



# THE NEWSLETTER

January 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.

## *The GCSA of New England Announces the Recipient of the 2018 Distinguished Service Award*



**T**he 2018 Distinguished Service Award has been awarded to David Comee. This honor is being granted posthumously to a person who was one of the Association's most fervent supporters. Dave died suddenly at the age of 60 while bicycling up Wachusett Mountain in Princeton, MA. His death was a shock to all who knew him.

Dave served as a member of the Association's board of directors where he was the golf chairman and a long serving Trustee of the Scholarship and Benevolence Fund.

He was a regular at Association meetings and events. He traveled with friends Bob



Healey, Mike Hermanson and Jim Fitzroy to attend the GCSAA Conference and Golf Tournament annually. He loved to play the game and enjoyed the time he spent on and off the course with his friends. Over time, he made many friendships at the Winchendon School Golf Course where he served as superintendent for 32 years.

His friends at Winchendon held a yearly golf tournament to honor his memory. The funds generated from this event were donated to the GCSA of New England's Scholarship and Benevolence Fund.

In recognition of what Dave meant to the Association, and particularly his work with the Scholarship and Benevolence Fund, the board of directors in 2012 created the

David Comee Memorial Award in his honor. The "Comee Award" is coveted by applicants for its increased monetary value.

Dave left behind his wife Kathy, son Tavis and his wife Kerrienne, and daughter Megan and her husband Todd Constantine. All have been active supporting the fundraiser held at Winchendon and have donated their time and finances to help support the Scholarship and Benevolence Fund.

## GCSANE BOARD OF DIRECTORS

### PRESIDENT

**David W. Johnson**  
The Country Club  
191 Clyde Street, Chestnut Hill, MA 02467  
617-456-3972  
Email: Djohnson.wgc@gmail.com

### VICE PRESIDENT

**Jeffrey Urquhart**  
Milton Hoosic Club  
70 Green Lodge Street, Canton, MA 02021  
781-828-2953 Fax 781-828-3220  
Email: jmartin101@gmail.com

### SECRETARY/TREASURER

**Donald D'Errico**  
508-530-2113  
Email: svderrico@icloud.com

### DIRECTOR, SCHOLARSHIP & BENEVOLENCE

**David Stowe, CGCS**  
Newton Commonwealth Golf Club  
212 Kenrick Street, Newton, MA 02458  
617-789-4631  
Email: Newtonmaint@aol.com

### DIRECTOR

**Peter J. Rappoccio, CGCS**  
Concord Country Club  
246 ORNAC, Concord, MA 01742  
978-371-1089 Fax: 978-369-7231  
Email: gcs@concordcc.org

### DIRECTOR, AFFILIATE

**Keith Tortorella**  
Country Club Enterprises  
2D Express Drive, Wareham, MA 02571  
508-982-4820  
Email: ktortorella@cceggolf.cars.com

### DIRECTOR

**Bob Dembek**  
Lexington Golf Club  
55 Hill Street, Lexington, MA 02420  
978-870-8669  
Email: lexgcr@rcn.com

### DIRECTOR

**Brian F. Skinner, CGCS**  
Bellevue Golf Club  
PO Box 760661, Melrose, MA 02176  
781-248-0216  
Email: brianskinner@bellevuegolfclub.com

### PAST PRESIDENT

**Michael Luccini, CGCS**  
Franklin Country Club  
672 E. Central Street, Franklin, MA 02038  
508-528-6110 Fax: 508-528-1885  
Email: Mluccini@franklincc.com

### EXECUTIVE DIRECTOR

**Donald E. Hearn, CGCS**  
300 Arnold Palmer Blvd., Norton, MA 02766  
774-430-9040  
Email: donhearn@gcsane.org

### GCSANE Headquarters

300 Arnold Palmer Blvd., Norton, MA 02766  
Tel: (774) 430-9040  
Web Site: www.gcsane.org

Any opinions expressed in this publication are those of the author and/or person quoted, and June not represent the position of GCSANE. Information contained in this publication June be used freely, in whole or in part, without special permission as long as the true context is maintained. We would appreciate a credit line.

## Thoughts From Your Executive Director by Don Hearn



From left: Todd Constantine, Megan (Comee) Contsantine, Tavis Comee, Dave Johnson, Kathy Comee

One of the highlights of the Annual Meeting, which took place January 11, 2018 at the Renaissance Boston Patriot Place Hotel, in Foxborough, was the presentation of the Distinguished Service Award. This year's recipient was **Dave Comee**, who was awarded this honor posthumously. Elsewhere in this issue you will find more about Dave and his contributions to our Association and the Scholarship and Benevolence Fund. Dave's friend, **Jim Fitzroy**, spoke about Dave and what he meant to our Association. Jim's tribute was a fond story of friendship, days spent together on the golf course and social connections going back many years. We were fortunate to have Dave's family in attendance. His wife, Kathy, spoke eloquently about her life together with Dave and told us how wonderful a person he was. Her poignant words and touching delivery brought tears to many in the room. Those who knew Dave are lucky to have met such a wonderful person.

This year's business meeting included the election of officers and directors.

The list of those on this year's board are:

President	<b>Dave Johnson</b>
Vice President	<b>Jeff Urquhart</b>
Secretary/Treasurer	<b>Don D'Errico</b>
Director	<b>Keith Tortorella</b>
Director	<b>Bob Dembek</b>
Director	<b>Peter Rappoccio, CGCS</b>
Director	<b>Brian Skinner, CGCS</b>
Director	<b>David Stowe, CGCS</b>
Past President	<b>Michael Luccini, CGCS</b>

The Past Presidents who attended the Annual Meeting and their years in office:

<b>Brian Cowan</b>	1982-1983
<b>Pat Daly</b>	2009-2010
<b>Jim Fitzroy</b>	2002-2003
<b>Don Hearn</b>	1984-1985
<b>Russ Heller</b>	2007-2008
<b>Mike Hermanson</b>	2004-2005
<b>Mike Luccini</b>	2015-2016
<b>Dick Zepp</b>	1988-1989

As is the custom, the Past Presidents had their annual meeting preceding the business meeting. This is where we hear from those who have experience with Association matters. They serve as our barometer and we value their input and advice.

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

---



We were fortunate to have representatives from our allied associations in attendance. Peter Costello, Secretary of Mass Golf; **Kevin Doyle**, Northeast Field Staff Representative of GCSAA; **Jesse Menachem**, Executive Director of Mass Golf; **Harry McCracken**, Executive Secretary of the New England Golf Association; **Jim Skorulski**, Senior Agronomist of the USGA and **Gary Sykes**, Executive Director of the New England Regional Turfgrass Foundation. Some of our guest spoke for a few minutes about their respective association's role in the golf community and how it relates to us as golf course superintendents. We were fortunate that they were able to take time away to spend a large part of the day with us.

---



Our speaker at the Annual Meeting was well known comedian, **Steve Sweeney**. Steve is a golfer and he was able to weave a few golf tales into his presentation. He also randomly chose a few in the audience to serve as foils while pointing out the comic side of each club's perceived reputation. It was a light hearted presentation and created some hearty laughs.

---

At the Annual Meeting there comes the sad time when the names of our Members who died since the last Annual Meeting are read. This year the names were:

**John Sperandio**, Life Member,  
joined 1953      died March 27, 2017

**Max Mierzwa**, Life Member,  
joined 1963      died May 21, 2017

**Ralph Roberts**, Life Member,  
joined 1953      died June 25, 2017

**Charlie Zeh**, Life Member,  
joined 1982      died November 10, 2017

**Don Marrone, Jr**, Life Member,  
joined 1982      died November 21, 2017

---

Twenty-Five Year Pins were awarded to:

**Michael Cassidy**

**Ron Dobosz**

**Joe Lazaro**

---

**David D'Andrea**

**J.C. Girouard,**

Our sincere thanks and appreciation to the members who hosted our events this year. It's because of members like these that we can have our meetings at superb venues during the golf season:

**Scott Lagana**, Oak Hill Country Club,  
hosted the S&B Tournament in July

**Ken Crimmings**, Marlborough Country Club,  
hosted the Championship in August

**Dave Johnson**, Wianno Club,  
hosted the Member-Guest in September

**Kevin Whalley**, Walpole Country Club,  
hosted the Member-Member in October

**Mike Luccini**, Franklin Country Club,  
hosted the Assistants Meeting in October

**Bob Dembek**, Lexington Golf Club,  
hosted the nine-hole meeting in November

---

Thank you to all our Members and supporters for your continuing belief in our Association.

---





# *A Sense of* **BELONGING**

The golf industry shouldn't be an unwelcoming place.  
A female superintendent offers suggestions for making  
a career in turf a more inviting option for women.

STOCK - THINKSTOCK



**T**he issue of diversity within the golf industry is a complex topic. Why is there a lack of women in golf? Why aren't there more women in leadership roles in golf? And, finally, how do we give women the opportunity to excel in this industry?

This fall, I attended an event for Women in Golf at the Toronto Ladies Club hosted by Bayer. As I was chatting with these successful, driven women, I started thinking that maybe diversity within golf was fine, maybe I was being a bit dramatic. All these women were excelling in their careers. But then we started talking about women they knew who had left the industry or the hurdles they had been forced to overcome. The reality is those women at that table are the ones who persevered despite obstacles they encountered in their career path. They are the women who were fortunate to have a mentor genuinely interested in their success. On the other hand, they are the women who don't want to rock the boat. They got to where they are, and they want to stay there. If there wasn't an issue with lack of diversity, then we wouldn't have a lack of diversity. It's pretty simple. This gave me the inspiration to try and rock that boat. This article is the first step.

This is not about taking a job at the well-educated, hard-

working men who hold most of the jobs in this industry. It's not about making a switch to 50 percent women as employees and managers. It's about how do we get the women with talent – and with turf as their passion – the opportunities to excel and make turf their lifelong career aspiration. How do we break down the barriers and make the golf business a place that attracts the best of the best? Some would say a woman needs to be feisty, she needs to be persistent, put her career before everything, work harder than any man and prove herself. But isn't that the problem? She may immediately put herself in a place where everybody, including herself, thinks she needs to prove that she is as good as any man out there by being overly assertive and dominant. This may cause her to be perceived as difficult to work with or pushy, whereas many men with these attributes are considered hard working and driven.

"Working in a male-dominated field does have its challenges," says Marie

Thorne, senior turf specialist at Syngenta Canada. "Women that know their stuff, exude self-confidence (not aggressiveness), earn trust from their male counterparts and get involved in the industry are very likely to succeed. At times you do need thick skin, and I've been very blessed to have mentors throughout my career to provide guidance."

#### LOOK WITHIN

There's also the issue of general managers concerned that employees within their establishment won't be able to "accept" or "handle" having a woman leader. They may be concerned about having to deal with any potential sexual harassment or power struggle issues, therefore they may choose to avoid these issues rather than taking them head on. If we want this industry to not only survive but thrive, it is imperative not to shy away from these subjects. If there is concern about a crew not accepting a woman, it's time to delve into the present dynamic of your work force and ascertain why this may be. If there's a concern about sexual harassment, ask yourself why you're worried and go from there. The fear of sexual harassment should never be a factor in whether



**Leasha Schwab** is the superintendent at Pheasant Run Golf Course in Sharon, Ontario.

anybody is passed over for a position.

We as women need to not compromise our leadership role while at the same time being strong and unwilling to waiver in our morals. Dealing with harassment is something I've

known all too well in this industry and part of me is ashamed to say that after 15 years last year was the first time I stood up for myself. Even then, my biggest fear was that my peers would view me as somebody who can't "hang with the guys" or that they need to watch what they say around me. I am very fortunate to have great mentors who believed in me and helped me overcome these fears. I have a deep concern for women new to the industry without mentors – or ones that feel secluded – and I wonder how they would persevere. Any man who messages a woman superintendent to let her know how "hot" she looks in her profile picture (yes, this happens), asks if she's single, attends a trade show and asks whose wife she is, and thinks twice about hiring a woman as a manager because you're worried about the men is 100 percent part of the problem.

Many in the golf industry can agree that sometimes we can all get caught up in our jobs. When we were younger

and new to this industry, it was driven into us that you should be working at least 12-hour days and, if not, it meant you didn't have the passion for the business. I believe that sometimes men can see long working hours as a challenge, whereas women wonder how they can sustain this work ethic, especially if there is any thought of starting a family. So, instead, they bow out. Women are still more likely to be the stay at home parent, so where does being a golf course superintendent fit in? Some would say it seems impossible, and I used to think that. But it's not. It's about planning, acceptance and working together. It's about general managers trusting the person they hired to do what's right for the golf course when that time comes. It is completely possible to do both. You don't need to work 12-hour days every day to be a driven, motivated superintendent.

"With my husband and I both being in the industry, we knew having a family would be challenging," says Jasmine Halk, assistant superintendent at the Briars Golf Course and wife of The Donalda Golf Club superintendent Paul Halk. "With the support of our employers, colleagues and family, we were able to adjust our schedules to accommodate for daycare and strike a good work-life balance."

In my opinion, a lot of these issues, including moving forward in this industry, come down to the same couple of questions. What are your goals in the turf industry? How do you want to change this industry in a positive and progressive



Superintendent Leasha Schwab has created a welcoming environment for her team at Pheasant Run Golf Course.

way? Many of us got to where we are by working hard and sometimes it's difficult to step away from that and peer into the future. My goal is to hire and encourage people who have a passion for this industry, irrespective of gender. In doing so, you will attract and retain women because the "right person" has no gender bias. That could come in many forms. Maybe I don't have many women on my crew because I don't get resumes from women, but what can I do to attract women into the turf industry? Perhaps I could go to high schools and talk about the profession to young women as motivation for them to pursue higher education in a turf related field. As with anything in life, it comes down to the people within an industry to make it what they want. So, once again as a turf professional, how do you want to see our industry evolve?

#### OFFER SUPPORT

I can attest that the most important thing when I was starting into my career was support, support, support. I had a few really good mentors who made me feel like I could do anything. I had a group of superintendents who took me under their wing and went out of their way to wave me over at a trade show to sit with them. They made me feel like part of the team, were always happy to answer my questions (and still are) and didn't make me feel like they were just being nice because I was the token female. These men are leaders and I can't thank them enough. I was 19 years old and absolutely terrified when I got my first assistant superintendent job. I went to my first conference and no matter how you split it, being the only women in a room full of men is intimidating. Support and mentorship gives

you the strength to overcome when a guy that's worked at your golf course walks out the day you take over, somebody writes a letter to the owners saying they won't work for you, somebody makes a pass at you at your first trade show or insinuates that you haven't become successful "authentically." Do I need to spell this out? To anybody thinking, "I can't make a difference with diversity in this huge industry," yes, you absolutely can.

We each have the ability to encourage women in this industry and to show them that it can be a viable and rewarding career path. Don't pigeonhole them by immediately placing them on garden duty because that's perceived to be more of a woman's role. It's quite conceivable that she could be interested in much more than that, given the opportunity. If there is a young woman at a turf educational conference or leading a course close to you, reach out and give her your support. Introduce yourself and encourage her to network and become involved in industry events. You may find the role of mentor as one of the most rewarding roles in your life. When I was unsure about a situation on my own golf course, I often asked my peers what they would do, and they are generally very happy and supportive to share their thoughts and experiences in similar situations. That gave me the courage to continue to ask questions and learn. You could be the difference between a young woman feeling very isolated in a male-dominated industry or feeling like she 100 percent belongs there. GCI



# *Am I worrying about things that don't matter much?*

**By Don Hearn**

---

*Sometimes we worry or concern ourselves with situations that really don't matter. Take a look at these and ask yourself, "Have I been worrying myself with these inconsequential items?"*

## **What doesn't matter much is where you went to college and what degrees you have.**

If you got as far as you wanted to, that's great. If your education got you into a career or into a job you like, then great. That's mostly what it's good for, in my view. But our degrees and education don't affect who we are as people and what we experience and how much we like ourselves...unless we judge ourselves by our accomplishments.

## **Being rich doesn't matter.**

If you have enough money, enough for your needs plus some more for things and experiences you want, you don't need much more to be happy. Contrary to this, I read a long time that money isn't everything, but it's way ahead of whatever is in second place.

## **The type of work you do.**

All that matters is that you do what appeals to you, what brings you satisfaction and fulfillment. That could be delivering port-a-potty's or anything else.

## **How far you get on your career path.**

If you're doing something you enjoy your title is of little consequence. I've found those who want it known they are the CEO or Executive Vice President or some other similar title of a company, are usually pretentious, self-centered, bone heads who might have succeeded in spite of themselves.

## **How you look and what you weigh.**

Unless you're facing health issues for your weight or you're intentionally not taking care of yourself because you want to drive yourself to an early grave, you look good enough to be out in the world and meeting people. My weight (195 pounds, which means I have a more rounded stomach than I'd like) and your weight is fine. We're too hung up on appearances for our own good, both our own and others. Let's let it go and start to enjoy and appreciate ourselves and others even more.

## **Celebrities' lives.**

I mean, who cares?? If we do, that suggests to me that we're not feeling fulfilled in our own lives. Of course, celebrities sell magazines, help as guests on television and support causes that attract support from others. These activities don't hurt anyone. And, from reactions of some I've experienced, there is a need to be associated with well-known people. Would I like to be associated with well known people? Sure, I would. But it doesn't bother me that I don't have a separate page in my contacts for "special people"? Not in the least.

## **How old you are.**

We've all heard that age is just a number, and it's true. While aging does bring physical limitations, we don't have to make it a limitation. Let's stay engaged in life! Let's keep going, trying new things, looking for new relationships, learning new things, continuing to work if we want, etc. As long as we're living, let's make the most of it!



## MEET THE ROUGH MOWER THAT'S BETTER BY A WIDE MARGIN.

With the John Deere 9009A TerrainCut™ Rough Mower, you can mow more rough in less time without sacrificing cut quality. The 9009A features five, 27-inch decks for a nine-foot cutting width. Each deck has a unique, deep shell design with an innovative rear discharge chute. Height-of-cut can be set instantly using no tools. And the 9009A comes with the TechControl Display, letting you make precise settings of mow, transport and turn speed, as well as weight transfer, LoadMatch™ and cruise control.

The time has come for a wide area rough mower to do more. So don't just mow wide. Mow wide better. With the 9009A TerrainCut Rough Mower.

Trusted by the Best

JohnDeere.com/Golf



[www.LaCorteEquipment.com](http://www.LaCorteEquipment.com)

LaCorte Equipment / John Deere  
522 Edwards Ave / Calverton NY  
800-560-3373

BOS010RCU2C68547-00034736



## Northeast Golf & Turf Supply

*a division of Northeast Nursery, Inc. - Est. 1982*

### Exclusive Distributor for Rain Bird Golf

MA, NH, VT, ME and RI

**RAIN BIRD**



#### PRODUCT CATEGORIES

- ✦ Granular Fertilizers
- ✦ Specialty Nutrients
- ✦ Control Products
- ✦ Soil Conditioners
- ✦ Turfgrass Seed
- ✦ Golf Course Accessories



NORTHEAST  
TURF & IRRIGATION SUPPLY  
Dennis Port, MA

NORTHEAST  
CONTRACTOR CENTER  
Peabody, MA

NORTHEAST  
TURF & IRRIGATION SUPPLY  
Londonderry, NH

Learn more about our products and services at: [www.northeastnursery.com](http://www.northeastnursery.com)



# INTRODUCING THE NEW MASS GOLF



## MASS GOLF

NORTON, Mass – As the New Year rang in, a historic moment for Bay State golf took place.

On January 1, 2018 the merger between the Massachusetts Golf Association and Women's Golf Association of Massachusetts became official. The two organizations, which represent a combined 200 years of history, were united as one and will now be known as "Mass Golf".

### ONLINE: Interactive Brand Story

Over the past year, the leadership groups from both organizations have worked closely to re-imagine its combined purpose, brand and identity in order to contemporize its values, services and benefits to engage membership and grow the game throughout Massachusetts.

"In other words we want to do everything we can to position ourselves to better provide services to our Members Clubs and offer more opportunities to golfers so that everyone has a chance to enjoy this great game," said Jesse Menachem, Mass Golf's executive director. "By merging the two organizations, we felt that we were at an important point in golf history where we can join forces to streamline operations and make a real difference."

The result is the introduction of a new logo, a new name and a completely new interactive and responsive communication platform highlighted by a web site at [MassGolf.org](http://MassGolf.org). The organization also launched a revamped mobile app and new social sites on Twitter, Facebook, Instagram, YouTube and LinkedIn.

"The change in our name, logo and messaging is a clear signal that we are in this together and dedicated to making a difference," said Sue Curtin, a member of the Mass Golf Board of Directors who also serves as chairperson of the Marketing & Communications Committee responsible for the Mass Golf rebranding effort. "This is a model that we want other golf associations to adopt so that we can universally create better and more equitable opportunities for everyone. From the underprivileged youth who take part in our junior programs to the most senior competitors, we will create a pathway."

Mass Golf, a 501(c)3 organization, works directly with 360 member clubs which are primarily green-grass facilities with nearly 70 percent offering public play. In addition, the organization provides direct services to more than 87,000 golfers through the world's largest handicap computation service (GHIN) as well as a wide ranging golfer benefits program that includes elite championship


competition, fun individual and team tournaments, a quarterly magazine, news feeds, personal online portals for all members, mobile app, and much more.

It has also been – since 2003 – part of The First Tee national network which brings affordable junior golf programs to youth and communities that did not have them. The First Tee of Massachusetts annually reaches more than 30,000 Bay State youth through programming offered on golf courses, in elementary schools and through other youth-serving organizations.

"We have made it our priority to give back more to golfers," said Menachem. "Through on-course experiences for golfers of all abilities and ages to online and immediate access to their golf information, we are committed to making the game more accessible and fun."

Golf has proven to be a big and important business in Massachusetts. The local golf industry is a \$1.7 billion dollar industry that supports more than 25,000 jobs in the Bay State.


**300 Arnold Palmer Blvd. | Norton, MA 02766 |**  
**774.430.9100 | [MassGolf.org](http://MassGolf.org) | [@PlayMassGolf](https://twitter.com/PlayMassGolf)**



**The work you do**

plays a vital role in the health and well-being of people and the environment in which we live. We bring you a network of professionals and innovative solutions dedicated to your success in these efforts.

*With Tom Irwin, you're not alone.*



.....  
Harris Schnare | 800-582-5959 | [harris@tomirwin.com](mailto:harris@tomirwin.com)

**January 2018**



## **TOPDRESSING SAND**

**- BULK, BAGGED, SUPER SACS**

## **CART PATH BLENDS**

## **BUNKER SANDS**

**- HD, BUFF, PRO WHITE**

**N.E.S.S.**



## **DIVOT MIXES**

**- BULK, BAGGED, SUPER SACS**

## **ROOT ZONE BLENDS**

## **ENGINEERED SOILS**

**SCOTT WHITCOMB**

**781-789-8762**

**SCOTT@NESOILS.COM**

**ED DOWNING**

**978-230-2300**

**ED@NESOILS.COM**

**BOB DORAN**

**978-230-2244**

**BOB@NESOILS.COM**



@NESoils

**WWW.NESOILS.COM**



@NESpecialtySoil





- The Country Club Superintendent Strengthens Business Skills with Colleagues Across U.S.
- The Country Club superintendent participates in ninth annual Syngenta Business Institute
- Competitive three-day educational program provides superintendents with key tools for business management

GREENSBORO, N.C., Dec. 20, 2017- Andrew Updegrove, golf course superintendent at The Country Club in Chestnut Hill, Massachusetts was one of 26 superintendents across the country to graduate from the Syngenta Business Institute<sup>SM</sup> (SBI). SBI is an exclusive professional development program for golf course superintendents hosted by Syngenta and the Wake Forest University School of Business in Winston-Salem, North Carolina.

While agronomic expertise is critical to superintendent success, Syngenta also recognizes the need to provide superintendents with business management skills.

“We offer this program to 26 superintendents as a commitment to our customers and their development in the industry,” says Stephanie Schwenke, turf market manager, Syngenta. “At the Syngenta Business Institute, we focus on the business aspect of superintendents’ responsibilities, and really aim to build on their skills of leadership and employee management, which is just as important as managing turf quality.”

During the three-day educational program, participants gained knowledge in financial and employee management, negotiation skills, effective communications techniques, managing generational differences and more. Classes were led by professors from the

School of Business at Wake Forest University, who provided ideas and tools to assist superintendents in their daily management and long-term planning.

Updegrove was selected from a talented pool of superintendents across the country based on an application process that reviewed their educational background, professional achievements and an essay that demonstrates why they should be selected for the program.

To learn more about Syngenta Business Institute, please visit [GreenCastOnline.com/SBI](http://GreenCastOnline.com/SBI).

## About Wake Forest University School of Business

Founded in 1834, Wake Forest is a private, coeducational collegiate university based in Winston-Salem, North Carolina. One of the leading institutions of its kind, Wake Forest blends the intimacy of a liberal arts college with the academic vitality of a research university. Guided by our motto Pro Humanitate (For Humanity), Wake Forest is dedicated to an ethically informed education in a climate that values personal growth, community interaction and individual honor. At the School of Business, the mission is to shape the whole person. They help businesses create a better world through developing passionate, ethical business leaders who get results with integrity, and thought leadership that is visible and positively impacts the practice of business.

## About Syngenta

Syngenta is a leading agriculture company helping to improve global food security by enabling millions of farmers to make better use of available resources. Through world class science and innovative crop solutions, our 28,000 people in over 90 countries are working to transform how crops are grown. We are committed to rescuing land from degradation, enhancing biodiversity and revitalizing rural communities. To learn more visit [www.syngenta.com](http://www.syngenta.com) and [www.goodgrowthplan.com](http://www.goodgrowthplan.com). Follow us on Twitter at [www.twitter.com/SyngentaUS](https://twitter.com/SyngentaUS).

## Media Contacts:

Mark LaFleur  
(336) 632-6138  
[mark.lafleur@syngenta.com](mailto:mark.lafleur@syngenta.com)

Kelsea Mullane  
(919) 870-5718  
[kmullane@gscommunications.com](mailto:kmullane@gscommunications.com)

Web Resources:

[GreenCastOnline.com](http://GreenCastOnline.com)

[Syngenta Newsroom](#)

[Syngenta U.S.](#)

### Cautionary Statement Regarding Forward-Looking Statements

This document contains forward-looking statements, which can be identified by terminology such as 'expect', 'would', 'will', 'potential', 'plans', 'prospects', 'estimated', 'aiming', 'on track' and similar expressions. Such statements may be subject to risks and uncertainties that could cause the actual results to differ materially from these statements. We refer you to Syngenta's publicly available filings with the U.S. Securities and Exchange Commission for information about these and other risks and uncertainties. Syngenta assumes no obligation to update forward-looking statements to reflect actual results, changed assumptions or other factors. This document does not constitute, or form part of, any offer or invitation to sell or issue, or any solicitation of any offer, to purchase or subscribe for any ordinary shares in Syngenta AG, or Syngenta ADSs, nor shall it form the basis of, or be relied on in connection with, any contract there for.

© 2017 Syngenta, 410 Swing Road, Greensboro, NC 27409. GreenCast®, Syngenta Business Institute<sup>SM</sup> and the Syngenta logo are trademarks of a Syngenta Group Company. All other trademarks are the property of their respective owners.

# got sand?

We do. About 10 million cubic yards of clean, USGA quality sand.

Mark Pendergast 617-686-5590  
Garrett Whitney 617-697-4247  
Matt Medeiros 508-951-6139





## READ CUSTOM SOILS

AN A. D. MAKEPEACE COMPANY 800-924-5335



## Welcome New Members:

**Justin McClellan,**  
Affiliate Member,  
Green Sight Agronomics

**Green Sight Agronomics,**  
Friend of the Association

**Shaughn Mitchell,**  
Assistant Superintendent,  
Sterling National Country Club

**David Rafferty,**  
Superintendent, Greathorse

**Alex Foster,**  
Assistant Superintendent,  
Framingham Country Club

**Robert Fitzgerald,**  
Assistant Superintendent,  
Myopia Hunt Club

## Welcome Back:

**Ryan Boudreau,**  
Assistant Superintendent, Framingham Country Club

Congratulations and good luck to **Todd Sauer** who recently retired from The Haven Country Club.

## Back Issues!



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

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.

**GCSANE Offers Website Banner advertising at [www.gcsane.org](http://www.gcsane.org)**



The price is \$500 for one year which will be re-occurring annually from your first billing unless otherwise specified.

For more information, please contact Kris Armando at 508-745-8555 or [karmando8@gmail.com](mailto:karmando8@gmail.com)

# Total Solutions

For over 40 years, Turf Products continues to be the single source supplier for all your irrigation and turf management equipment, delivering superior quality and unmatched customer service to the golf industry.



**turf products**



From drainage pipe to chainsaws, TPC can supply all your golf course needs. Pond aerators, ball washers, soil sensors and lightning detectors are just a few of the thousands of items we carry.

**For All Equipment & Irrigation:**

**PARTS DIRECT: (800) 296-7442**

*Email: [partsdept@turfproductscorp.com](mailto:partsdept@turfproductscorp.com)*

**SERVICE DIRECT: (800) 442-9910**

*Email: [servicedept@turfproductscorp.com](mailto:servicedept@turfproductscorp.com)*

**MAIN OFFICE: (800) 243-4355**

**[www.turfproductscorp.com](http://www.turfproductscorp.com)**





**MTE is a proud GCSANE sponsor, and  
the award-winning source for all of  
your turf equipment needs!**

***Smithco***



***JACOBSEN***

**For these and more, visit or call us:  
115 Franklin Street Ext.  
Derry, NH 03038  
(603) 404-2286  
[www.mte.us.com](http://www.mte.us.com)**



# Please patronize these Friends of the Association

---

## Agresource, Inc.

100 Main St.  
Amesbury, MA 01913

Quality Compost, Soil & Mulch.

Dave Harding office: (978) 388-5110  
cell: (978) 904-1203

Mike Carignan 978-270-9132  
mcarignan@agresourceinc.com

[www.agresourceinc.com](http://www.agresourceinc.com)

---

## Allen's Seed

693 S. County Trail  
Exeter, RI 02822

Specializing in quality seed, fertilizer, chemicals,  
& related golf course maintenance supplies.

1-800-527-3898  
info@allenseed.com

[www.allensseed.com](http://www.allensseed.com)

---

## Atlantic Golf & Turf

9 Industrial Boulevard  
Turners Falls, MA 01376

Specializing in agronomy through  
the distribution of fertilizer, seed &  
chemicals throughout New England.

Chris Cowan (413) 530-5040  
Paul Jamrog (401) 524-3322  
Scott Mackintosh CPAg (774) 551-6083  
[www.atlanticgolfandturf.com](http://www.atlanticgolfandturf.com)

---

## A-OK Turf Equipment Inc.

1357 Main St.  
Coventry, RI 02816-8435

Lastec, Tycrop, Blec, Wiedenmann,  
Therrien, Graden, Sweep & Fill,  
Baroness, & used equipment.

Mike Cornicelli (401) 826-2584

[www.pavewithasi.com](http://www.pavewithasi.com)

---

## Barenbrug USA

Suppliers of supercharged bentgrasses now  
with Aquatrols, Turf Blue HGT, Regenerating  
perennial rye (RPG), and Turfsaver RTF, the  
only rhizomatous tall fescue on the market.

10549 Hammond Hill Road  
East Otto, NY 14729

Bruce Chapman, Territory Manager  
(401) 578-2300

---

## BASF Turf & Ornamental

PO Box 111  
West Dennis, MA 02670

"We don't make the turf.  
We make it better."

Pete Jacobson (919) 530-9062  
peter.jacobson@basf.com

---

## BACKED by BAYER

Building on an already solid foundation of  
proven products to help you succeed.

Brian Giblin (508) 439-9809  
brian.giblin@bayer.com

[www.backedbybayer.com](http://www.backedbybayer.com)

---

## Beals & Thomas, Inc.

144 Turnpike Road  
Southborough, MA 01772

32 Court Street  
Plymouth, MA 02360

Civil Engineers—Landscape Architects—Land  
Surveyors—Planners—Environmental Specialists

Sarah Stearns 508-366-0560  
sstearns@bealsandthomas.com

Beals & Thomas specializes in golf course site  
design services including irrigation pond analysis  
& design, drainage & utility improvements,  
permitting, hydrogeologic evaluations,  
construction administration, boundary &  
topographic surveys, master planning  
& project design.

---

## The Cardinals, Inc.

166 River Rd., PO Box 520  
Unionville, CT 06085

Golf course & landscape supplies.

John Callahan (860) 916-3947  
Dennis Friel (617) 755-6558

---

## Cavicchio Greenhouses, Inc.

110 Codjer Lane  
Sudbury, MA 01776

Annuals, perennials, garden mums,  
ground covers, loam, & mulch.

Darren Young (978) 443-7177

---

## Charles C. Hart Seed Co., Inc.

304 Main St.  
Wethersfield, CT 06109

Authorized distributor for Bayer, Syngenta,  
Grigg Brothers foliar fertilizers, & Aquatrols.  
Specializing in custom seed blends.

Robin Hayes (508) 237-2642

---

## Country Club Enterprises

PO Box 670, 29 Tobey Rd.  
W. Wareham, MA 02676

Club Car golf cars, Carryall utility vehicles.

Keith Tortorella (508) 982-4820  
Danny Brown (603) 365-6751  
Mike Giles (978) 454-5472

---

## Crop Production Services

Suppliers of Chemicals,  
Fertilizer, & Grass Seed

(978) 685-3300  
Nick Burchard (401) 601-7213

[www.cpsagu.com](http://www.cpsagu.com)

---

## DAF Services, Inc.

20 Lawnacre Rd.  
Windsor Locks, CT 06096

Custom pumping solutions. Custom pump  
controls. Complete pump service.  
Serving all of New England.

Dick Young (860) 623-5207

---

## DeLea Sod Farms

486 Church Street  
Wood River Junction, RI 02894

DeLea Sod Farms provides first quality  
tallgrasses & bentgrass to the landscape  
& golf markets. Full line of U.S. Silica  
Greens topdressing & bunker sands.

Scott McLeod 800-344-7637  
smcleod@deleasod.com

[www.deleasod.com](http://www.deleasod.com)

---

## Dependable Petroleum Service

One Roberts Road  
Plymouth, MA 02360

UST / AST facility maintenance,  
installation & compliance testing.

Bruce Garrett / Francis Turner  
(508) 747-6238

bgarrett@dependablecompany.com  
[www.dependablecompany.com](http://www.dependablecompany.com)

---

## DGM Systems

153A Foster Center Road  
Foster, RI 02825

Golf & Sports Turf Specialty Products & Services

Office (401) 647-0550  
Manny Mihailides (401) 524-8999  
David Mihailides (401) 742-1177

Visit [www.dgmsystems.com](http://www.dgmsystems.com)

---

## Five Star Golf Cars & Utility Vehicles

724 MacArthur Boulevard  
Pocasset, MA 02559

E-Z GO Golf Cars, Cushman Utility Vehicles

Tim Russell (603) 557-3463



---

### **G. Fialkosky Lawn Sprinklers**

PO Box 600645  
Newton, MA 02460

Irrigation services to golf courses  
throughout New England.

Gary Fialkosky (617) 293-8632

[www.garyfialkoskylawnsprinklers.com](http://www.garyfialkoskylawnsprinklers.com)

---

### **Green Sight Agronomics**

12 Channel Street, Ste 605  
Boston, MA 02210

617-855-5021

Turn-key automated turfgrass monitoring  
using drones. We deliver maps of moisture  
variation and turf stress daily.

Justin McClellan 203-550-2113

Matt Lapinski 978-551-0093

[www.greensightag.com](http://www.greensightag.com)

---

### **Harrell's LLC**

19 Technology Drive  
Auburn, MA 01501

Turf & Ornamental supplies.

Chuck Bramhall (508) 400-0600

Jim Cohen (978) 337-0222

Mike Kroian (401) 265-5353

Mike Nagle (508) 380-1668

---

### **Helena Chemical Company**

101 Elm Street  
Hatfield, MA 01038

National distributors of all your turf  
chemicals & fertilizers. Extensive line  
of Helena Branded wetting agents,  
foliar, micro nutrients & adjuvants.

Louis Bettencourt, CGCS (978) 580-8166

Chris Leonard (339) 793-3705

[www.helenachemical.com](http://www.helenachemical.com)

---

### **International Golf Construction Co.**

5 Purcell Rd.  
Arlington, MA 02474

Golf course construction.

Antonios Paganis

(781) 648-2351

(508) 428-3022

---

### **Irrigation Management & Services**

21 Lakeview Ave.  
Natick, MA 01760

Irrigation consultation, design,  
& system evaluation.

Bob Healey, ASIC, CID (508) 653-0625

---

### **Ken Jones Tire, Inc.**

71-73 Chandler St.  
Worcester, MA 01613

Distributor of tires for lawn & garden, trucks,  
cars, industrial equipment, & golf cars.

Gerry Jones (508) 755-5255

---

### **LaCorte Equipment**

LaCorte Equipment is your premier John  
Deere Golf Distributor in the Northeast.

John Winskowicz (978) 471-8351

Bill Rockwell (508) 789-5293

Dan Paradise (978) 853-2916

Eric Berg (516) 473-3321

*Call or visit our website at*

[www.lacorteequipment.com](http://www.lacorteequipment.com)

---

### **Larchmont Engineering & Irrigation**

11 Larchmont Lane  
Lexington, MA 02420

Offering a full range of inventory for  
irrigation drainage, pumps, fountains &  
landscape lighting products & services for all  
of your residential & commercial needs.

(781) 862-2550 Susan Tropeano,

Tim Fitzgerald [tim@larchmont-eng.com](mailto:tim@larchmont-eng.com)

---

### **Lazaro's Golf Course Supplies & Accessories**

dba Hammond Paint & Chemical Co., Inc.

738 Main St., Suite 223  
Waltham, MA 02154

Complete line for all your of golf course  
supplies. Par Aide, Standard, Eagle  
One, turf & ornamentals, aquatics, turf  
marking paint, safety items, adjuvants.

Joe Lazaro—cell: (617) 285-8670

Fax: (781) 647-0787

Email: [jlazaro698@aol.com](mailto:jlazaro698@aol.com)

[www.lazarogolfcoursesusplies.com](http://www.lazarogolfcoursesusplies.com)

---

### **Maher Services**

71 Concord Street  
N. Reading, MA 01864

Well drilling, pump service & well maintenance

Peter Maher cell: (781) 953-8167

or (978) 664-WELL (9355)

Fax (978) 664-9356

[www.maherserv.com](http://www.maherserv.com)

---

### **Maltby & Company**

30 Old Page Street, P.O. Box 364  
Stoughton, MA 02072

Provides expert tree pruning, tree removal  
& tree planting ser-vices. Our two other  
divisions include Natural Tree & Lawn Care,  
which treats for winter moth caterpillars,  
ticks & mosquitoes etc. Forest Floor  
recycling manufactures color enhanced  
mulch & natural composted leaf mulch.

For more information or to speak with one of our  
arborists please call

Bill Maltby at (781) 344-3900

---

### **MAS Golf Course Construction LLC**

51 Saddle Hill Rd.  
Hopkinton, MA 01748

Fulfilling all your renovation  
and construction needs.

Matthew Staffieri (508) 243-2443

[www.masgolfconstruction.com](http://www.masgolfconstruction.com)

---

### **McNulty Construction Corp.**

P. O. Box 3218  
Framingham, MA 01705

Asphalt paving of cart paths, walkways,  
parking areas; imprinted asphalt.

John McNulty (508) 879-8875

---

### **MTE, Inc. - Turf Equipment Solutions**

115 Franklin Street Extension  
Derry, NH 03038

New England's source for equipment: New &  
pre-owned mowers, tractors, & maintenance  
items from: Jacobsen, Turfco, Smithco, Ventrac,  
Redexim, Neary Grinders, Ryan, Buffalo  
Turbine, Mahindra, Gravely, Standard, Par-Aide  
& others. Sales, Parts, & Service all brands.

Derry Shop: (603) 404-2286

Mark Casey: (617) 990-2427 Eastern MA

Matt Lapinski: (978) 551-0093 Western MA VT

Mark McEachern: (978) 857-3726 MA-Cape

Jess Hamilton: (603) 500-3936 NH

Sean Smith: (207) 385-6684 ME

---

### **Mungeam Cornish Golf Design, Inc.**

195 SW Main Street  
Douglas, MA 01516

Golf course architects

Office: (508) 476-5630

Cell: (508) 873-0103

Email: [info@mcgolfdesign.com](mailto:info@mcgolfdesign.com)

Contact: Mark A. Mungeam, ASGCA

[www.mcgolfdesign.com](http://www.mcgolfdesign.com)

# Please patronize these Friends of the Association

## New England Specialty Soils

435 Lancaster Street  
Leominster, MA 01453

Imm. Top Dressing Sand, High Density Bunker Sand, Rootzone Mixes, Tee Blends, Divot Mixes, Bridging Stone, Cart Path Mix, Infield Mixes, Inorganic Amendments, SLOPE LOCK Soil.

Ed Downing (978) 230-2300  
Bob Doran (978) 230-2244  
Scott Whitcomb (781) 789-8762

[www.nesoils.com](http://www.nesoils.com)

## New England Turf

P.O. Box 777,  
West Kingston, RI 02892

Phone: (800) 451-2900  
Ernie Ketchum (508) 364-4428  
Mike Brown (508) 272-1827

[www.newenglandturf.com](http://www.newenglandturf.com)

## NMP Golf Construction Corp.

25 Bishop Ave.  
Ste. A-2, Williston, VT 05495

Golf course construction

Mario Poirier (888) 707-0787

## Northeast Golf & Turf Supply

6 Dearborn Road  
Peabody, MA 01960

Complete line of Golf Course,  
Landscape & Lawn Care

Construction & Maintenance Supplies

Tom Rowell (978) 317-0673  
Jeff Brown (508) 868-8495  
Dan Ricker (978) 317-7320

## North Shore Hydroseeding

20 Wenham St.  
Danvers, MA 01923

Hydroseeding & erosion control services.

Brian King (978) 762-8737

[www.nshydro.com](http://www.nshydro.com)

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

16 Maple Street  
Acton, MA 01720

We serve all your remodeling & renovation needs. You can trust your project with us!  
We make you look good!

Sean Hanley (978) 337-6661

[www.on-coursegolf.com](http://www.on-coursegolf.com)

## Putnam Pipe Corp.

Hopkinton & Taunton

Underground water, sewer, & drain pipe  
& fittings-Erosion & sediment control  
material. Free delivery & 24-hour service.

David Putnam toll free (855)-GETPIPE

## Read Custom Soils

5 Pond Park Road, Suite 1  
Hingham, MA 02043

Consistent sand for the next twenty years.  
Top dressing sands, root zone blends,  
high density bunker sand, "early green"  
black sand, divot & cart path mixes.

Mark Pendergrast (617) 686-5590  
Garrett Whitney (617) 697-4247  
Matt Medeiros (508) 951-6139

[www.readcustomsoils.com](http://www.readcustomsoils.com)

## Saturated Solutions

18 Evergreen Road  
Northford, CT 06472

Greg Moore (203) 980-1301

Saturated Solutions is the sole distributor of the  
Air2G2 Machine for sales & contracted services.  
Replenish your soils with oxygen when it needs  
it most in any conditions with no disruption.

[saturatedsolutionsllc.com](http://saturatedsolutionsllc.com)

## Select Source

3208 Peach Street  
Erie, PA 16508

National, full line distributor of turf,  
ornamental & specialty products. Exclusive  
distributor of Prime Source branded  
pesticides & specialty products.

Mike Blatt, Northeast Territory Manager  
(814) 440-7658

## SiteOne Landscape Supply, LLC

300 Colonial Parkway, Suite 600  
Roswell, GA 30076

Offering our customers the most complete line  
of products, service & expertise in the industry.

Ron Tumiski (800) 321-5325 ext. 6219

## Sodco Inc.

PO Box 2  
Slocum, RI 02877

1-800-341-6900

Black Beauty, Tall Fescue, Green & Fairway  
Height Bent, Short Cut Black Beauty,  
Short Cut Blue, 90-10 Fine Fescue

Installation options available  
Contact: Pat Hogan, Alicia Pearson

## SOLitude Lake Management

Since 1998, SOLitude Lake Management  
has been committed to providing full service  
lake, pond & fisheries management services  
that improve water quality, preserve natural  
resources, & reduce our environmental  
footprint. Services, consulting, & aquatic  
products are available nationwide.

Joe Onorato 508-885-0101

[www.solitudelakemanagement.com](http://www.solitudelakemanagement.com)

## Southwest Putting Greens of Boston

P.O. Box 827  
Westford, MA 01886

Synthetic turf, tee lines, practice greens,  
outdoor & indoor practice facilities.

Douglas Preston (978) 250-5996

## Sportscapes Unlimited LLC

PO Box 1686  
Duxbury, MA 02332

Specializing in fairway aeration &  
cleanup, deep tine aeration, Air2G2  
aeration & full seeding services.

Mike Lucier  
617-913-8958  
mijke@sportscapesunlimited.com

[sportscapesunlimited.com](http://sportscapesunlimited.com)

## Stumps Are Us Inc.

Manchester, NH

Professional stump chipping service.

Brendan McQuade (603) 625-4165

## Syngenta Professional Products

P.O. Box 1775  
Wells, ME 04090

John Bresnahan (413) 333-9914  
Melissa Hyner Gugliotti (860) 221-5712

## Target Specialty Products

165 Grove Street, Suite 70  
Franklin, MA 02038

Supplier of fertilizer, chemicals & grass seed.

Jim Pritchard, Territory Manager 401-862-1098  
Glenn Larrabee 774-670-8880

## Tartan Farms, LLC

P.O. Box 983  
West Kingston, RI 02892

Dave Wallace (401) 641-0306



---

### Tom Irwin Inc.

13 A Street  
Burlington, MA 01803

(800) 582-5959

We bring you a network of professionals and innovative solutions dedicated to your success.

With Tom Irwin, you're not alone.

---

### Tree Tech, Inc.

6 Springbrook Rd  
Foxboro, MA 02035

Foxboro, Wellesley, Fall River

Full service tree service specializing in zero impact tree removal, stump grinding, tree pruning & tree risk assessments by our team of Certified Arborists.

Andy Felix (508) 543-5644

---

### Tuckahoe Turf Farms, Inc.

PO Box 167  
Wood River Junction, RI 02894

Many varieties of turfgrass sod for the golf course.  
Bentgrass, Bluegrass, Fine and Tall Fescues, Blends and Mixes.

800-556-6985

Joe Farina 774-260-0093

jfarina@tuckahoeturf.com

---

### Turf Enhancement Enterprises

Featuring Floratine products, JRM tines and bed knives and Greenleaf Turbo Drop air induction spray nozzles.

Tom Fox 508-450-9254

Brian Juneau 781-738-3201

---

### Turf Cloud, Inc.

39 Mountain Gate Road  
Ashland, MA 01721

Whether you're focused on your turf, your family, your friends, or your hobbies, our goal is to provide administrative assistance to your operation, so you can have just that, more time! Turf Cloud, Inc.'s unique passion for technology, coupled with years of turf grass experience can offer you superior data tracking programs and insight to web strategies to increase your time and productivity. Ask us how today!

Jason VanBuskirk (774) 244-2630  
jvb@turfcloud.com

[www.turfcloud.com](http://www.turfcloud.com)

---

### Turf Products

157 Moody Rd.  
Enfield, CT 06082

Toro Equipment & Irrigation—  
Serving the industry since 1970

800-243-4355

Bill Conley, Dave Dynowski,

Nat Binns (332) 351-5189  
Tim Berge (860) 490-2787,  
Andy Melone (508) 561-0364

[www.turfproductscorp.com](http://www.turfproductscorp.com)

---

### U.S. Pavement Services

41 Industrial Parkway  
Woburn, MA 01801

Ken Sprague 781-825-3290

Providing asphalt paving, cart paths and walkways, line striping and concrete work.

---

### Valley Green

14 Copper Beech Drive  
Kingston, MA 02364

Phone: (413) 533-0726

Fax: (413) 533-0792

"Wholesale distributor of turf products"

Doug Dondero (508) 944-3262

Jon Targett (978) 855-0932

Joe Trosky (860) 508-9875

---

### Winding Brook Turf Farm

Wethersfield, CT and Lyman, ME

240 Griswold Road  
Wethersfield, CT 06109

Kathy Arcari (401) 639-5462  
kacari@windingbrookturf.com

[www.windingbrookturf.com](http://www.windingbrookturf.com)

---

### WinField

29 Gilmore Drive—Unit C  
Sutton, MA 01590

Using industry-leading insights to provide you with the products that help you win.

Jim Favreau (978) 815-9810

---

### Winterberry Irrigation

2070 West Street  
Southington, CT 06489

Irrigation installation, service, repairs, and sales. Wire tracking, GPS mapping, grounding testing, start-up, and winterization.

Matt Faherty 860-681-8982  
mfaherty@winterberrylandscape.com

Visit [www.winterberryirrigation.com](http://www.winterberryirrigation.com)

The logo for Atlantic golf & turf features the word "Atlantic" in a large, bold, green serif font. To the left of the "A" is a stylized green grass blade. Below "Atlantic" is the phrase "golf & turf" in a smaller, green, cursive script font.

# ***Golf Course Superintendents Association of New England The Newsletter—Rate Schedule***

## **THE NEWSLETTER DISPLAY ADVERTISING ORDER FORM**

Company Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Email: \_\_\_\_\_

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

