



THE NEWSLETTER

February 2017

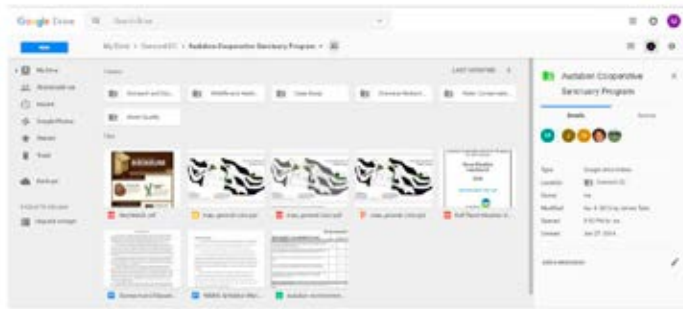
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Google Drive for Golf: The Price is Right.

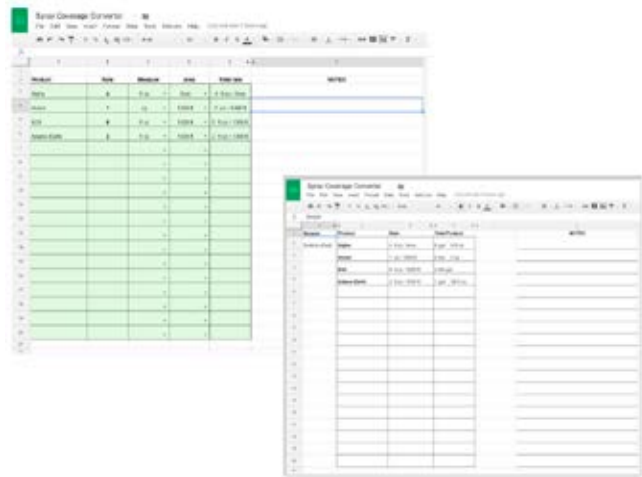
Written by Matt Bamforth
Assistant Superintendent—Concord Country Club

Google Drive may not be the hidden gem that it was just a few short years ago, but it may have more to offer than you know. Over the past few years I have used Google Drive constantly as part of the grounds management team at Concord Country Club. It's most basic functions include document storage, word document and spreadsheet creation, and file sharing. However it can do so much more, from project management to data tracking, there are countless uses of Google Drive.



The most basic abilities of Google Drive can help make your life easier while running a grounds department. As any Superintendent or Assistant knows taking photos on your course is part of life in order to document your practices and discoveries. Utilizing Drive to store, share and organize photos of your course is extremely helpful. It serves as central storage that is available through any internet connection and prevents wasting time searching for old photos that could be on an old computer or cell phone, or who knows where else.

I'm sure that most people have Microsoft Office on their computers but Drive allows document creation on a web based platform. This means that you can access and edit the same document from a work computer, your home laptop or even a tablet or phone as long as you can get online. Now how does this more directly relate to turf management you may ask? Using a shared spreadsheet allows for easier inventory tracking of items such as seed, pesticides, fertilizers or tools and parts. We also utilize a spreadsheet where we record our spreader calibrations for different granular products. There have been several occasions where I get a call over the radio asking about a spreader setting and I can pull it up on my phone and relay the information without ever leaving the course.



Even the stock apps that come with Drive can be used for some advanced results. For the last few years I have used a Google Sheet file that will create spray sheets for our applicators at our course. Our Superintendent will insert the products and rates for a particular application and the spray sheet converter will generate a spray sheet for each of our spray units that we possess. This eliminates a potential error in math or in reading a handwritten sheet and the document can even calculate the total product used once you tell it how many tanks the application took.

The standard Google Form app is another feature that many have adapted for use in the turf industry. I have spoken with colleagues who have created forms to track irrigation breaks, repairs, and parts needed. You can also get a bit more involved and utilize a form to track labor on your grounds staff to see exactly where you are dedicating your labor hours.

Creating and sharing simple spreadsheets, documents, and forms, is just the tip of the iceberg when it comes to the full capability of Drive. There are countless apps that are available or that can be downloaded that can create presentations, create custom print documents, edit photos, convert files and much more.

To summarize, Google Drive can do more than you can imagine but more importantly it can make the life of a turf professional easier. It can help you become more organized, efficient and save time in an industry where there never seems to be enough hours in the day. Oh, and I forgot to mention, it doesn't cost you a penny.

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Matt Medeiros

Read Customs Soils is pleased to announce that Matt Medeiros has joined their Sales Team! Matt has enjoyed a distinguished career in the golf course industry. He was the superintendent at Allendale Country Club from 1995 through 2015. Prior to that he was the Assistant Superintendent at Rhode Island County Club and Pinebrook Country Club. He has a degree in Turfgrass Management from the State University of New York. In addition to golf material sales, Matt will be supporting the entire line of Read engineered soils. Matt lives with his wife and young family in Dartmouth, Mass.

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Thoughts From Your Executive Director *by Don Hearn*

It was good to see an article about Affiliate member Mark Mungeam in Golf Course Architecture magazine. Mark has been leading the restoration and renovation project at the Fox Hill Country Club in Exeter, Pennsylvania. Please click [here](#) to read more about Mark's project.



Dr. Pat Vittum flanked by Peter Grass, GCSAA President (left) and Rhett Evans, CEO of the GCSAA (right).

One of the highlights of the Golf Industry Show held in Orlando, Florida this year was the presentation of the Colonel John Morley Distinguished Service Award to Dr. Pat Vittum. Pat is a friend to all who have worked with her, taken her classes, read her books and followed her long career as a professor at the University of Massachusetts, Amherst. In addition to her many awards for excellence she has been a recipient of the GCSA of New England's Distinguished Service Award and the USGA's prestigious Green Section Award for outstanding contributions to golf through her work in the golf industry. I've known Pat for all her years at UMass and worked with her as a cooperater during my time as a practicing golf course superintendent. Pat spent many hours collecting samples and working to find the best control for Japanese beetle and other insects. At the time, one of her research assistants was Steve Curry, currently the superintendent at Torrington Country Club in Torrington, Connecticut and the immediate past president of the UMass Alumni Turf Group (ATG). Pat plans to retire this year after 30 years at the university. I believe her retirement plan includes a revision of her book Turfgrass Insects of the United States and Canada, which many consider the bible of turfgrass insect information.



A view of a portion of the GIS show

While in Orlando I had the pleasure to attend the Nor'easter Hospitality event held at Lafayette's Orlando on International Drive central to the hotels used for the GIS. The Metropolitan GCSA takes the lead on this event and has been the driver of its success. In addition to the GCSA of New England, others who contribute to the evening's success are the GCSA of Cape Cod, Hudson Valley GCSA, Connecticut GCSA, Rhode Island GCSA, Vermont GCSA, and Long Island GCSA. Our thanks to the Met GCSA for dedicating the time and caring to make this such a wonderful event.



In case you missed the wrap-up of GIS in Orlando, the following is a brief overview from many of the GCSAA media outlets of how things played out. Thank you to all who attended and made the event the success it was. I hope you are looking forward to San Antonio in 2018 already!

Orlando by the numbers:

The 2017 Golf Industry Show, presented by GCSAA and the NGCOA, proved a resounding success, with attendance numbers rising across the board. Total attendance rose to 13,600, including nearly 600 first-time member registrations. The education conference filled 5,800 seminar seats, the highest number since 2008. The 250,000-square-foot trade show drew 6,300 qualified buyers to view the latest golf facility solutions and interact with 569 exhibitors.

Voting updates:

Bill H. Maynard, CGCS, was elected GCSAA's 2017 president during the annual meeting in Orlando on Feb. 9. Other 2017 board members include: Darren J. Davis, CGCS, vice president; Rafael Barajas, CGCS, secretary treasurer; Peter J. Grass, CGCS, immediate past president; and Kevin P. Breen, CGCS, John R. Fulling Jr., CGCS, Mark F. Jordan, CGCS, Kevin P. Sunderman and John Walker, directors. In addition, a \$5 dues increase for Class A, B and C members passed, as did a change to Article I, Section 2 of the GCSAA Bylaws, amending the definition of equipment managers in the bylaws.

How the schools fared:

Penn State University's Team #10 took first place in GCSAA's Collegiate Turf Bowl Competition, presented in partnership with John Deere Golf. The foursome of Thomas Goyne, Derek Buganza, Curt Moore, Kevin Heimann, along with advisor Ben McGraw, Ph.D., will return to State College, Pa., with the traveling trophy and prize award. Second- and third-place honors went to Team #55 from Cal Poly Pomona and Team #23 from Auburn University, respectively. Fifty-eight teams, composed of 204 students from 36 different schools, competed in the event. While none of the New England universities managed to get stage time, the Northeast region did great! Tied for sixth was University of Guelph, and finishing fourth was SUNY-Delhi!

Regional members highlighted:

Several members from the Northeast region were selected to attend GIS as grant recipients. They received this opportunity as part of the Melrose Leadership Academy program, which supports the professional development of GCSAA member superintendents. It is administered through the Environmental Institute for Golf (EIFG), the philanthropic organization of the Golf Course Superintendents Association of America (GCSAA). The program

was established in 2012 by Ken Melrose, retired CEO and chairman of the board of The Toro Co., and is supported by a \$1 million gift to the EIFG from the Kendrick B. Melrose Family Foundation. Congratulations to:

- Chris Frielinghaus, CGCS at Glen Falls Country Club in Queensbury, N.Y.
- Scott Hellerman, at Pitman Golf Course in Sewell, N.J.
- Richard Lawlor, CGCS at Town of Yarmouth Golf in West Yarmouth, Mass.
- Matthew Simon, at Thendara Golf Club in Thendara, N.Y.
- Michael Whitehead, CGCS at Pawtucket Country Club in Pawtucket, R.I.

GCSAA Resources and Deadlines

you Get Cool Stuff from your Association Already:

GCSAA investigating a political action committee

GCSAA is exploring the launch of a political action committee in 2017. During 2016, government affairs staff presented the concept of a GCSAA PAC to the Government Affairs Committee, GCSAA Board of Directors and chapter delegates, and are now seeking feedback from membership. Before April 15, please watch the GCSAA PAC videos, read the PAC brochure and provide online feedback here: <http://cqrcengage.com/gcsaa/gcsaapac>

Advocate for golf: National Golf Day, Washington D.C.

WE ARE GOLF, a coalition of golf's leading organizations, will host its 10th annual National Golf Day on Wednesday, April 26, 2017 on Capitol Hill in Washington, D.C.

"We look forward to celebrating the 10th anniversary of National Golf Day by educating our country's lawmakers about the game's significant impact," said Steve Mona, Chief Executive Officer of World Golf Foundation, administrator of WE ARE GOLF. "As we await a new Presidential administration this month, we are optimistic about the momentum for golf in 2017 and also pleased with the strides our industry has made on Capitol Hill in the last decade to ensure that golf's interests are effectively represented."

Deadline to register is Wednesday, March 1, 2017. For information and to register visit [We Are Golf](#)

Scholarship Season is HERE NOW!

Par Aide's Joseph S. Garske Collegiate Grant Program

The goal of this program is to assist GCSAA members' children in funding their education at either an accredited college or trade school. It is available to the children of GCSAA members who have been an active member for five or more consecutive years.

Applicant must be a graduating high school senior and be accepted at an institution of higher learning for the upcoming year. The annual deadline is March 15.

GCSAA Legacy Awards

Knowing the costs of higher education will continue to rise, the Environmental Institute for Golf developed this program to provide scholarship assistance to the children and grandchildren of GCSAA members who have been active Class A, Class B, Class C, Class A-Retired, or Class AA members for five or more consecutive years. Honorees receive a \$1,500 award. Applicants must be enrolled full time at an accredited institution of higher learning, or for high school seniors, they must have been accepted at such an institution for the next academic year. In addition, award winners are ineligible to apply the year following their award, but can reapply after a one-year hiatus.

The annual deadline is April 15.

Upcoming FREE webcasts:

- Feb. 23: [Oxygen Acetylene Welding, Cutting and Brazing - equipment management series](#)
- Mar. 1: [Sodium and its Management for Turf](#)
- Mar. 15: [Managing Irrigation for Turfgrass Health](#)
- Mar. 22: [On the Subject of Sole](#)
- Mar. 29: [Carbon, Carbon Everywhere](#)
- Apr. 11: [Diagnosing & Managing Nematodes - The Latest in Nematode Control](#)

Again, if I can be of any assistance, please feel free to contact me.

Kevin Doyle
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When You Don't Hear Back From a Job Interview *By Don Hearn*

Some Things to Consider When You Don't Hear Back From a Job Interview.

This is the time of year when many clubs are looking for qualified employees to fill positions. The process has become extremely difficult in part due to the low rates of compensation and skimpy benefits offered. As difficult as it is to attract candidates, it's equally frustrating when candidates don't hear back from an interviewer. How do you go about keeping your name in the forefront? Below are some ideas that you might find helpful.

Out of sight, out of mind. Stay in front of the interviewer. Your goal is a live conversation to express your interest and gauge theirs. Remember, this job might be your top priority, but it may not be your interviewer's top priority. Although it's difficult to imagine they might not be interested in you, you don't know exactly what they're looking for. Be patient and assertive, but not overbearing. Showing your level of interest and eagerness is important.

Sometimes an interviewer isn't getting back to you because they're pursuing another candidate. You could be a strong number two candidate, and they might be deliberately slowing down your process and speeding up somebody else's; this way, they can come back to you if the other candidate doesn't accept. A lot could be going on, but there's nothing worse than not knowing, so continue in your efforts to contact this person. You might consider making contact through a friend who might know the person involved in the hiring process.

It's common to feel like repeated attempts at contact become annoying and that you're at risk of leaving a bad impression. But it doesn't have to be all or nothing — find a balance. How many

calls make you a pest and how many calls make you an interested candidate? Sending an e-mail every day is a pest. Sending an e-mail or voicemail every third day conveys a level of interest. Calling before hours or after hours is a great approach, too — your contact might be more likely to pick up the phone if you aren't catching them at the busiest part of their day. I would suggest calling at the end of the day, rather than the beginning. Based on my experience, it seemed like the end of the day was more a reflective time whereas the beginning of the day was more of an eager time to get the day's plan off the ground.

When do you accept silence as confirmation that you're no longer being considered for the job? It depends on how much time and effort you have invested. The rule of thumb is to expect an equal reaction to your action — if you only sent a letter or e-mail, you might not get a response. If you've had a face-to-face interview, you deserve a conversation (and if not, that reflects poorly on the person doing the interviewing). The best thing to do is make sure you know what the next step in the process is before you even leave the interview. Say something like, "If I don't hear from you, can I call you within the next week?" By doing that, you have something concrete on which to base your follow-up.

Keep in mind that while you might believe we're a close knit industry, and we are, it doesn't mean that you will be treated respectfully by everyone who is a part of it.

Good luck!



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N.E.S.S.



We are excited to announce Scott Whitcomb as the newest member of our Team! I'm sure many of you know him as he's visited over 360 clubs in the Bay State area rating courses and overseeing MGA tournament rules and regulations. Scott Whitcomb, formerly Director of Field Operations at the Massachusetts Golf Association, joins our team with just over three decades of experience in the golf industry!

His unique ability to offer insight from a player's perspective will certainly assist you with your next decision of bunker sand choice or topdressing material. His charisma and ability to engage is unmatched. If you know him, you can relate. If you don't know him, it will only take one meeting for you to want to engage further!

As New England Specialty Soils continues to expand, we have Scott Whitcomb covering more of Southern Mass, as well as Rhode Island. Bob Doran continues to cover Massachusetts, New Hampshire, Vermont and parts of Massachusetts, Ed Downing will handle clients in Massachusetts, Rhode Island, and Connecticut.

We have added new screening plants, as well as new trucks to the fleet to meet our clients needs. Providing a quality product, timely service, and a strong product knowledge gives our loyal customers the confidence that they can count on us to meet their unique needs.

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Opportunity to Communicate with Golfers in New England

The NEPGA is giving our association the opportunity to write articles to include in their newsletter. They feel that having articles written by local Superintendents will be more impactful than just referring people to national publications to learn about why we conduct certain practices and programs on golf courses. Most of our members do a nice job educating golfers at their own course. We all know the hot buttons with golfers i.e. aeration, topdressing, frost delays, tree removal, bunker consistency, hand-watering etc. This is an opportunity for you to write an article that will be sent to approximately 5,000 NEPGA readers. You will be helping all Superintendents by explaining to golfers the importance of the agronomic practices occurring on their local courses. In addition, this is nice way to get your name and your facility some attention in our region.

For the Assistant Superintendent out there looking to secure their first job, this is a nice way to polish those writing and communication skills before the season gets into full swing. You don't need to be a professional writer because our Newsletter Committee will be available to edit and review your article with you.

For more information please contact:

Greg Cormier, CGCS
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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.



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