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A Fond Goodbye to Geoff Cornish

By Don Hearn



A truly wonderful person has left behind many friends and a profession made better by his contributions.

Geoff Cornish was a truly humble, kind, pleasant and talented person. Gentlemanly manners came naturally for him. If manners hadn't been invented he would have been the model for them.

I first met Geoff in 1968 while attending the UMASS Winter School. He and his business partner at the time, Bill Robinson, were instructors teaching golf course design and construction. His presentations were interesting and helped me understand many basics of golf course construction. Much of what I learned in that class has stayed with me today. Geoff was a speaker at countless conferences and seminars. What he had to say was amplified with beautiful slides and the recognition he always gave to superintendents at the courses he would speak about.

He and fellow architect Bob Graves taught one of the most popular seminars offered by the Golf Course Superintendents Association of America. They also presented this seminar at the Harvard School of Design. w

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New England Green Section Seminar

An Educational Seminar for Green Chairs and Club Officials

PRESENTED BY



Register Now! Tuesday, March 20, 2012 Blue Hill CC

7:30 a.m. – 8:30 a.m. Registration & Coffee

8:30 a.m. – 8:45 a.m. Welcome and Introduction

8:45 a.m. – 9:20 a.m. Congratulations, You're on the Green Committee. What Did I Get Myself Into? Mr. David Oatis, USGA Northeast Regional Director

9:20 a.m. – 9:50 a.m. The USGA in the 21st Century – Where We Are Going Dr. Kimberly Erusha, Managing Director, USGA Green Section 9:50 a.m. – 10:20 a.m.

> Where is Green Speed Taking the Game Mr. Adam Moeller, USGA Agronomist

> > 10:20 a.m. – 10:35 a.m. Break

10:35 a.m. – 10:45 a.m. Better Golf Through Turf Research Mr. Gary Sykes, Director NERTF

10:45 a.m. – 11:25 a.m. The Things I Wish My Superintendent Knew, The Things I Wish My Green Committee Understood Mr. Jim Skorulski, USGA Senior Agronomist

11:25 a.m. – 12:05 p.m. Dealing With Ever Increasing Golfer Expectations Panel Discussion: Moderator Tom Bagley, MGA, Jason Adams, Blue Hill Country Club, Scott Lagana, Oak Hill Country Club, Glen Misiaszek, Cohasset Golf Club, Bill Spence, The Country Club, David Oatis, USGA

> 12:15 p.m. – 1:15 p.m. Networking Lunch

REGISTER ONLINE AT: Click on the New England Green Section Seminar Icon <u>www.mgalinks.org</u>

15th Annual New England Regional Turfgrass Conference and Show

By Gary Sykes, NERTF Executive Director

Putting on a show is all about planning....Have you ever seen better February weather in Providence? What a great week it was for the New England Regional Turfgrass Conference and Show! We thank all attendees, speakers and exhibitors for attending. It was a landmark year for the show and we appreciate especially all those who have been coming each year since we began in 1998. Some highlights of the results are:

- More than 400 seats were sold for 8 Seminars on Monday
- An expanded session for Sports Turf on Tuesday was well received
- Ray Bourque was mobbed after his presentation and several times on the trade show floor...I think they liked him!
- More than 40 exhibitors were presented with commemorative Framed Brochure Covers thanking them for 15 years of support for the show.
- Wednesday was busy with 4 Education Sessions both morning and afternoon, while the Trade Show kept buzzing
- The auctions netted \$18,000 this year and it has contributed more than \$150,000 in Turf Research Funding over the last 8 years.
- The Turf Bowl Crown was protected again for the fourth year in a row by UMass though UConn, URI and SUNY Colbleskill are getting closer!
- Tee-Up New England! was introduced and support continues to grow for the new initiative!
- Sponsors help to make the show again with: Two Receptions, Keynote Speaker, Early Morning Refreshments, Lanyards, Lunch Vouchers, Nine Holes, Show Program and Driving Range all sponsored!
- NERTF has announced \$117,000 in Research Funding for 2012.

These were just some of the great moments. We thank all of our sponsors for their support to make each show all that much better with food, drink, auction items and prizes. All our exhibitors also sponsor the show through booth space and attendance. Many of them also invite guests to events and dinner during the week. These types of things are what make the show an event of importance and enjoyment. Building business relationships are important in an industry such as ours. The city knows when the Turf Show is in town and they appreciate your participation in the City Restaurants and Attractions.

The 2012 show came early this year because of the change in dates by GCSAA. It was a little tough to get used to that the show was starting on February 6 versus the first week of March that we had stuck to for the first 14 years. But, everything came together as it normally does, just a month early. We really appreciated you adjusting to the early dates especially our exhibitors. We thank our speakers for their participation in the show and in the industry. New

England is a model region for the mutual cooperation it has established since 1998 bringing together 6 states and 4 shows for the greater good. The industry has prospered the best it can in this tough economy partly due to the relationships established and the networking that is functioning from opportunities created at the show. We hope everyone is marking their calendar for the 1st week of March for the 16th annual conference and show....the dates are March 4-7, 2013. Have a Great Spring and we'll see you in Providence again soon! ❖





Olympic Course Decision Delayed Another Month

By Ryan Ballengee, Golf Channel

February 3, 2012

After hearing presentations for the vision of the golf course to host the sport's return to the Olympics in 2016, the selection committee will reveal the winning design team next month.

The Rio 2016 organizing committee announced Friday the winner selected from eight finalists will be revealed in March at the next planning meeting for the Rio games. The International Olympic Committee will be in Brazil at that time for a project review meeting.

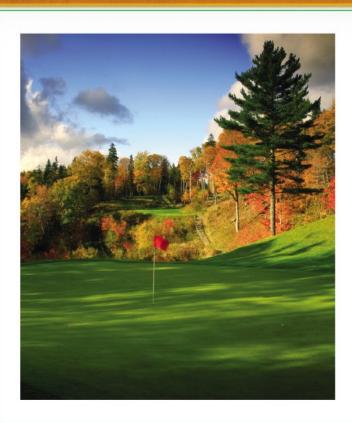
The announcement comes as somewhat of a surprise, as finalists anticipated an announcement of the winner as soon as Friday.

The eight finalists shared their vision this week in front of a committee of unknown size and makeup. In a release, the committee said it was pleased with all eight competing bids. It remains unclear, even to the finalists, if the committee has selected a winner or continues to deliberate among proposals. One finalist, however, does believe the deliberation process continues.

The finalists are: Jack Nicklaus and Annika Sorenstam, Greg Norman and Lorena Ochoa, Gary Player Design, Tom Doak, Gil Hanse, Martin Hawtree, Robert Trent Jones Jr. and the team of Peter Thomson, Karrie Webb and Ross Perrett.

The winner will receive a contract to design the course for 300,000.

Source: Golf Channel www.golfchannel.com



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Environmental Leaders in Golf Awards National Private Winner Thomas Brodeur - TPC Boston

When he was a youth in Auburn, Mass., his neighbor was a nine-hole golf course. Thomas Brodeur became a caddie. That experience, according to him, "raised by level of curiosity about what it took to create such beautiful grounds."

Obviously, Brodeur nailed it.

Brodeur - recipient of the top honor in the 2011 ELGA national private resort category - continues to make his mark on a well-known course in the state where he grew up. TPC Boston, originally an Arnold Palmer design, is the site of the PGA Tour's Deutsche Bank Championship, one leg of the season-ending FedEx Cup playoffs.

Speaking of the PGA Tour, the event at TPC Boston was the first carbon-neutral championship for the organization. Last year, carbon offsets benefited a sugar processing plant by providing new energy-efficient furnaces for the facility.

TPC Boston features 260 acres (out of approximately 282) that are core environmental habitat. Finely managed turf includes about 3 acres of A-4 creeping bentgrass putting greens, 5.5 acres of Princeville creeping bentgrass tees and 24 acres of Princeville creeping bentgrass fairways. Primary rough is Midnight bluegrass and three types of fine fescue.

Brodeur, a 30-year member of GCSAA, is challenged during times of high demand for water, even though there are three lined ponds for water storage equaling about 11 million gallons. Frequent spot watering with hoses is common during warm months. A full-time irrigation technician immediately repairs leaking sprinklers and provides routine checks.

Membership Reminder

Please send in your contact information sheet to Don Hearn by March 1, 2012 in order to have your correct information included in the 2012 Membership Directory. If you did not receive a contact information sheet please contact Don at <u>donhearn@gcsane.org</u>. If you have paid your dues for the current year by March 1, 2012 you will be included in the directory. If you did not include your contact information sheet with your dues payment we will publish your old information from last year in the 2012 Directory. Conservation is emphasized on Brodeur's watch. The latest effort focuses on replacing standard light switches with motion switches to ensure lights are off in rooms when no personnel are present. All grass clippings on fairways and rough are returned to the soil. Neither clippings nor leaves are removed from the golf course during the fall; leaves are mulched and used as nutrients and organic matter for the turf. Through mid-June, fairways only need to be cut once or twice weekly at TPC Boston, saving about 18 gallons of diesel fuel each week.

When it is possible, Brodeur's staff reverses the order of mowing greens and tees to minimize the impact of reforming dew on disease development, particularly on greens.

Brodeur says animals can maneuver with ease through their natural plant and water habitats at the course. Shorelines of three man-made bodies of water provide food and protection for various animal species.

Speaking of species, a "Species of the Month" program educates members and staff about wildlife on the property.

Source: GCM - February 2012

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Membership Chairman, Rich Gagnon

2012 Turf Bowl

The New England Regional Turf Bowl was held in Providence, RI on February 8, 2012 at the New England Regional Turf Conference. This year we had a record 16 teams participating. Teams from UCONN, UMASS, URI, and Cobleskill (SUNY) participated. Teams were made up of groups of 2 and 3 person teams. This event came at a great time because it prepared the students for the Turf Bowl at the Golf Industry Show being held later this month in Las Vegas.

We are very happy with this event and would like to thank all the professors from each school who helped grade the scores and monitor the test. A special thank you goes out to Michelle DaCosta, professor at UMASS, for preparing all the tests and organizing this event with the other professors. Thank you everyone for helping out!

We wish the students good luck in their next Turf Bowl at the GIS show. Hopefully they will bring home some trophies. We are very proud of each and every school and their students and professors who participated in this event. It was nice to see the camaraderie take place between all the schools and the turf industry.



The Top 3-Team Results:

1st Place: UMASS - Royal Healy, John Waters, Maxwell Griggs

2nd Place: Cobleskill (SUNY) - David Allen Vastola, Stanley Zombek, Sean Charles

3rd Place: UCONN- Anthony Minnitti, Ray Platt

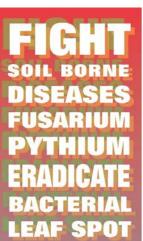
Sincerely, Bob Ruszala New England Regional Turf grass Conference

Notable Quote

(overheard from this year's turf show)

"Golf people please move to the left, this is the line for sports turf and by the way you shouldn't be here because the seminars are not over yet! Get back inside!"

Anonymous







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Decade of Contraction

by John Reitman

Listening to state of the golf industry reports is becoming much like watching cable news programs – they provide important information, but some of it can be so depressing that often it is tempting to ignore rather than act upon it. But ignoring the facts is part of why many entities in the golf industry face the challenges they do today.

Statistics gleaned from this year's PGA Merchandise Show in Orlando indicate that just about all of the game's economic indicators – rounds played, number of golfers, revenue – are down – again.

The good news is that regardless of where you stand on supply vs. demand in golf, the market is well on its way to correcting itself, and this business will be healthier in the long run because of it. The bad news is that when these numbers lag, they take with them jobs that the industry almost certainly will never recoup.

"If you're a golf industry stakeholder and you've successfully adjusted to the 'new normal' of golfers, rounds and revenue, then you'll survive," said Jim Koppenhaver of Pellucid Corp. who delivered his own state of the golf union at this year's show. "If you're on the edge and needing one good year to stave off disaster, you're probably not going to survive this industry cycle."

And while just about everyone in the business knows that the industry still is in a state of oversupply, the culling of golf course properties accelerated in 2011 to a previously unseen pace.



Here are some of the unofficial highlights of 2011.

- Net loss of 120 18-hole equivalents
- Rounds played down 3.6 percent
- Number of golfers down 1 percent
- Revenue down 0.2 percent

Rounds played in 2011 dropped by what Pellucid Corp. pre-

dicts will be about 3.6 percent to 458 million rounds, though the official numbers from Golf Datatech are not expected until March.

Each year, it seems, a nominal decrease in rounds played has been labeled as "flat" or "down slightly" but when you add it all up that steady decline since 2000 has resulted in an 11 percent drop in rounds played, which is hardly flat. If that projection is accurate, that will mean current demand is in line with rounds demand in 1990.

Part of the problem is a decline in demand. The number of golfers declined in 2011 by 0.2 percent to 26.3 million golfers.

As a result in a decrease in demand, it appears that for the sixth consecutive year more golf courses closed than opened in 2011. Koppenhaver cited unofficial NGF statistics that indicate 30 18-hole equivalents opened across the country in 2011, while the doors were shuttered on 150 others, for a net loss of 120 18-hole equivalents. Again, the NGF hasn't published its official figures yet.

A net loss of golf course properties once was an anomaly; until 2006 it hadn't happened since World War II, now it is the new norm until equilibrium is realized. Since 2006, a net 340 18-hole equivalents have been shed, but that still leaves the industry with about 300 more properties than there were in 2001.

Industry analysts differ on a supply equilibrium level. Some believe that 1,000-1,500 courses must close over the next decade before that level is reached.

Greg Nathan, senior vice president of NGF, acknowledges that many golf courses will close, but determining just how many is not so easy, he said.

"This decade will be one of supply contraction," Nathan said.

"It's a moving target. We've spoken about how we think a net negative of 100-plus annually for the next several years will happen, but if there is growth in demand, these numbers can change. There is a lot of work to do there, and there are a lot of people working hard on player development. "

What Nathan is referring to is Golf 2.0.

The PGA of America's growth initiative seeks to strengthen core golfers, recapturing those who have left the game and attracting new players, including women, juniors and minorities. The initiative seeks to increase participation from 26 million golfers today to 40 million by 2020.

The PGA sought the assistance of the Boston Consulting Group in identifying new audiences and strategies to reach them. It also has enlisted NGF to analyze the data as it pours in over the next several years.

"We know there are those who are skeptical of any player-development program," Nathan said. "That's why this one has to be different.

"That's why (the PGA) is investing its own money and why there will be independent reporting on the results."

Decade of Contraction - continued from page 7

Past growth initiatives have been perceived as largely ineffective. Golf 2.0, Nathan said, only can work if it is managed at the individual facility level.

"We all know it can't work from the top down," he said. "PGA professionals, owners and operators are going to have to mobilize and be champions of this program.

"We are in discussions to help the PGA analyze the programs that are successful so that PGA members and operators can invest time, money and effort into those programs that are successful and not in the ones that are not working as well."

"We all know it can't work from the top down. Operators are going to have to mobilize and be champions of this program." - Greg Nathan

A key for many operators in the industry is time.

While chasing new markets makes sense, many golf operations don't have the luxury of time as evidenced by net loss statistics since 2006.

Critics of growth initiatives say that golf courses flirting with extinction won't be around in eight or 10 years to celebrate the successes of trying to attract more women, juniors and minorities into the game. Their chances for survival, he said, would be better served wooing core customers now and new markets later. That could result, Pellucid's Koppenhaver said, in a realistic growth rate of 1 percent per year.

"Hope is not a strategy," Koppenhaver said.

"Those facilities on the brink should be looking at those the game currently attracts. The only way they are going to survive right now is through retention and increasing frequency of play. If you played 10 last year and five times this year, that's a problem. My goal would be if you played 10 last year get you to play 11 times this year."

Others concede that equilibrium must be reached, and the casualties that go with it are an unfortunate reality.

"It's going to make the industry healthier overall," Nathan said. "The courses that remain will be healthier. The sky isn't falling on golf."

But what about those for whom the sky seems like its falling?

"Any facility that still has its doors open clearly can benefit from something designed to increase participation," Nathan said.

"Golf 2.0 is not designed to be a savior of the game. If you put proper disciplines, structures and strategies into place, it is something that can help make a difference and get some things done.

"I am bullish about 2.0. We all need to be engaged and part of it, and not watch from the outside." \clubsuit

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Expand Your Knowledge!

The Massachusetts Golf Association and the New England PGA will be hosting a Rules of Golf Seminar <u>Saturday</u>, <u>March 24 at the Country Club of Halifax</u>.

The event will be open to the general public including MGA Members, Golf Professionals, Superintendents and Club Managers. The cost will be 35.00 per person (continental breakfast, lunch and a Rules of Golf Book included).

TENTATIVE SCHEDULE OF EVENTS

8:15 am - 8:45 am:	Registration, Continental Breakfast
9:00 am - 12 noon:	Rules Presentation - Rules of Golf, Changes, Procedures
12 noon - 1:00 pm:	Buffet Lunch
1:15 pm - 3:00 pm	Rules Presentation - Rules of Golf, Q & A Session

More information will be available soon.

Attending this seminar is a very good way to broaden your knowledge and help understand how maintenance practices, course marking and other routine tasks can effect how the game is played.

If you have questions, please get in touch with Don Hearn at DonHearn@gcsane.org

NOTICE from your Association Manager

1. Meeting post cards sent via the US Postal Service will be discontinued. The notices for future meetings will be sent electronically to all members whose email address is on file. If you wish to receive cards by mail please contact Don Hearn at 774-430-9040. If you haven't been receiving information from the Association by email during the past month your correct email address is not on file and you'll need to send your email address to Don Hearn at: donhearn@gcsane.org.

2. Because of rules for credit card information storage the Association will no longer be keeping credit card information on file like we have in the past. When attending meetings you'll have to have your credit card swiped through a card reader. We've all used these so it shouldn't be anything new. You'll immediately receive a receipt for every transaction. You will still be able to make charges over the phone or via email it's just that the information won't be stored like it is now. If you need clarification please contact Don Hearn at donhearn@gcsane.org. ❖

PACE Turf Management Toolbox

PACE Turf provides its membership with a vast amount of turf management information on its website at <u>www.paceturf.org</u>. For the first time, PACE Turf extends permission for GCSAA chapter webmasters and newsletter editors to post or print the links to a number of its turf tools. In effect, GCSAA chapters will be able to make a PACE Turf Management Toolbox available to its members free of charge.

PACE Turf Management Toolbox

Turf Disease Photo Index - hundreds of photos help you identify turf diseases: http://www.paceturf.org/index.php/journal/pace_turf_disease_photo_index/

Turf Insect Photo Index - identify turf insect pests with this tool: http://www.paceturf.org/index.php/journal/pace_turf_insect_photo_index/

PACE Turf TV - YouTube videos that you can embed on your website. Topics range from aerification and soil chemistry to the iPhone stimp meter evaluation: <u>http://www.youtube.com/paceturf</u>

Additional Resources: http://www.paceturf.org/index.php/public/free_stuff/

Super Journal – A website to report superintendent-sponsored research: <u>http://www.paceturf.org/index.php/journal/</u>

PACE Turf provides its virtual toolbox to GCSAA chapters to kindle interest in its 2012 membership drive. Superintendents that join PACE Turf will have immediate access to additional resources, including weekly emailed updates, more educational videos, site-specific weather and pest forecasts, and full access to its state-of-the-art web site. A PACE Turf membership is designed to help superintendents prevent turf problems before they occur, saving them time and money, and keeping them current with the newest management products and practices.

A PACE Turf membership is \$275 per year or just \$0.75 per day.

PACE Turf is a membership organization that provides breaking research news, information and expert advice on its <u>website</u> <u>www.paceturf.org</u>. The mission of PACE Turf is to generate and share independent and objective agronomic information for turf professionals, so they may develop management programs that are effective, practical and scientifically sound.

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

ANNOUNCEMENTS

- Our condolences are extended to Jim and Anne Santoro on the passing of Anne's brother Gerald Ciullo on January 12, 2012
- Wishing all the best and a speedy recovery to Pat Hogan's wife Jane.
- Our condolences are extended to the Cornish family on the passing of Geoffrey Cornish at the age of 97 on February 10, 2012. Geoffrey was well known by many as a golf course architect and turfgrass historian.
- Our condolences to Prasanta Bhowmik and family on the passing of Kiran Bhowmik who passed away on January 27, 2012 at the age of 37. She was the daughter of UMASS Professor Prasanta and Beverly Bhowmik.
- Our condolences are extended to Mark Richard and family on the passing of Mark's mother Dorothy Richard on February 15, 2012.

As in the past, *The Newsletter* continues to invite Affiliate members to submit a press release about new personnel, new products or a company bio. We will print each and every release **free of charge**. This is a great way to advertise for free. Who said nothing in this world is free? Free advertising to better your company, wow what an offer. Jeff Urguhart, Editor

WEB SITE BANNER AD

The invoice stated that it had to be paid by March 1st, the new deadline will be April 1st. Please send your payments to Don as soon as you can. Thank you very much.

Jeff Urquhart



2012 Nine Hole Budget Survey, ya want it?

With over a dozen clubs participating, the 9 hole budget survey is now complete. For those who were not able to do so we have decided to provide the valuable information to you. A small fee of 10 dollars will get you the entire prepared budget survey sent via emailed PDF. This year's survey is full of graphs, pie charts and very useful information that can be helpful to you when determining your budget. To ensure confidentiality the names of the clubs and any other personal information will be removed, it doesn't matter if it's Augusta National or Club A. The numbers alone will provide you with the information that you need for your specific situation so if ya want it, email me, Jeff Urquhart at **jmartin101@gmail.com**.

AFFILIATE SURVEY

The GCSA of New England has the desire to make the organization more affiliate friendly. The following question set is to gauge affiliate member sentiment regarding participation in the organization, and allow you the opportunity to share feedback and voice concerns to the affiliate committee. The aim is to form a collective voice with your feedback that will help guide the committee to shape change in the organization to improve it for all our members.

The address below will bring you to the survey to be completed:

https://www.surveymonkey.com/s/Y5BRGT8

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