent-Superintendent Tournament Ferncroft CC - September 11

1st Gross Doug Johnson, Paul Miller 1st Net Don Levangie, Kevin Osgood 2nd Net Tom Colombo, Gary Luccini 3rd Net Greg Misodoulakis Richard French

1st Gross Commercial
Jack Cronin, Larry Anshewitz
1st Net Commercial
Dennis Friel, Paul Skafas

Closest to Pin Paul Brooks
Long Drive Tom Platt

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Super-Super 1st Gross Winners and their prizes. Doug Johnson and Paul Miller.

Friends of the Association

Read Sand & Gravel Inc.

Since 1972, Read Sand & Gravel, based in Rockland, MA, has successfully grown from a two truck, one location business to a thriving, major sand and gravel supplier with five locations, a fleet of over forty trucks, and forty employees.

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The sales staff consists of Mike Donovan, servicing the Boston and Foxboro areas and Rhode Island; and Gerry Pignato, servicing the Middleboro area as well as Cape Cod and the Islands. Mike can be reached at (617) 878-2955. Gerry can be reached at (508) 888-1021.

Our second Friend for this month failed to respond.

Letter to the Editor

The following is a letter to Paul Miller from Andrew S. Langlois:

Dear Paul:

As the 1990 golf season races to its end, I would like to offer congratulations to all of my peers on their accomplishments this year. I would also like to take this opportunity to express my appreciation to the Board of Directors and Officers who have been instrumental in making the year a successful one for the GCSANE. The commitment of time and energy that is required for an undertaking of this magnitude, while balancing the responsibilities at their respective clubs, is no small one. As a fellow superintendent, I have a keen appreciation of the situation. I have experienced difficulty in simply attending the monthly meetings while directing the necessary attention to my first priority--my job.

Considering the situation that all of us are faced with, I would like to propose that the GCSANE give serious consideration to the concept of employing an Executive Director, similar to the position held by Mr. George Wemyss within the NEPGA. Under its current structure our organization has grown dramatically. I feel strongly, however, that the organization's level of efficiency and professional development in meeting the needs of its membership would be enhanced by employing an individual in this position.

The creation of this position would be a representation of our commitment to the improvement of the superintendent's professional image.

The responsibilities of the Executive Director would include, but not be limited to, these areas:

Communication:

- Newsletter
- Joh/Referral Service
- Surveys
- Announcements

Special Events Coordination

- Educational Meetings and Seminars
- Fund Raisers
- Golf Outings
- Field Days

Official Representative of the Organization

- Liaison with manufacturers
- Coordinate activities with related organizations within the golf industry, i.e. NEPGA, ASGCA, etc.
- Educate golfers and club members about the role and responsibilities of the superintendent to further develop rapport between the two.

Establish a Resource Library

- Trade Journals/Periodicals
- Research Papers
- Access to turfgrass advisory computer networks at various universities
- Textbooks

Having the Director centrally located would facilitate many of the association's activities. All correspondence between members and administration could be directed to a consistent destination. This trend of consistency would offer organizational benefits as well as lending continuity to the association in the transition of Officers.

In no way should the person holding this position be regarded as a replacement for the current governing body. Rather, he should function to implement, coordinate, and reinforce the decisions of the Board of Directors.

The quality of the efforts put forth by the current Board members is evident and the success of the Director would lie in their continued contributions and support.

I would welcome the opportunity to further discuss the proposal presented here. Thank you for your consideration of this matter.

Tournament Success

On behalf of the Turf Research Committee, I would like to thank everyone who took part in the 1990 Research Tournament. Through the hard work of many people and the donations of many companies and golf clubs, we were able to raise \$12,750 at the tournament. I would like to thank the members and staff of the Nashawtuc Country Club for making our tournament such a success. Host Superintendent Paul Miller and his crew had the golf course in great shape. Special thanks go to Dick Duggan for his work in setting up the tournament and for coming to our rescue when we needed extra golf carts. Thanks go to the members of Concord Country Club for allowing us to borrow ten golf carts for the day and to Sawtelle Bros. for providing a truck to transport them.

Our thanks go to Tim Berge of Turf Products Corp. for helping in the sale of tee sponsor signs. We would like to thank the following companies and organizations for buying a tee sign.

Sawtelle Bros. Nardone Sand and Gravel Ciba-Geigy Turf Products Corp. Charles Hart Seed Co. Nor-Am Chemical Scotts Proturf Div. The Lawn Co. The Mass. Golf Assoc. The Ouimet Scholarship Fund Turf Specialty Tom Irwin Inc. P.I.E. Supply Larchmont Engineering & Irr. Country Club Enterprises Country Golf Inc.

Cushman-Ryan Lesco New England PGA New England Club Mgrs. Assoc.

Thanks go to Chip Brearley for his hard work on the raffle. His hard work brought in many prizes for our raffle. Thanks go to the companies who donated:

Charlie Dickow-Heritage Hill Spaulding Sporting Goods Footjoy Shoes
Titleist
Wilson Sporting Goods
Tim Irwin Inc.

I also would like to thank the golf clubs that donated free golf and carts for a foursome and to thank Turf Specialty for its donation of the USGA limited edition print that we raffled off. These contributions were greatly appreciated. I hope that I have not forgotten anyone. Again, thanks to all involved.

RICHARD ZEPP Tournament Chairman



A hungry group of golfers enjoy an excellent buffet at Ferncroft Country Club.

Cape Cod Turf Managers Team Championship

Thursday, November 8 - 11:00 Shotgun New Bedford Municipal Golf Course

- Team of 3 from Golf Course Maintenance Crew, plus 1 salesman of their choice
- Four-man Scramble

Reservations sent to: Ed Wiacek 88 Mulberry Road Bristol, RI 02809

\$50 per player (includes dinner, live entertainment, golf, and cart). Make checks payable to Ed Wiacek/CCTMA.

Deadline: October 30 or call (401) 254-0290 limit 40 teams

DIRECTIONS:

From North: Route 24 South. Exit at Route 140 South. Take Hathaway Road Exit off of 140 and bear right at end of ramp. Club is 1/3 mile on right.

Congratulations to Susan and Keith Gavin (Pinebrook CC) on the birth of their second boy, Brett, June 14, 1990, weighing in at 9 lbs. 5 oz.

Position Open Assistant Superintendent

CC of Halifax, MA
Requirements:
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MA Pesticide Applicators License
At least 2 years related experience
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