



# THE NEWSLETTER

*February 2018*

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.

## *Presidents Message*

**T**he days are getting longer here in New England and it's only a matter of time until we get ready to start the engines again. This winter has brought early snow, multiple heavy rain events, a 10 day arctic freeze, sporadic warm days and the list goes on. Needless to say, it has been a winter that has golf course superintendents watching their courses closely and hoping that spring is mild to help the tender confused turf come through healthy.

With the weather aside, many educational opportunities have been available this winter. The GIS in San Antonio was one of these opportunities. The show was compacted into 4 days this year with endless education and a trade show that was action packed with all of the latest and greatest tools available to us. With over 13,000 attendees, the city of San Antonio was crawling with turf managers and from what I gathered, a good showing from the New England states. The Nor'easter social was well attended and everyone seemed to have a great time catching up with old friends and meeting new ones. I have personally been focused on leadership seminars this off season, which I believe is crucial to be successful in this business and life in general.

The GCSANE annual meeting at Renaissance Hotel at Gillette was very well attended once again. The members of GCSANE voted in the new 2018 Board of Directors, the Past Presidents got together to discuss the state of the association and our guest speaker Steve Sweeney lightened the mood. The highlight of the day was the presentation of the Distinguished Service Award posthumously to the late Dave Commee. Dave's wife Kathy, son Tavis, daughter Megan and her husband Todd, were all there to accept the award in honor of Dave. Kathy spoke about Dave and what a great husband, father and man he was. She also spoke on how Dave's close friends from GCSANE have been there to support her through some very tough times. Kathy's speech was by far the highlight of the day with most in attendance on the verge of tears.

I want to personally thank all of the GCSANE Board members, past and present, for their time and efforts dedicated working for the association and its members. I also want to thank all of the committee members who have stepped up to assist and support in any way needed. We are always looking for committee members to serve, so please reach out and get involved. Your time serving your association and profession will be sure to pay you back in time. I always hear that time just does not allow for this type of commitment, but I can promise you that we are survivors and your will figure out how to make it work. Dedicating yourself to help in the future success of our profession can be one of the most rewarding endeavors you will take on.

In closing, we at GCSANE are looking forward to a great 2018 meeting season. Following the NERTF show in Providence on March 5th, we start the season on April 30, with the Bear Cup at Foxborough CC. This is always a great day with our friends from Cape Cod. I personally love the light hearted mood of this day and getting to know some of the Cape members. Another day you should mark on your calendar is September 24, when our Scholarship and Benevolence fundraising tournament will be held at Kernwood CC. This is going to be a special day at a special venue, that you should plan to attend in support of this very important fund that benefits all of our members. I wish you all the best for 2018 and please reach out to GCSANE if we can assist you in any way.

All the Best,

Dave Johnson,  
GCSANE President

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## Thoughts From Your Executive Director by Don Hearn

The big news this month is the recently completed **Golf Industry Show (GIS)** held in San Antonio, Texas.

There was a lot to do: Friends to see and new ones to meet, new equipment to view, education sessions and seminars to attend and the opportunity to recharge our thoughts about another golf season in the Northeast.

One of the important facts I learned was the potential liabilities we may incur if we try to help others in our profession. I know this doesn't seem to make sense, but I was told this during the session held for chapter executive directors and managers. The legal counselor made a presentation that was an eye opener for all in the room. I realized that not publishing a position opening until it has been determined the current superintendent has been notified, may be illegal. Also, not publishing a position opening because the potential employer will not publish the salary or not advertise the position at a minimum salary is illegal. There are other potential liabilities that may not please us, but we can't restrain trade or fix prices. We are an educational association with that, not employment opportunities or other actions that we believe increase our members' value, as our main mission. This does not mean we should not treat others with respect and caring. It means we must be careful not to step beyond the line of legal actions. While I may not like this, my feelings don't have any standing with the legal system. I strongly believe we should help those in our profession to become successful. We should encourage better wages and benefits and fair treatment. We should respect others in our profession and encourage ethical behavior. I believe there will be more information distributed from this session at the **GIS** and I look forward to learning about ways to stay on the correct side of legal requirements. Keep in mind we must be careful not to encourage anti-competitive practices.



The Show part of the **GIS** was an interesting way to get an up-close-and-personal look at equipment and products that enhance golf course maintenance and offer tools for a better way to move to the future. Every year there are new items introduced at the show and this year was no exception. Some of these products will become standard tools in maintenance routines. Others will be seen only this one time. Someone's dream might become their greatest disappointment. It's all part of moving forward.

## Thoughts From Your Executive Director *by Don Hearn*



Matt Powell at the GIS

While at the **GIS** I had the opportunity to listen to GCSA of New England Member, **Matt Powell**, Superintendent at Dedham Country & Polo Club present a session about the renovations taking place at Dedham. Matt has been using a lot of technology to help with the construction process as well as keeping the members informed. Drones and remotes cameras are just some of the technological tools he's been using during the renovation. Other types of technology have been part of the toolkit he has created to keep members and club staff informed about the construction process, schedule, and completion status. He would be happy to share with you his experiences and what he has learned so far.


The GCSA of New England recently received a \$10,000.00 check from the Golf Course Superintendents Association of America (GCSAA) to help support our state's BMP initiative. As you probably know, this program has been established by the GCSAA to support affiliated chapter's efforts to complete the BMP projects of all states by 2020. We are working jointly with the GCSA of Cape Cod to move forward with BMP's for the state of Massachusetts and plan to have this program in place by year end 2019. Our efforts are being led by **Rick Lawlor** who serves as chairman of the group tasked with this project. In addition to state BMP's, down the road will be a BMP program in place for individual facilities.

Another item of interest that took place at the GIS was the announcement of the First Green Foundation and GCSAA joining forces to promote the First Green program to our members.

What follows is the announcement of the program:

*The First Green Foundation (First Green) and Golf Course Superintendents Association of America (GCSAA) have signed a memorandum of understanding that will bring First Green under the umbrella of the GCSAA's philanthropic organization, the Environmental Institute for Golf (EIFG). The agreement was announced at the 2018 Golf Industry Show in San Antonio. First Green, an innovative education outreach program using golf courses as hands-on environmental learning labs, has worked with golf course superintendents extensively for more than 20 years. Superintendents form the backbone of First Green initiatives, hosting STEM-focused field trips for students in grades five and up. First Green and GCSAA field staff representatives have collaborated to support golf courses and train superintendents, conducting field trips and instruction at GCSAA's affiliated chapters. In addition, First Green has held well-received workshops at the Golf Industry Show for several years.*


Please contact me for more information about this program.



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# GIS 2018 Recap

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In case you missed the information coming out of GIS in San Antonio, below are some excerpts from GCSAA communications detailing some of the highlights. You will find that many of those highlights have a Northeast region spin!

## Your 2018 GCSAA Board of Directors:

Darren J. Davis, the golf course superintendent at Olde Florida Golf Club in Naples, Fla., has been elected to a one-year term as president of the Golf Course Superintendents Association of America (GCSAA) at the association's annual meeting Feb. 8, held in conjunction with the Golf Industry Show in San Antonio.

Davis, a certified golf course superintendent (CGCS), served as vice president of the association in 2017 and has been a member of the association's board of directors since 2012. A 28-year member of GCSAA, Davis is a past president of the Everglades GCSA and a past president of the Florida GCSA and Florida Turfgrass Association. He is currently a director with the Musser International Turfgrass Foundation. In 2004, the FGCSA honored him with its Distinguished Service Award, and in 2011 the FTGA presented Davis with the Wreath of Grass - the association's highest award.

Other elected officers were Rafael Barajas, CGCS and director of golf course operations at Boca Grove Plantation in Boca Raton, Fla., as vice president, and John R. Fulling Jr., CGCS and grounds and facilities manager at Kalamazoo (Mich.) Country Club, as secretary/treasurer.

Board members Kevin P. Breen, CGCS and golf course superintendent at La Rinconada Country Club in Los Gatos, Calif., and Kevin P. Sunderman, director of grounds at Isla Del Sol Yacht and Country Club in St. Petersburg, Fla., were elected to serve again. While T.A. Barker, CGCS and superintendent at Fore Lakes Golf Course in Taylorsville, Utah; and Jeff L. White, CGCS and superintendent at Indian Hills Country Club in Prairie Village, Kan., were newly elected to the board.

In addition, delegates voted to approve 11 changes to the association's bylaws.

## In Other News:

The First Green Foundation (First Green) and Golf Course Superintendents Association of America (GCSAA) have signed a memorandum of understanding that will bring First Green under the umbrella of the GCSAA's philanthropic organization, the Environmental Institute for Golf (EIFG). The agreement was announced at the 2018 Golf Industry Show in San Antonio.

First Green, an innovative education outreach program using golf courses as hands-on environmental learning labs, has worked with golf course superintendents extensively for more than 20 years. Superintendents form the backbone of First

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## Northeast Region Members Recognized:

Frank Rossi, Ph.D., associate professor at Cornell University in Ithaca, N.Y., and one of the world's leading experts on turfgrass science, has been selected to receive the 2018 President's Award for Environmental Stewardship by the board of directors of the Golf Course Superintendents Association of America (GCSAA).

The GCSAA President's Award for Environmental Stewardship was established in 1991 to recognize "an exceptional environmental contribution to the game of golf; a contribution that further exemplifies the golf course superintendent's image as a steward of the land."

In 2014, Rossi was instrumental in the development of Best Management Practices (BMPs) for New York State Golf Courses. The project was initiated in 2012 by the Metropolitan Golf Course Superintendents Association, and Rossi served as the lead author of the guidelines. Nearly two decades earlier, while working as a turfgrass environmental specialist at Michigan State University, he was key to the creation of the Michigan Turfgrass Environmental Stewardship Program, which was officially launched in 1998.

Chris Carson, the golf course superintendent at Echo Lake Country Club in Westfield, N.J., has been selected as the recipient of the 2017 Leo Feser Award from the Golf Course Superintendents Association of America (GCSAA). The award is presented annually to the author of the best superintendent-written article published in *Golf Course Management*, the association's flagship publication, during the previous year.

Carson's selection makes him the first three-time winner of the Leo Feser Award in the 40 years that GCSAA has presented it as an annual honor. Carson previously won in 2000 and 2007. The only other repeat winner of the Feser is Darren Davis, CGCS, from Olde Florida Golf Club in Naples, Fla., who won the award in 1997 and 2002.

Carson, a 32-year GCSAA member, authored the story "8 essential budgeting principles for superintendents," which was published in the October 2016 issue of GCM. The story offered readers time-tested tips on making successful budget requests and communicating with golf facility decisions-makers about how those requests will benefit the facility's playing surfaces and, ultimately, its bottom line.

"I wrote the article on the budgeting principles that have been

# GIS 2018 Recap

successful for me over the years — the same principles I teach at Rutgers — as a way of helping my peers grow professionally,” Carson said. “I’ve always enjoyed writing and the business aspects of our jobs, and putting my thoughts and ideas into print is one of the ways I try to give back to our profession.

Twenty members of the Golf Course Superintendents Association of America (GCSAA) were chosen for the 2018 Melrose Leadership Academy, which included a trip to the Golf Industry Show, Feb. 3-8 in San Antonio.

Academy members are chosen through an application process based on financial need, volunteerism and a drive to advance their careers. The new class participated in networking and leadership activities, as well as attended a variety of education seminars.

- Albert Choiniere of Essex (Vt.) Country Club.
- David F. D’Andrea of Sable Oaks Golf Club in South Portland, Maine.
- Andrew Fries, CGCS, of HB Brownson Country Club in Shelton, Conn.
- John Gabbeitt of Owl’s Nest Golf Club in Campton, N.H.
- Ryan Green, CGCS, of Crystal Lake Golf Club in Haverhill, Mass.
- David W. Johnson of Wianno Club in Osterville, Mass.
- Gregory Klem, CGCS, of Monroe County Golf Courses in Rochester, N.Y.
- Manuel ‘Joe’ Oliveira of Green Valley Country Club in Portsmouth, R.I.
- Dennis Petruzzelli, CGCS, of Billy Casper Golf in Danbury, Conn.
- James J. Ritorto of Lake of Isles Golf Club and Resort in North Stonington, Conn.
- Brian Smoot of Crosswinds Golf Club in Plymouth, Mass.

Twelve assistant superintendent members of the Golf Course Superintendents Association of America (GCSAA) were chosen for the first class of the EXCEL Leadership Program, which is funded by Nufarm and administered by GCSAA’s philanthropic organization, the Environmental Institute for Golf.

EXCEL offers leadership training for personal, career and community/industry stewardship exclusively for assistant superintendents. The name EXCEL represents the education, cross training, community, encouragement and leadership development that the program provides.

- Zachary Fleege of Stowe Mountain Club in Stowe, Vt.
- Stephen Hicks of Brantford Golf & Country Club in Brantford, Ontario, Canada



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## February 2018



# Are Your Juices Flowing....Yet?

by Mark Casey, Territory Manager for MTE – Turf Equipment Solutions

The long winter provides the golf course management industry ample time to slow down and take a much deserved break, (sometimes called the regular 40 hour shift—and a schedule you may feel is a much needed rest!) Most will spend some of this time to evaluate decisions and impacts of cultural practices and applications and response of the 2017 season; maybe direct the crew on course cleanup and brush clearing, tree work to alleviate shade issues, ice chipping activity, and mentally tweak plans for the coming spring. Oh Yea...., leave room for evaluating equipment bids and finalizing purchases as well! Shortly, the New England Conference season will be upon us, days will get longer, the sun higher and hopefully the industry is feeling recharged! Once the warming trend begins, juices will start to flow along with the drive and desire to get back out on the golf course to welcome and embrace the new season. Out on the golf course your Maple trees will be doing the same; and juices will be flowing!



Wikipedia informs us that maple syrup was first collected and used by the indigenous peoples of North America. Canada produces 70% of the global supply while our friendly neighboring state of Vermont is the largest producer in the United States, generating about six percent of the global supply. Smaller suppliers throughout Massachusetts exist and contribute to satisfy the world's sweet tooth demand for Syrup, including a special brand from a semi-indigenous resident of Natick, Massachusetts; fellow Golf Course Superintendent, Mr. David Stowe. Dave is a long time staff member of Sterling Golf Management, and Superintendent



of Newton Commonwealth Golf Course for 24 years. With the last name of Stowe, Dave shares a Vermont town name and former residency of the Green Mountain State, along with tradition and brings his Northern expertise of the maple syrup trade to Massachusetts.



The eastern Massachusetts season typically runs for 6-7 weeks starting in mid-February, and hits just in time for some of us who love to be outside as the winter drags on! The Stowe family now has deep ties in their Natick, MA neighborhood, along with an intricate network of tubing, tree taps, pails and drums! As the juices begin to flow this spring, Dave joins the effort of the syrup industry collecting hundreds of gallons of maple sap from his residential neighbors and back yard for “in-house processing” in the evaporator with his sons Peter and Sam, along with a small group of friend volunteers. This has been an enjoyable family activity for over 10 years, and has been a great way for them to meet neighbors and make new



friends. This raw material is boiled down in the Stowe's sweet smelling back yard neighborhood evaporator, a wood fired station that handles 40 gallons of sap to boil down to ONE sweet gallon of Maple Syrup. His system is producing on average 20-30 gallons annually of a fine grade AA maple syrup. Stowe Branded AA Syrup is often found as a raffle prize at GCSANE meetings and may be tastefully enjoyed on your local stack of pancakes, French toast or oatmeal dish. If you would like to try a quart of local maple syrup from the Stowe family product line, or make arrangements to see the process in action, contact Dave at [maplestowe@gmail.com](mailto:maplestowe@gmail.com)



# Some Unwritten Social Rules Everyone Should Know

By Don Hearn

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- When a stranger or casual acquaintance asks, “How are you?” it’s just a culturally mandated salutation. They’re not sincerely interested in your problems, and this isn’t a cue to tell them.
- Don’t say “Ew!” in response to something that someone else is eating.
- If you’re on the phone and are forced to interact with someone else in person, ask the person on the phone to hang on so they don’t get confused.
- If you invite people to a party, they’re expecting alcohol to be served unless all guests belong to a subculture that doesn’t drink.
- If you bring food or drinks to a party, don’t take the leftovers home with you.
- If you’re planning to visit someone and they ask what food they should have in the house for you, give them specific food items. This is much less stressful for them than, “I don’t care. Anything is fine.”
- When you’re a guest in someone’s home, offer to help in the kitchen or with clean-up. Nearly all hosts will decline as a reflex. Offer one more time, and then drop it.
- *I believe this one is very important.* When someone compliments you, just thank them. Or say, “That’s very kind of you.” If you respond by being self-deprecating, you’re actually insulting their taste.
- If someone has suffered a personal tragedy, instead of generically offering to do “anything,” offer something specific. “Why don’t I come get the kids on Saturday?” “I’m going to the grocery store. Please let us bring dinner over and we can all eat together. Would 6:30 work?”
- *This is another one I believe is important.* When you open a gift, just express appreciation. Don’t say, “This was too expensive!” Or, “You shouldn’t have bought that.”
- Never tell someone he or she looks tired. No one wants to hear this, and many people will interpret it as “You look old.”
- There’s almost never a reason to comment on someone’s weight. Just say, “You look fantastic.” If they want to talk about losing weight, they will.
- At an adult birthday party don’t open your gifts in front of the guests. Open them privately and respond later. Unwrapping in front of mixed company can cause awkwardness because of the disparity in expense, people who didn’t bring one, etc.
- Don’t brag about your high-status purchases in front of people who can’t afford those things.
- If you’re talking to someone and notice any of the following, they’re trying to end the conversation: Their eyes keep darting away. They angle their body away from you. They give you rapid one-word answers.
- *This is one where people really show their lack of patience and courtesy to others.* Don’t crowd the baggage carousel at the airport. Stand back until you lay eyes on your suitcase, then step forward and get it. Give others a break!



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# *Ideas on Maintenance Equipment Fleet Management.*

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It's 2018 and the state of the industry is stable and rebalanced after many years of transition. Uncertainty in the economy over the past ten years has impacted the flow of industry dollars across the board to affect playing habits of golfers, membership numbers at private clubs, and purchasing habits of the marketplace. Fleet management is critical for an operation to keep current with technological advances, and relevant with course conditioning, and provide a competitive product in an efficient manner. If after touring your building and seeing aged equipment that has been lingering for maybe a few too many years, it may be wise to evolve a strategic plan to evaluate and update the maintenance fleet and vehicles. A long-range plan over 3-5 years aims to identify and prioritize replacement needs based on the equipment age, hours and reliability; and based on equipment condition and importance to your operation. It may seem a daunting task but once you get it on paper, adjust and evaluate and reassess. Costs can be applied—so you have a plan to improve and make progress re-tooling the department and improve course conditions over time. For a Superintendent, this will help to communicate your long-range needs and be an exercise of due diligence for your management, and the operation. It is one of the best things you can do!

## **Plan For Useful Life:**

Depreciation & life expectancy differ greatly from operation to operation, and can be strategic based on the company business plan and vision. It is common to see a 7-year depreciation schedule as a standard of the industry. I see private clubs utilizing capital equipment 4-7 years, then turning them in as trades. Renewing equipment while young preserves higher trade values, reducing cost of the next purchase. Other, private owner operations may hold them longer, 7-10 years.

## **Cost Of Repairs:**

As equipment ages, reliability is in question and costs of repair generally increase, which is another factor in the equation for deciding when to renew. Young equipment may require tune-ups and hose repairs, older equipment may require expensive components like hydraulic motors and pumps and controllers. If you see your parts and repair expenses high across the operation, that may be a good indication of very old equipment. You are paying for reliability in a different way, and based on breakdowns, may endure unforeseen operational challenges with catastrophic failures. With this scenario, there is a point where you may be investing "Good Money—into Bad Equipment" and it is hard to draw a line, and cease the pattern without a renewal of the entire fleet.

## **Hard and Soft Costs:**

You must consider all the costs; hard and soft costs associated with maintaining an out of warranty aged fleet to understand the total cost to an operation. With close evaluation, you may find you're spending the money already. There is substantial labor cost for your staff, or a service department to repair and maintain

machines. If you have spent \$20,000–\$30,000 in repairs + purchased one piece for \$ 50,000; that same \$75,000 payment value could finance \$300,000– \$400,000 of a new equipment fleet. A significant portion of your parts and repair line item can then be accounted for and applied to renewal. You are lowering your repair costs of the fleet with more new equipment that is under warranty. Buying in packages provides the greatest value and larger discounts and added perks. There is a strong positive correlation to keeping the equipment young, it is less expensive to maintain. You can avoid suffering the loss of a machine at a critical time. In your assessment, it is very possible to recognize your operation may be spending the same amount as renewing a large portion of your fleet!

## **Financing:**

Equipment Leasing: Leasing machines for a 4 or 5-year term has become more popular in the past decade—shifting the expense from a Capital purchase to a line item in the Operations budget. It preserves capital for clubhouse and golf course improvements. Leasing is just like the automobile industry; establishing a long-term rental, and you can have an option for buy-out at the term end. If equipment is not purchased by the customer, we offer the equipment for re-sale on the used market as well. (MTE just received 20 machines from 3 clubs—fairway, triplex and rough mowers.) \$1.00 Buyout Purchase/ Ownership leases are also effective for fleet purchases. The great discounts provided in a large equipment purchase will far outweigh costs of financing. Currently rates remain low, but the trend will likely move with rates increasing slightly.

I hope this is helpful to provide insight for some, and maybe open an eye to see that the idea for reinvestment in equipment may be more affordable that you realize. It can have a substantial impact on course conditions and still preserve the balance sheet. Reach me at any time with questions as I would be pleased to assist you and your company with the task!

Thank you!

Successfully,

Mark Casey  
Eastern Massachusetts Territory Manager, MTE Turf  
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**SOLitude Lake Management Officially Announces Expansion, Merger with Lake Masters**

SHREWSBURY, MA, January 9, 2018 – SOLitude Lake Management®, a leading environmental firm specializing in lake, pond and wetland management, fisheries management and related environmental services, has expanded its national presence by uniting with Lake Masters Aquatic Weed Control Inc. based in Florida.

The leading provider of algae and aquatic weed control services in Florida, Lake Masters was founded in 1998 to deliver superior lake, pond, wetland and upland preserve expertise. Known for providing value-based services and embracing family-based cultures, SOLitude and Lake Masters find common ground in their ability to serve clients with a variety of premier aquatic and fisheries services.



Team members from Lake Masters' largest office in Fort Myers, FL, pose with newly branded trucks and SOLitude gear. SOLitude Lake Management, formally Lake Masters, has seven facilities located throughout the state, including locations in Palm City and Orlando.

The alignment of the two companies under the SOLitude brand will foster an unparalleled focus on environmental responsibility, superior service offerings, broadened expertise, increased training and development efforts, enhanced technology, and additional educational resource offerings to stakeholders in Florida—all while continuing to provide our clients with the high level of customer service and performance they have come to know and expect.

SOLitude welcomes 84 staff members from seven facilities across Florida, including locations in Fort Myers, Fort Lauderdale, Palm City, West Palm Beach, Orlando, Tampa and Melbourne. The team brings with them expanded knowledge of the local community, public waterways and sustainable aquatic management solutions that promote healthy, vibrant ecosystems.

"We couldn't be happier to welcome the Lake Masters team to the SOLitude family," said Kevin Tucker, CEO of SOLitude Lake Management. "They've always made it a priority to deliver high-quality solutions, and together we look forward to exceeding the ever-evolving needs of our Florida clients and the local environment."

"We are excited to join forces with SOLitude and carry on our commitment to environmental stewardship," said Bill Kurth, Regional Director of SOLitude's newest market. "This is a win-win opportunity for all that has allowed us to grow and improve upon what each company built over several decades."

Learn about Lake Masters' journey and transition to SOLitude: [www.solitudelakemanagement.com/LMJourney](http://www.solitudelakemanagement.com/LMJourney)



Regional Director Bill Kurth leads the Florida team. He has 34 years of experience in lake, pond and wetland management, and specializes in the development and implementation of innovative treatment technologies.

SOLitude Lake Management currently offers services in 33 states and continues to expand its ability to provide clients with superior value-added services that enrich their lives and the environment in which we live. Learn more about SOLitude's nationwide lake, pond, wetland and fisheries management services: [www.solitudelakemanagement.com/services](http://www.solitudelakemanagement.com/services)

*SOLitude Lake Management is an environmental firm committed to providing full-service solutions that improve water quality, preserve natural resources, and reduce our environmental footprint. Our services include lake, pond, wetland and fisheries management programs, algae and aquatic weed control, mechanical harvesting, hydro-raking, installation and maintenance of fountains and aeration systems, water quality testing and restoration, bathymetry, lake vegetation studies, biological assessments, habitat assessments, invasive species management and nuisance wildlife management. Services, consulting and aquatic products are available to clients nationwide, including homeowners associations, multi-family and apartment communities, golf courses, commercial developments, ranches, private landowners, reservoirs, recreational and public lakes, municipalities, parks, and state and federal agencies. Learn more about SOLitude Lake Management and purchase products at [www.solitudelakemanagement.com](http://www.solitudelakemanagement.com).*

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## CONGRATULATIONS TO:

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Past issues of the NEWSLETTER are available using this link: <http://bit.ly/GCSANEnewsletters>.

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Issues (List month and total number): \_\_\_\_\_

Amount of Check: \_\_\_\_\_ (Made payable to "GCSANE")

<b>Member Rates:</b>	<b>Monthly Rate</b>	<b>4 Times Per Yr. (Save 5%)</b>	<b>6 Times Per Yr. (Save 10%)</b>	<b>8 Times Per Yr. (Save 10%)</b>	<b>Annual Rate (Save 15%)</b>
<input type="checkbox"/> 1/4 page (vertical; 3.75" wide x 5" deep)	<input type="checkbox"/> \$ 90.00	<input type="checkbox"/> \$ 342.00	<input type="checkbox"/> \$ 486.00	<input type="checkbox"/> \$ 648.00	<input type="checkbox"/> \$ 918.00
<input type="checkbox"/> 1/2 page (horizontal; 7.5" wide x 5" deep)	<input type="checkbox"/> \$150.00	<input type="checkbox"/> \$ 570.00	<input type="checkbox"/> \$ 810.00	<input type="checkbox"/> \$1080.00	<input type="checkbox"/> \$1530.00
<input type="checkbox"/> Full Page (vertical; 7.5" wide x 10" deep)	<input type="checkbox"/> \$200.00	<input type="checkbox"/> \$ 760.00	<input type="checkbox"/> \$1080.00	<input type="checkbox"/> \$1440.00	<input type="checkbox"/> \$2040.00
<b>Non-Member Rates:</b> *All payments must be received in full before the ad appears in The Newsletter.					
<input type="checkbox"/> 1/4 page (vertical; 3.75" wide x 5" deep)	<input type="checkbox"/> \$120.00	<input type="checkbox"/> \$456.00	<input type="checkbox"/> \$648.00	<input type="checkbox"/> \$ 864.00	<input type="checkbox"/> \$1224.00
<input type="checkbox"/> 1/2 page (horizontal; 7.5" wide x 5" deep)	<input type="checkbox"/> \$180.00	<input type="checkbox"/> \$684.00	<input type="checkbox"/> \$972.00	<input type="checkbox"/> \$1296.00	<input type="checkbox"/> \$1836.00
<input type="checkbox"/> Full Page (vertical; 7.5" wide x 10" deep)	<input type="checkbox"/> \$240.00	<input type="checkbox"/> \$912.00	<input type="checkbox"/> \$1296.00	<input type="checkbox"/> \$1728.00	<input type="checkbox"/> \$2448.00

**\* Deadline for ads:** *The first of the month for that month's issue.*

### **Ad Preparation Specifications:**

**File Specifications for Ads Supplied in Digital Format:** Formats preferred are .GIF, JPG, and PDF. Full color is available with all ads. Please send ads to Don Hearn at the email address below.

**Send all Newsletter ads to:**  
Don Hearn, CGCS  
300 Arnold Palmer Blvd., Norton, MA 02766  
Email: donhearn@gcsane.org

