



# THE NEWSLETTER

November 2007

of the **Golf Course Superintendents Association of New England, Inc.**

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

## **Peer to Peer – Better Turf Through Networking**

**By Mark Gagne**

In the spirit of networking and sharing information, experiences and ideas, several of our superintendent members have offered their insights and comments on topics that may be of current interest. This month we look at the 2008 budget, capital equipment purchases, winter play on greens and fertility programs for greens. Thanks to Pat Daly, CGCS of Framingham Country Club, Michael Stachowicz of Dedham Country and Polo Club and Steve Tibbels, CGCS of Acushnet River Valley Golf Course for contributing to the following questions:

### **2008 Budget**

***How is your 2008 operating budget shaping up and what percent increase or decrease are you planning on? Are you projecting any significant increases or decreases to any line items and if so, which ones?***

#### **Pat Daly:**

I am currently working on the 2008 budget. We are looking at a 3% increase in labor and budgeting off of 2007 actuals for Gas/Oil, Electricity and Heat. My Treasurer would like a 10% cut for 2008. I propose what I think we need and let him make the cuts after advising him of the ramifications of his decisions.

#### **Michael Stachowicz:**

We were very fortunate to make the case for an 8% increase. We have been able to hold the line on many

items in the budget over the years, but labor has not been one of them. Most of the 8% is going to be allocated to additional labor.

#### **Steve Tibbels:**

We will have our first meeting about next year's budget in a few weeks. Our budget has remained flat the past few years and I am hoping for a 3% increase next year. Most of the increase is for petroleum related items like fertilizer and gasoline. Where fuel expenses will go next year is anyone guess. We consumed the same amount of fuel as last year but the expense has been increasing. I will also budget for payroll increases for the staff. We are a municipal course and my committee will propose a certain percent raise across the board for all employees. However, it is up to the citizens to vote at Town Meeting to determine if the raises will actually be administered.

***How is your 2008 capital budget shaping up and what percent increase or decrease are you planning on?***

#### **Pat Daly:**

We are projecting to increase the total capital budget by \$50,000 over last year. I am trying to keep my tree and cart paths budgets the same as last year. We are budgeting for a green expansion and bunker project and for the installation of new vehicle / pedestrian bridges.

#### **Michael Stachowicz:**

The capital budget is remaining steady, although it is getting difficult. The capital purchases at this club are funded with initiation fees and turnover in the membership is slowing down. The good news is there is a culture at the club that sees the need to fund depreciated assets regardless of initiation fees, so at least the equipment purchases will hopefully remain safe and steady.

#### **Steve Tibbels:**

Generally speaking, we replace most equipment on a five year program. In addition to this expense there is an annual allocation of \$50,000 for capital improvements which may include equipment additions. I can make recommendations for equipment outside the replacement program as needed. Our golf operation is classified as an enterprise fund and as such, we can't spend any more than we take in during our fiscal year (July 1 through June 30). As long as we hold to our bottom line, the capital funds can be spent near the end of the year or encumbered for use in the next fiscal year. Right now, we are working on a cart path project because of a net profit we realized at the end of last year.

*Continued on page 2*

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Peer to Peer - continued from page 1

## Equipment Purchases

***Are you planning any equipment purchases this winter and if so, what types and manufacturers are you looking at?***

#### Pat Daly:

We are looking at purchasing new fairway units, a new walk behind aerifier, a new utility cart, and some more tow behind utility trailers. The club is purchasing 15 new golf carts as part of a 4 year rotation program I began when I came to the club.

#### Michael Stachowicz:

We are looking at a new grinder set. We are used to Express Dual and like them, but the Foley also looks good and is coming in at a good price point. All the companies have been good at setting up demos which has helped immensely. The other big purchase is some fairway mowers. Due to the many drainage and irrigation issues that existed four years ago, Dedham was known as a wet course. We opted to mow our fairways with triplexes. Since then play has increased, the course infrastructure issues have been repaired, so we are dry and efficiency in fairway mowing is important. It is now wide open, we are looking at the Jacobsen 1880's, Toro 5410's, and the John Deere.

#### Steve Tibbels:

I am trying to make a case to purchase a Toro Hydroject and toying with the idea of a new sod cutter. I'm also looking to modify our existing rotary mowers for use on bunker banks or buying something new. So far I haven't found a newer version that makes a significant difference. I'm looking for an off-set deck that will hang over the edge of the lip and still be lightweight enough to push along our steep banks.

## Closing Greens for the Winter

***Do you keep your greens open or closed for the winter? If you close your greens, what guidelines or timelines do you use for closing them?***

#### Pat Daly:

We close them during the winter. We begin with cutting temps (week of November 12) and shaving areas on fairways for winter play. We typically cover our greens which takes place the day before a forecast of heavy snow.

#### Michael Stachowicz:

After Thanksgiving, we deep tine the greens and topdress them for the winter. It is at that point they are closed for the season.

#### Steve Tibbels:

We close them for the winter and our closing date is usually the 3<sup>rd</sup> week in December.

## Fertility Programs for Greens

***Do you apply both granular or liquid/water soluble fertilizers or both to your greens?***

#### Pat Daly:

Yes to both.

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# CALENDAR

Dec. 4	<b>GCSANE Monthly Meeting</b> Franklin Country Club Franklin, MA Host: Michael Luccini, CGCS
Jan. 8	<b>GCSANE Annual Meeting</b> Andover Country Club Andover, MA Host: Wayne LaCroix, CGCS
Jan. 2008 TBA	<b>GCSANE Holiday Party</b> Location TBD
Jan. 28 - Feb. 2 2008	<b>Golf Industry Show</b> Orlando, Florida
Mar. 3-6 2008	<b>New England Regional Turfgrass Conference &amp; Show</b> RI Convention Center Providence, RI

# ***GCSANE Announces the 2008 Distinguished Service Award Nominees***

The Membership Committee is pleased to announce the nominees for the 2008 Distinguished Service Award. Please look for your ballots in the mail and return them by December 12th. The award will be presented at the GCSANE Annual Meeting in January.

Scott Lagana, CGCS, Chairman  
David Johnson  
Michael Poch  
Nicholas Welch

## **GCSANE 2008 Distinguished Service Award Nominees**

### **Robert Ruzala**

A past president and 25 year member of GCSANE, Bob has been a Golf Course Superintendent for 32 years. Prior to his presidency, he served on the GCSANE board for 12 years in various capacities. He was responsible for the organization of the Toys for Tots program, which is held annually at

the GCSANE Christmas party. Bob was also instrumental in the formation and success of the Dr. Joseph Troll building fundraiser and hosted the inaugural fundraiser tournament at Hickory Ridge Country Club, his current place of employment. Currently, Bob continues to serve the GCSANE as the organizer and fundraiser of the Nor'easter hospitality suite which is hosted annually at the national convention by several local associations.

### **Richard Zepp, CGCS**

Dick served as the GCSANE president during 1998 and 1989. Prior to his presidency, he served on the GCSANE board for 12 years. A strong proponent for continuing education, Dick worked with the board to ensure there was educational opportunity at every GCSANE meeting. He was instrumental in the formation of the annual 9 hole budget meeting held by area Superintendents. In addition, Dick also served as committee chairman on the rules and regulations committee for the re-

search tournament during its formative years, which later became known as the Scholarship and Benevolence tournament. On the national level, Dick served on the GCSAA bylaws and standards committee in 1992-93. Currently, he is active on the GCSANE bylaws committee.

### **Brian Cowan**

Brian served as the GCSANE president from 1982-1983. Brian also served as president of the GCMACC from 1979-1980. Brian was influential in having the GCSANE president sit on the MGA Executive committee and he was the first to do so. He also was the first GCSANE president to sit on the Ouimet scholarship board. Brian is a graduate of the University of Massachusetts turf program. Brian will be retiring at the end of the 2008 season after 41 years as superintendent at Eastward Ho!

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## ***Request for Applications: IPM Partnership Grants for the Northeast***

The Northeastern Integrated Pest Management (IPM) Center is pleased to announce the availability of funding through its IPM Partnership Grants Program for 2008. A Request for Applications (RFA) is posted on the Center's website at [http://NortheastIPM.org/about\\_fund.cfm](http://NortheastIPM.org/about_fund.cfm).

Approximately \$300,000 is available to support projects that will address or develop regional IPM priorities and will further the mission of the Northeastern IPM Center ( <http://NortheastIPM.org/> ). The Center is seeking applications for six project types:

- (1) IPM Working Groups
- (2) IPM Issues
- (3) Regional IPM Publications
- (4) IPM Planning and Assessment

Documents (Tactics Surveys, Crop Profiles, Pest Management Strategic Plans, and IPM Guidelines)  
(5) State Network Projects  
(6) IPM Minigrants

This year the IPM Partnership Grants Program particularly encourages extension proposals and projects involving underserved urban populations, small states, 1890 institutions, environmental groups and other nongovernmental organizations, and the Natural Resources Conservation Service (NRCS).

The IPM Partnership Grants RFA places emphasis on the impacts of proposed projects. Applicants are asked to consider potential real-world outcomes associated with their project objectives and to develop a plan for

evaluating whether impacts have occurred.

**ELIGIBILITY:** Private individuals, public and private institutions or organizations, businesses, and commodity groups are encouraged to apply. The primary project director must be from the northeastern region.

**DEADLINE:** The original and fourteen (14) double-sided paper copies of each proposal must be received by the Northeastern IPM Center by 5:00 p.m. on Friday, December 7, 2007. See the complete RFA for full submission instructions. If you have questions or need paper copies of the RFA, please contact grants manager John Ayers, Co-director of the Northeastern IPM Center, The Pennsylvania State University (phone 814-865-7776; email [jea@psu.edu](mailto:jea@psu.edu)).



**Michael Stachowicz:**

We are exclusively water soluble fertilizers applied through the sprayer.

**Steve Tibbels:**

Yes to both.

***For granular fertilizers, what materials, analysis, rates, timing and frequency of applications do you make?***

**Pat Daly:**

It depends on product availability, pricing, and my goals for the application. I have moved away from organic applications on greens since I have seen a significant increase of fairy ring with prior applications.

**Steve Tibbels:**

We start the season with two granular applications in the spring. We aerify around the second week of May, when the turf is actively growing. We will use an IBDU product like a 15-15-15 or a 10-18-22 at .25#N both before and

after aerifying. I like to use a material with a small particle size to avoid mower pickup. If I'm looking to give them a stronger kick before punching holes I will cut back on the amount of water insoluble nitrogen. We aerate again in the fall after Labor Day and we will fertilize in the same manner as we do for the spring aerification. To round out the season, we will make applications with an IBDU product in October and November at .5 to .75#N. Our final application is a dormant feed in December with 1 to 1.5#N, again with IBDU.

***For liquid or water soluble fertilizers, what materials, analysis, rates, timing and frequency of applications do you make?***

**Pat Daly:**

I use the foliar program by Emerald Isle. They have both an Anthracnose and Sodium spray which I alternate during the growing season. The timing is dependent on what other products (Primo, fungicides) are in the tank.

**Michael Stachowicz:**

We use mostly ammonium sulfate as our N source, but when I need a bigger slug, like for aeration recovery, I will use urea sometimes with a nitrification inhibitor to avoid the burn. We apply about every two weeks at .1#N on greens, depending on the need.

**Steve Tibbels:**

We use the Griggs Brothers line of liquid fertilizers from early summer to the end of September. We go out every 3 weeks at .1 to .125#N. We don't follow the entire program that Griggs recommends. Instead, our sales rep Robin Hayes and I came up with a program that works for our budget here.

Thanks again to Pat, Michael and Steve for sharing their insights this month. If you are interested in participating in a future "peer to peer" column, or have ideas on some interesting topics, please contact me at [mgagne@walpolecc.com](mailto:mgagne@walpolecc.com).



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# OSHA Issues Final Personal Protective Equipment Rule

By Ron Smith, MBA, CPSI

On November 15, 2007 the Occupational Safety & Health Administration (OSHA) announced a final rule that all personal protective equipment (PPE), with a few exceptions, will be provided by the employer at no cost to the employee. OSHA anticipates that this rule will have substantial safety benefits that will result in more than 21,000 fewer occupational injuries per year.

The "final" PPE rule is actually a clarification of the 1999 proposed PPE standard and was issued after several months of public review and input regarding the 1999 standard. The final rule contains a few exceptions for ordinary safety-toed footwear, ordinary prescription safety eyewear, logging boots, and ordinary clothing and weather-related gear.

The final rule also clarifies OSHA's

requirements regarding payment for employee-owned PPE and replacement PPE. While these clarifications have added several paragraphs to the regulatory text, the final rule provides employees no less protection than they would have received under the 1999 proposed standard.

It has been my experience with superintendents throughout New England that the required PPE for turf and equipment maintenance work (safety glasses, ear plugs & muffs, sunscreen, insect repellent, protective work gloves, hard hats, welding aprons & gloves, respirators & dust masks, etc.) has been provided to employees who need them to perform their assigned work tasks. Consequently, the final rule will cause few, if any, changes in how superintendents manage their

respective PPE programs.

I have listed several of the requirements and exceptions the final rule either confirmed or implemented that I feel superintendents should be aware of. They are as follows:

- *The first paragraph in the final rule contains the general requirement that employers must pay for the protective equipment, including personal protective equipment that is used to comply with the amended OSHA standards. Employers are responsible for paying for the minimum level of PPE required by the standards. If an employer decides to use upgraded PPE to meet the requirements, the*

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## Phase Four to Examine Pesticide Use GCSAA's National Study of Golf Courses Continues

GCSAA has announced that beginning in January 2008 it will conduct a national survey of golf courses focusing on pesticide use.

The survey is part of a multi-year, first-of-its-kind project being undertaken by GCSAA that will evaluate the environmental performance of golf courses. To date, GCSAA member and non-member superintendents have participated in three phases of the survey focusing on the physical profile of a golf facility; water use and conservation; and nutrient (fertilizer) use. The last phase of the survey to be issued in 2009 will examine maintenance practices on golf courses. The entire data set will establish a baseline for comparison when the surveys are replicated in the future.

The pesticide survey will be conducted January 8 through March 15. As in the past, those superintendents with an e-mail address registered with GCSAA will receive an invitation to participate online. The others will be contacted via regular mail with a hard-copy survey or instructions on how to complete it online. Input will be sought on product use and integrated plant management programs. Funding for the first four phases have come from

The Environmental Institute for Golf, thanks in part to a grant from The Toro Foundation.

"We are appreciative of the participation we have received in the first three phases," GCSAA Director of Research Clark Throssell, Ph.D., said. "This survey will be slightly more entailed, so I encourage superintendents to organize their 2007 records before they begin the process. This is an extremely important project, one which will benefit GCSAA, its members and the game. I cannot stress how important it is for superintendents to participate."

The online survey has been constructed in a manner so that members can complete it in stages rather than in one setting. Participants will need to remember a password they have created in order to return to the survey. GCSAA members completing the survey will receive .25 service points and all participants will be registered in drawings for various prizes. A VISA gift card of \$250 will be awarded to one individual in each of the seven agonomic regions. A grand prize of a flat panel, LCD, HD television will be awarded as well.

The Golf Course Environmental

Profile project is designed to collect information that will allow superintendents and other facility personnel to become better managers, help them operate more efficiently and lead to GCSAA developing more valuable programs and services. Such information will include details about playing surfaces, natural resources, environmental stewardship efforts and maintenance practices on the golf course. Results from each phase will first appear in a peer-reviewed scientific journal, then in *Golf Course Management*, the association's monthly publication, then will be widely distributed for consumption by interested parties. Information on the physical profile of golf facilities will be published later this year.

"We see this project as a continuation of the golf industry's commitment to environmental stewardship," said GCSAA Director of Research Clark Throssell, Ph.D. "Thanks to organizations such as GCSAA and the United States Golf Association, millions of dollars of have already been invested to research golf's impact on the

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*employer must pay for that PPE. If an employer provides PPE at no cost, an employee asks to use different PPE, and the employer decides to allow him or her to do so, then the employer is not required to pay for the item.*

- *The first exception addresses non-specialty safety-toe protective footwear and non-specialty prescription safety eyewear. The regulatory text makes clear that employers are not required to pay for ordinary safety-toe footwear and ordinary prescription safety eyewear, so long as the employer allows the employee to wear these items off the job-site.*
- *The fourth exception to employer payment in the final rule relates to*

*everyday clothing. The final rule recognizes that there are certain circumstances where long-sleeve shirts, long pants, street shoes, normal work boots, and other similar types of clothing could serve as PPE. However, where this is the case, the final rule excepts this everyday clothing from the employer payment rule. Similarly, employers are not required to pay for ordinary clothing used solely for protection from weather, such as winter coats, jackets, gloves, and parkas. In the rare case that ordinary weather gear is not sufficient to protect the employee and special equipment or extraordinary clothing is needed to protect the employee from unusually severe weather conditions, the employer is required to pay for such protection.*

- *The final rule clarifies the issue of who pays for replacement PPE. The final rule requires that the employer pay for the replacement of PPE used to comply with OSHA standards. However, in the limited circumstances in which an employee has lost or intentionally damaged the PPE issued to him or her, an employer is not required to pay for its replacement and may require the employee to pay for such replacement.*

For a detailed review of the final rule please visit [www.osha.gov](http://www.osha.gov). Questions regarding the rule can be directed to your local OSHA office or to me at 877-848-5978.



# Phosphorous Fertilizer Bans Are Ignoring Science

Author: James M. Taylor  
Published by: The Heartland Institute  
Published in: *Environment News*  
Publication date: November 2007

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Bans on lawn fertilizer containing phosphorous are being considered in several communities in the Upper Midwest, with some new bans already approved and taking effect in January 2008. The proposed bans are in response to excessive plant and algae growth in some ponds, streams, and lakes. However, studies conducted by scientists at the University of Wisconsin indicate phosphorous bans will actually make the problem worse.

### Keeps Lawns Healthy

Phosphorous is one of three key ingredients essential for thick and healthy lawns. As lawns use up natural phosphorous in the soil, replenishing it is essential to prevent deterioration. However, aquatic plants, such as algae, also benefit from phosphorous. Elevated phosphorous levels are frequently blamed for problematic aquatic algae blooms. Bay County, Michigan, County Board Chair Kim Coonan is spearheading a proposed ban that is typical of what is

being proposed in various communities. In response to algae growth in Saginaw Bay, Coonan rightly observed in the September 19 *Bay City Times*, "I think we all agree that phosphorous is something we need to address."

### Reduces Phosphorous Runoff

At first blush, it would seem logical that banning phosphorous in lawn fertilizer would reduce phosphorous runoff into streams, ponds, and other bodies of water. However, several years of research from soil scientists at the University of Wisconsin have revealed just the opposite. Professor Wayne Kussow is the leader of soil runoff tests at a specially constructed turfgrass research facility at the University of Wisconsin. In a study conducted over six years, Kussow documented lawns treated with phosphorous-containing fertilizers produced less phosphorous runoff than those where no phosphorous was applied. The reason phosphorous application reduces runoff of the element is that adequate soil phosphorous levels keep lawns thicker and healthier. Thick, healthy lawns absorb more water than thinner lawns, and therefore experience less water and soil runoff. While soil effectively captures the vast majority of phosphorous fertilizer added to lawns, the enhanced rainwater runoff in thinner lawns transports more "natural" phosphorous from decaying vegetation and existing soils into nearby bodies of water.

So, paradoxically, phosphorous fertilization actually reduces the amount of phosphorous runoff.

### Good for Nature

"On average, [water] run-off was 78 percent greater from the unfertilized plots than from the fertilized plots. The contrast in amount of P [phosphorous] in the run-off water was even greater. Not applying fertilizer increased run-off loss of P by 147 percent," noted Kussow.

His report continued, "The reason why not fertilizing the lawn so dramatically increased run-off was that the grass thinned out so badly that the rate of water flow across the soil surface is increased, thereby allowing less time for infiltration into the soil and more run-off occurred."

"This is another example where uninformed do-gooders propose so-called common-sense solutions to perceived environmental problems that end up making the problem worse," said Jay Lehr, Ph.D., science director for The Heartland Institute. "Sound science rather than emotion and knee-jerk chemophobia should govern the scientific resolution of environmental concerns such as aquatic phosphorous."

*James M. Taylor*  
([taylor@heartland.org](mailto:taylor@heartland.org)) is a senior fellow for The Heartland Institute and managing editor of *Environment & Climate News*.

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environment. The data tell us that properly managed golf courses are compatible with the environment and that golf facilities contribute positively to communities. Our project will fill in information gaps and provide a road map for advancing golf course management. It is also important that Toro is recognized for its ongoing commitment to this project. We could not do this without its support."

GCSAA is a leading golf organization and has as its focus golf course management. Since 1926, GCSAA has

been the top professional association for the men and women who manage golf courses in the United States and worldwide. From its headquarters in Lawrence, Kan., the association provides education, information and representation to more than 21,000 members in more than 72 countries.

GCSAA's mission is to serve its members, advance their profession and enhance the enjoyment, growth and vitality of the game of golf. Visit GCSAA at [www.gcsaa.org](http://www.gcsaa.org).

The Environmental Institute for Golf, the philanthropic organization of the GCSAA, is a collaborative effort of the environmental and golf communi-

ties, dedicated to strengthening the compatibility of golf with the natural environment. The Institute concentrates on delivering programs and services involving research, education and outreach that communicate the best management practices of environmental stewardship on the golf course. For more on The Institute, visit [www.eifg.org](http://www.eifg.org). For additional information on GCSAA's Golf Course Environmental Profile Project, contact GCSAA Director of Research Clark Throssell, Ph.D. at [cthrossell@gcsaa.org](mailto:cthrossell@gcsaa.org) or 800/472-7878, ext. 4429.

Source: GCSAA Press Release

# **GCSANE Monthly Meeting – December 4th**

## **Franklin Country Club**

### **Host: Michael Luccini, CGCS**

#### **Education: Carrie Riordan, GCSAA Government Relations**

- General (and brief) overview of GCSAA
- Brief discussion of major GCSAA initiatives
- How GCSAA addresses public policy issues
- National Issues/GCSAA Priority Issues, including recent H-2B Visa activity
- State and Local Issues/Massachusetts Issues/Working with Chapters
- Member advocacy efforts
- Environmental Profile Project and how the results will be used to benefit superintendents and the golf industry
- New GCSAA Web site
- Q&A and discussion from chapter members

Franklin Country Club was founded in 1899, with the original 9 holes laid out by Wayne Stiles and John Van Kleek. In 1964, William Mitchell designed two new holes to replace two of the originals. Phil Wogan added 10 holes and removed one in 1973 to complete the 18 hole course that is in play today. Recently, Mark Mungeam has developed a master plan for renovating the course.

Our host, Michael Luccini, was born and raised at Franklin Country Club and started working there at age 14 for his father Gary. Michael left his familiar surroundings after graduating high school to work at New Seabury Country Club as the Irrigation Technician and later returned to Franklin CC to serve as his father's assistant. Michael also served a stint as Assistant Superintendent at Dedham Country and Polo Club. In 1995, Brookmeadow Country Club in Canton tapped Michael for his first superintendent position, where he worked for 6 years. In January 2002, Michael left Brookmeadow to come full circle and take over in his father's foot steps as Superintendent at Franklin CC. He is a graduate of the UMass Winter School (1989) and Stockbridge School (Class of '94).

When asked about his mentors, Michael easily points to his father Gary as having the most influence on his career. "The most important lessons that he impressed upon me were how not to kill grass. Having learned that, I have developed a mindset of proceeding with a certain level of caution when it comes to managing turf." He also stressed the importance of managing in a cost effective manner and keeping expenses in line with the club's budget.



**The 13th at Franklin Country Club**

(photo credit: Michael Luccini)

#### Meeting Details

10:00 am:	Registration
11:00 am:	Meeting
11:30 am:	Education
12:30 pm:	Lunch

"Some of the most meaningful feedback I have received regarding my performance has been an appreciation for how I've handled each respective club's finances." While at Brookmeadow, Michael was introduced to the business side of the game by Frank and Betty Simoni, and cites their influence on him as extending beyond the golf course. In fact, Michael is currently pursuing a degree in business and figures he would probably be a stock broker had he not chosen a career in turf management.

Michael has been busy this fall, rebuilding one green and 15 bunkers in accordance with the FCC master plan. He managed the installation of a new irrigation system a few years ago, so proper coverage and water supply have been addressed. However, one of his biggest challenges this year during the drought was to make sure he used his resources efficiently and avoided waste when it came to water management. He also managed a turnover in staff, with 2 new assistants (Trent Lynch, UMass '05 and Andrew Charbonneau, UMass '06).

Michael resides in Franklin with his wife of 7 years, Lisa. They have two children, 3 year old Michael Jr. and Matthew, who is just 6 months old. When not spending time with his family, he enjoys salt water angling. It is not uncommon for Michael to be crawling around the rocks of the Narragansett Bay in the middle of the night in search of stripers.

Written By: Mark Gagne



# **GCSAA Chapter Delegates Focus on the Future**

A total of 98 GCSAA Chapter Delegates plus the association's Chapter Relations Committee met at GCSAA headquarters in Lawrence, Kansas and the Kansas City Airport Marriott Hotel, October 12-14 to hear an update of the association's programming and its future direction.

"I applaud the delegates for their focus and contributions to the success of the association and the profession," GCSAA President Ricky Heine, CGCS said. "The delegates are the link to the chapters and the sounding board that provides the leadership and staff direction. This meeting was successful because the delegates came prepared to discuss issues that they and their chapters identified as important."

## **CEO Succession Plan**

Primary was a presentation by Heine regarding the identification and selection of a successor to GCSAA chief executive Officer Steve Mona. Heine indicated the process will involve the services of an executive search firm with the ultimate selection by the GCSAA Board of Directors. Heine welcomed input by GCSAA members and emphasized that the board would not be constrained by a time line given Mona will remain with GCSAA for up to six months since announcing his departure to the World Golf Foundation in late September.

"This will be a professional search," Heine said. "GCSAA is a respected organization and its members are highly-regarded. I believe we will have no shortage of qualified candidates to lead our association. Certainly, Steve deserves much credit for positioning us as a leading golf organization. We believe his appointment not only speaks well of him, but of the association as well."

Mona updated the delegates on a variety of programs and services the association offers to serve its members. He indicated the GCSAA staff has as its focus "Members Matter Most." That mantra is supported with three global initiatives: increasing membership, marketing its members and attracting additional resources to enhance member programs and services.

Mona also left delegates with three key points regarding the future of

GCSAA and its members. He said "image is important" as it relates to members representing their profession and facility in a positive manner. He opined that "inclusion is preferable over exclusion" as the association grows its membership base and works with others to advance itself and the game. Lastly, he encouraged members to promote the fact that being a golf course superintendent is a profession, not an occupation.

## **Reviewing Outreach Activities**

Delegates heard a presentation outlining GCSAA's largest investment ever in outreach to avid golfers and employers that communicates the value of GCSAA and its members. Of note was the long term commitment by the board to the program. That is buoyed by a recent NGF survey that revealed significant progress is being made in positively affecting the attitudes and perception avid golfers and employers have towards GCSAA and golf course superintendents. For example, avid golfers indicate the golf course superintendent more than any other golf facility employee is responsible for their enjoyment. Employers weighted in as well, with 85 percent noting GCSAA is a leading golf organization (trailing the USGA by tenths of a percent) and 99 percent indicating the golf course superintendent is key to the economic vitality of a golf facility. It was reported that GCSAA chapters are seeing the value of leveraging.

GCSAA's outreach through adopting the GCSAA's logo. As of the meeting, 24 chapters have adopted the new logo.

## **Chapter Effectiveness Examined**

GCSAA Past President Tim O'Neill, CGCS led a presentation that examined the charge of the Chapter Relations Committee. Namely, what should be the relationship between the association and chapters? It is the goal of the board to take a long-term, comprehensive look at how the two entities work together and to determine how to improve effectiveness in serving shared members' needs. O'Neill and committee members have been given long term appointments to develop recommendations and present to delegates in the future.

## **Establishing a Dues Strategy**

As requested at past delegates meetings, an index-based membership dues structure was unveiled. It is the prevailing opinion that smaller, but more frequent increases are easier for members and the association in the budgeting and planning process. Larger dues increases result in membership losses for GCSAA and members have a more difficult time justifying increases for employers. For example, had the process been used in the past, Class and SM dues would be \$285 annually compared to the current \$300 level. The GCSAA board of directors is supporting a dues increase based on the Consumer Price Index, which will result in an increase of \$20 for Classes A and SM, and \$10 for Class C. GCSAA members will vote on the increase at the 2008 Annual Meeting with a simple majority required to pass.

## **Committee Process**

Delegates were reminded the deadline for members to sign up for committee service is November 5. The GCSAA board of directors selects the committees, focusing on achieving diversity on many different parameters including facility type, membership class, interests, career length, expertise, etc. The board will be discussing at its Fall 2007 meeting issues such as: no more than three years of service on any one committee, and no more than five consecutive years of service without a hiatus. The goal will be to provide some means to keep clear and continuous lines of communication open with those who want to serve, but were not selected, or those who are serving a hiatus. Such a process will keep members involved and allow the participation of members new to the committee system.

## **Measuring Performance**

Heine briefed the delegates on the use of indicators by the association. Indicators (performance targets) are used to determine resource allocation for programs and services and measure the association's performance. In 2008, indicators lettering A through O are grouped according to their focus:

*continued on page 10*

## Market Share, Participation Rates, Revenue and Engagement.

Indicators follow an annual cycle of these steps: a) indicators established; b) resources are applied to association efforts; c) results are measured; d) indicators are reviewed and/or evaluated. Every indicator is tied to a GCSAA vision statement and results are published each year in the GCSAA annual report and posted on GCSAA.org.

## Stats Don't Lie

Delegates heard an extensive presentation on how GCSAA leaders and staff benefit from the feedback members provide via survey instruments. The amount of data GCSAA has at its disposal is greater than at any previous time in the association's history. This provides a measure of performance and helps to provide a road map for the future. Among the surveys that were discussed:

## Member Needs Assessment

Feedback indicates that by large GCSAA needs to better communicate the availability of programs and services and the successes that have been achieved on behalf of its members. Members see GCSAA as being

valuable in providing a variety of programs and services that chapters cannot. The Net Promoter Score was introduced as another means to measure association performance. GCSAA has a net promoter score of 25, compared to the average of 17 for associations. The Net Promoter Score is based on the formula of those who promote the association (rate GCSAA or 9 or 10 on a 1-10 scale) minus the detractors (rate GCSAA 1 through 6). Those ratings a 7 or 8 are considered neutral. The Net Promoter Score is "generally" higher among those membership groups who are more engaged: committee members, delegates, etc.

## Compensation and Benefit Report

Salaries and benefits have been going up since 1993. The average salary of GCSAA member superintendents in 1993 was \$44,500, while it was \$73,766 in 2006. Certified members average higher salaries than Class SM. The GCSAA Compensation and Benefit Report is a tool for members to use to their advantage in negotiation for salaries and benefits. Member superintendents who responded to the survey has access to a complimentary subscription to the full 2007 Compensation, Benefits and Operations Report. Those who did not respond to the survey may purchase a copy - \$100 for members; \$400 for non-

members. Visit [www.gcsaa.org](http://www.gcsaa.org) for more information.

## Golf Course Environmental Profile Project

The first three phases of the Golf Course Environmental Profile Project have been completed with the next phase coming out in January 2008. Information will be vital to addressing various constituents including legislators/regulators, media, environmental community, allied associations, etc. Information will be vital to developing programs and services that advance environmental stewardship at the golf facility. Information will first be published in a scientific journal in late 2007. Additional communication will be widespread.

## Economic Impact Studies

Several economic impact studies are being conducted to measure the role of golf and its economic impact on a state by state basis. The reports also include environmental data that GCSAA is providing (if available) to support the effort. The studies are being conducted under the auspices of Golf 20/20. GCSAA is helping to fund these studies and will alert chapters as to how they can be engaged in these studies.

Source: GCSAA Press Release

***DIVOT DRIFT... announcements ... educational seminars ... job opportunities ...tournament results...and miscellaneous items of interest to the membership.***

## MEMBERSHIP

### Welcome New Member:

Daniel Allen, Assistant Superintendent, Kernwood CC

Best wishes to William Hay's son, who is recovering from a recent motorcycle accident. Hay is the Superintendent at Millwood Golf Course in Framingham.

## UMASS Education

**2008 Winter Lawn Care Conference  
Wednesday, January 23, 2008 (snow date Thursday, January 24, 2008)**

Sturbridge Host Hotel - Sturbridge, MA  
Five pesticide recertification contact hours for all New England states in category 37 (Turf) and category 00 (Licensed Applicator) will be available only to attendees registered for the Technical Track.

The Winter Lawn Care Conference is held in partnership with the Massachusetts Association of Lawn Care Professionals. For more information, contact the UMass Turf Program at (508) 892-0382, [mowen@umext.umass.edu](mailto:mowen@umext.umass.edu)

## ANNOUNCEMENTS

Our deepest condolences are extended to Bill and Melissa Coulter on the unexpected passing of Patrick Coulter, their 14 year old son. Bill Coulter is the superintendent at Swansea Country Club and a member and past board member of the RIGCSA. Donations can be made to the Patrick Coulter Scholarship Fund at any Citizens Bank.

## GCSAA WEB CASTS

12/5/07: Financial Management and Budgeting 12:00 PM

12/11/07: Organic Matter Part II, 12:00 PM

In addition, GCSAA offers a host of "On Demand" web casts, a list of which can be found at:  
[www.gcsaa.org/education/webcast/archivedwebcast.asp](http://www.gcsaa.org/education/webcast/archivedwebcast.asp)

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198 Washington St., Stoughton, MA 02072-1748  
Root zone mixes, divot mixes, topdressing blends, bunker sands, cart path mixes, bridging stone, & hardscape supplies.  
Charlie Downing, Ed Downing - (800) 4-AA-WILL

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Tim Gould, Guy Travers  
(800) 313-3320, (978) 388-5110

## Allen's Seed Store, Inc.

693 S. County Trail, Exeter, RI 02822  
Specializing in quality seed and related golf course maintenance supplies.  
Gregg Allen - (800) 527-3898  
Michelle Maltais - (401) 835-0287

## The Andersons Technologies, Inc.

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Manufacturer of fertilizer & control products.  
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## A-OK Turf Equipment Inc.

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166 Juniper Drive, North Kingstown, RI 02852  
Bruce Chapman, Territory Manager  
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## BASF Turf & Ornamental

47 Falmouth Rd., Longmeadow, MA 01106  
Emerald, Insignia, Pendulum AquaCap, Curalan, Drive, Basagran, Iprodione Pro, Propiconazole Pro, Bifenthrin Pro, Plateau, Sahara.  
John Bresnahan - (413) 374-4102

## The Borden Company

114 Summer St., Maynard, MA 01754  
Bulk limestone dealer.  
Jack Borden - (978) 897-2571

## Boston Irrigation Supply Co. (BISCO)

60 Stergis Way, Dedham, MA 02026  
Distributor, irrigation supplies & accessories, featuring Rain Bird.  
Andrew Langlois, Jay Anderson III, Dan Fuller, Jeff Brown, Greg Hennessy, Chris Russo  
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## The Cardinals, Inc.

166 River Rd., PO Box 520, Unionville, CT 06085  
Golf course and landscape supplies.  
John Callahan, Dennis Friel - (800) 861-6256

## Cavicchio Landscape Supply, Inc.

110 Codjer Lane, Sudbury, MA 01776  
Annuals, perennials, garden mums, ground covers, loam, & mulch.  
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## Charles C. Hart Seed Co., Inc.

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Authorized distributor for Bayer, Syngenta, Grigg Bros., Foliar Fertilizer, & Aquatrols.  
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## Munbeam Cornish Golf Design, Inc.

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Golf course architects.  
(508) 278-3407

## Country Club Enterprises

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Club Car golf cars, Carryall utility vehicles.  
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## DAF Services, Inc.

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Your New England specialty products distributor: Reelcraft, POK, Allen, Kenyon, Echo, Carhart  
Office - (401) 647-0550  
Manny Mihailides - (401) 524-8999  
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## DHT Golf Services

dba Weed & Feed, Inc.  
8 Meadow Park Road, Plymouth, MA 02360  
Golf course renovation & construction in all areas: bunkers, tees, greens, drainage, irrigation, & cart paths.  
Dahn Tibbett, Chip Brearley - (508) 746-3222

## D.L. Maher Co.

71 Concord St., P. O. Box 127, N. Reading, MA 01864  
Water supply specialists; wells & pumping equipment. (781) 933-3210

## Michael Drake Construction, Inc.

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Golf course reconstruction; professional shaper.  
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## E-Z-GO/Textron

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## G. Fialkosky Lawn Sprinklers

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## Gold Star Tree & Turf Farm, LLC

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Growers of turfgrass and ornamentals.  
Malcolm McPhail - (800) 648-8873;  
Canterbury Office - (603) 783-4717

## Golf Cart Services, Inc.

275 Wells St., Greenfield, MA 01301  
Club Car golf, turf, transportation, & utility cars.  
James Bernier - (800) 287-0955

## GPS New England Mapping

39 Cedar St., Cohasset, MA 02025  
Precise irrigation & drainage as-builts; wire tracking & electrical repairs.  
Greg Albanese - (781) 789-1166

## Gustavo Preston Service Company

10 Kidder Road, Unit 8, Chelmsford, MA 01824  
Flowtronex irrigation pumps - sales and service.  
Spring start ups, winterization and 24 hour emergency service for all irrigation pumps.  
Ed Ceaser (978) 250-3333 or

## Harrell's Turf Specialty LLC

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Chuck Bramhall, Mike Kroian, Mike Nagle, Jim Wierzbicki - (800) 228-6656

## Hartney Greymont

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Mark Tobin - (781) 444-1227

## Holliston Sand Co., Inc.

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## International Golf Construction Co.

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(508) 428-3022

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Irrigation consultation, design, and system evaluation. Bob Healey, ASIC, CID - (508) 653-0625

## Ken Jones Tire, Inc.

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Distributor of tires for lawn & garden, trucks, cars, industrial equipment, and golf cars.  
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## Lazaro's Golf Course Supplies & Accessories

dba Hammond Paint and Chemical Co., Inc.  
738 Main St., Suite 223, Waltham, MA 02154  
Complete line of golf course accessories; Standard, Par Aide, Eagle One.  
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Ron Tumiski - (800) 321-5325

## McNulty Construction Corp.

P. O. Box 3218, Framingham, MA 01705  
Asphalt paving of cart paths, walkways, parking areas; printed asphalt.  
John McNulty - (508) 879-8875

## Miller Golf Construction

P.O. Box 1008, Essex, MA 01929  
Golf course construction & renovation.  
Jonathon Miller - (978) 768-6600

## NMP Golf Construction Corp.

25 Bishop Ave., Ste. A-2, Williston, VT 05495  
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## Norfolk Power Equipment, Inc.

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## On-Course Golf Inc., Design/Build

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We make you look good!  
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Custom soil blending, top dressing sands, root zone blends, divot & cart path mixes.  
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Professional goods, services, & John Deere equipment for the golf course industry.  
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Bluegrass/Fescue, Bluegrass/Rye, Bluegrass/Fescue/Rye, Bentgrass.  
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Synthetic turf, tee lines, practice greens, outdoor and indoor practice facilities.  
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## Philip Wogan & George F. Sargent, Jr.

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Golf course architects.  
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