



GCSAA AFFILIATE

Turf Times

The newsletter from the Northern Michigan Turf Managers Association

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Update

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[6]

The Frustration Factor

Do you feel frustrated when you request new equipment, increases in your operating budget, etc., and your boss tells you "sorry?" Those guys have all kinds of money to spend, don't they? So why can't I have my new mower this year? While attending a board meeting earlier this year, a discussion raised some interesting questions as to how well we as Superintendents or Managers understand the inner workings and financial considerations of our own businesses. Only about 30 percent of those present had any idea of how their owners, general managers, or greens committees made their decisions concerning funds allocated for operating budgets or capital expenditures.

It was evident from this discussion that those of us with access to financial information had a much better understanding of the different concerns that our businesses have to deal with. Those who worked at properties with ski hills found that if the weather was bad and ski revenues were down, this could and probably would affect funds available for their golf course operations the following summer. This could mean that projects which were planned might have to be postponed, as could equipment purchases, etc. In my situation even if golf is doing well this is no insurance that my budget will not be effected. If room sales are down then the whole resort has to make adjustments. More than once I had planned an equipment purchases, only to have it postponed until the "Financial Picture" looked more promising. Other things such as rising health insurance costs, changes in payroll taxes, costs of services or supplies increasing, complying with government mandates (such as chemical mixing/rinsing pads), interest payments, and mortgage payments, they all add up! Many times there

is much more going on at our places of work than we realize.

We tend to get caught up in our own little areas of concern and lose sight of the bigger picture. I would highly recommend that we all take advantage of any and all opportunities to become involved with financial or decision making processes. When it comes time to deal with owners, general managers, or greens committees, we will be better prepared to explain our reasons and rationale for our requests. Ask to see Profit/Loss Statements to understand how your business operates. Try and make all requests using a business format and have plenty of information to support your arguments. Use a word processor or type all reports and requests. Call other operations similar to yours to compare information on equipment, budgets, or wages. Volunteer for committees that discuss or control financial matters if possible. If upper management understands that we are interested and wish to participate in these processes, the easier it may become to sell ideas, increases in operating budgets, etc. Being exposed to this type of knowledge also makes it easier for us to understand why our bosses make those decisions to deny new purchases, wage increases, etc.

So, make an effort to become involved with how the whole business is run, not just your department. It may not happen overnight but it can potentially reap great rewards. Not only may you increase your own awareness, but you may find it easier to sell your ideas and to participate in the decision making process which directly effects you. The more we understand about these matters, the easier it will be to adjust to changes when they are sometimes forced upon us.

— By David Pretznaw

NMTMA Board Happenings

At the 1994 Annual Meeting at Mistwood Golf Course three Board members were elected. Jon Maddern, CGCS, was elected for his second term. Dave Foucher and Rick Warren were also elected as Class A Directors. Kim Olson was elected as the Class G Director for a second term. Retiring from the Board were David Little, CGCS, and Brian Holmes.

At the November Board of Directors meeting in Grayling, Mark Wildeman was elected President of NMTMA. Dave Pretznaw was elected Vice President, and Dave Foucher, Secretary/Treasurer.

Congratulations to all newly elected and retiring officials, and thank you for your time and effort.

1994 Chapter Champions

At the 1994 Chapter Championship at Mistwood Golf Course two new champions were crowned. Tom Heid won with low net, and Rodger Jabara won the low gross. Congratulations to you both.

Also, a hearty thanks goes to Dan Lucas and the Mistwood staff for an excellent outing.

Watch For Invitations . . .
And Respond:



1994 NMTMA Christmas Party

This year's party will be held on Saturday, December 3rd at Sylvan Resort in Gaylord. There will also be a separate party for children earlier in the day, including Santa, and pictures.

We hope to see many of you there!



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Leaf Mulching Frame for Rotary Deck

We all have to deal with leaves on our courses in the fall. One way we have devised to address the clean-up problem is to mulch as many of the leaves as possible. I'm sure to most of you this doesn't sound very revolutionary. However, rather than spending hundreds of dollars on mulching decks (if you don't already have mulching decks on your rotary mowers), you can turn your rotaries into mulching mowers at a minimal cost.

The trick is to keep as many of the leaves in, under the deck as possible. To accomplish this, remove the grass deflector and measure the size and dimensions of the discharge opening. Construct a frame out of round iron which will seal off the discharge opening. Cut the appropriate amount of expanded steel mesh to fit the frame you have made (plus 1 inch size openings in the mesh seems to work well), and weld the steel mesh to your frame. Now attach your frame to the mower deck so that it blocks the discharge opening. Your mower is now ready to mulch leaves. This arrangement should be an inexpensive way in which to turn those rotaries into productive mulching mowers during the fall.

*Ron Greenman - Head Mechanic
McGuire's Resort*

GCSAA education program hits historic mark

For the first time in history, the number of currently active superintendents certified by the Golf Course Superintendents Association of America (GCSAA) has reached 1,400 individuals. This represents approximately twenty percent of the association's class A membership.

The title, Certified Gold Course Superintendent (CGCS), recognizes outstanding and progressive superintendents. GCSAA instituted the certification program in 1971.

GCSAA President Joseph G. Baidy, CGCS, said: "This is a proud accomplishment in our history. From its inception, GCSAA has placed continuing education and the dissemination of information foremost on its list of objectives. Reaching this milestone is truly indicative of our members' (Continued on page 4)

Change of Address, Membership Application info available

Any member with a change of address should immediately contact

Thomas J. Reed
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He should also be contacted if any person would like to apply for membership in the NMTMA.

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Paul Harvey: Enough Already

Just before *Briefing* went to press, we learned that Paul Harvey had picked up yet another wire service item about the golf industry and, predictably, twisted it beyond recognition.

The original story dealt with the proposed "Golf Tax" in Florida. The state fish and game commission is touting the idea of a 25 cent per round tax on golf to help make up for budget deficits. The idea is to tax the presumably rich golf industry rather than raising hunting and fishing license fees. Although fish and game officials have attempted to gain the support of Florida superintendents by suggesting that the additional funds would be used to help promote the environmental benefits of golf courses, many are skeptical.

However, according to members who heard Mr. Harvey's remarks, he stated that the fee was actually a penalty or fine that would be used to help pay for the massive environmental damage caused by courses in the state. We were unable to obtain a transcript on such short notice, so the rest of his remarks are unknown.

But, once again, it is clear that Mr. Harvey has twisted facts and stretched truth to satisfy his desire to bash the golf course industry and our profession. If he's doing this on purpose, we have every right to be angry. If he's doing it unknowingly, we have every right to be terrified.

Superintendents we talk with are frustrated, angry and most of all, confused. They scratch their heads and ask, "What is his problem? Why won't he listen to science and reason? Doesn't he understand that we are professionals who care about the Earth?" We wish we had answers to those questions. Many have approached him on our behalf (including some very important and very famous people within golf) and he will not listen. We have sent him reams of data and information and he will not listen. Hundreds of letters have been sent and he will not listen.

So, as we've said previously, the reality is that Mr. Harvey is on what he believes to be a holy crusade. He has become a zealot in the true sense of the word. His position won't be changed. He has already written "the rest of the story" in his mind.

—From CCSAA Government Relations *Briefing*

GCSAA education program (Continued from Page 3)

commitment to advancing their profession and enriching the game of golf."

To become certified, a candidate must have five years' experience as a golf course superintendent, be employed in that capacity and meet specific educational requirements of college credit or continuing education units. The candidate must then pass a rigorous six-hour examination covering knowledge of GCSAA and its certification program; the rules of golf; turfgrass management; pest management; safety and compliance; and financial and organizational management.

As part of the certification process, an on-site inspection of the candidate's course operation is conducted by two certified golf course superintendents. Certification must also be renewed every five years.



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MediaWatch

If you're like most superintendents, chances are good that you're fielding an increasing number of calls from the media. Many of these calls might be friendly, but some aren't. As medical scrutiny of environmental issues continues, we thought it might be helpful to give you some quick tips for dealing with the media.

1. Be honest and cooperative. You've got nothing to hide. Tell the truth even if it hurts.
2. Never say "no comment" when confronted with a difficult question. If you don't feel that you are authorized to answer a question, tell the reporter—but offer to have the appropriate person (usually your GM or president) call back. Or, tell them you don't know the answer, but you'll try to find out.
3. When the reporter calls initially to set up an appointment or interview, find out as much as possible about what he/she wants to know. Prepare key points in writing before the interview. These will be your "talking points" to refer to during the meeting or call. It may even be appropriate simply to hand your key points summary to the reporter. He/she may appreciate it.
4. Always remember that the reporter has called you because you possess information he/she wants. You are the expert on a subject, or are a key participant in a newsworthy situation. Reporters rarely, if ever, know as much about the subject as you do. You own the information.
5. When talking to a reporter, never forget you're also talking to hundreds, thousands or millions of people. Despite the trust or camaraderie you may feel, you shouldn't tell a reporter anything you wouldn't announce over the public address system at the Super Bowl.
6. When asked a question, don't "over-answer." In other words, say only as much as you need to answer the question. Don't ramble. Don't feel like you need to fill the silence. Don't use a lot of jargon or technical terms.
7. Find opportunities to answer a potentially negative question with a positive statement. For example, if asked, "How can golf courses justify using so many pesticides just for aesthetic reasons?" you could answer, "Actually, we never use pesticides just for aesthetic reasons. Our job is to protect and preserve a very valuable piece of property that has many environmental and community benefits." Then you can go on to cite the benefits.
8. If you feel it's necessary to tell the reporter something "off the record" in order to clarify a point or to explain the reasons behind another answer, make sure you state specifically that your words are not for publication or attribution. In general, it's not a good idea to go off the record. Never, ever, assume that you're off the record just because a reporter has approached you casually or just seems to be conversing normally.
9. Relax. Chances are good that you'll never get a call from "60 Minutes." Most interviews can be positive, if you know what you're doing and think about what you say.
10. Call GCSAA. We can help you prepare for interviews, intercede with difficult media or provide factual data that will wow most reporters. We can usually fax you helpful information within an hour of your call.

Finally, remember the following:

Never pick a fight with a man who buys his ink by the barrel."

— Mark Twain

(Special thanks to Jane Mobley, Ph.D., of Jane Mobley & Associates and Brenda Horn and Bridget Dolan Little of Littlehorn Communications for their contributions to these tips.)

— From GCSAA Government Relations Meeting

Using wildflowers to improve your golf course

The use of color through flowering plants can undoubtedly improve your golf course. Both from the aspect of esthetics and member relations. In the past I have gotten more mileage out of several small color plantings than any other single improvement I've ever done. When I first started at a course in Nevada, I used a sloping hillside near the entrance to create an image of the corporate logo with annuals. I am more proud of how hard we worked to improve the turf conditions, but every time I talk with associates/golfers from that course they speak of that logo. More importantly it created a positive image that carried my respectability through some poor turf times.

The problems with many flower plantings is the cost and labor consumption necessary to purchase, plant, and main-

tain them. Here in Michigan my membership was constantly asking about or trying to initiate flower plantings, often offering to buy and plant the materials. Such a situation reflected badly when I refused, but I knew that I didn't have the labor to maintain them. I continually steered them toward flowering shrubs and trees for the low maintenance, but that didn't fulfill their desires.

Then I discovered wildflowers.

What occurred was we selected several large out-of-play areas on the golf course and planted a wildflower mix. The grandeur of the display created astounded me and put the membership in rapture. Actually a problem created is keeping the clubhouse, ladies club, etc., from picking too many

(Continued on page 6)

✿ Using wildflowers to improve your golf course ✿

(Continued from Page 5)

for decorations at their functions. I'll live with it.

For us, once these flowers are up they have required no maintenance, but we quickly learned that just tossing down the seed was not enough for planting.

Over winter I selected a coated seed mix recommended for northern areas. It consisted of some 36 different varieties both annual and perennial. The coating allows for better distribution from a broadcast spreader and is a kaleidoscope of colors.

The first season we selected three areas and tried a high, medium and no maintenance regime. The high maintenance area was a site of an old nursery and had automatic irrigation. Using round-up we removed the present plants and then tilled the soil. Areas within the site were seeded at half, full, and twice the recommended rate, fertilized, and pressed in with the tires of a bunker rake. This area was kept irrigated until blooms started to show.

Another site was selected with access to a quick-coupler. Preparation and seeding were the same as the high maintenance except the soil was tilled in after being scalped with a mower, no round-up. This area was watered on a when possible program.

A third site was scratched with a tine harrow, seed broadcast, and watered by mother nature. (And it was a wet spring).

The high maintenance site was a sight to behold, both the "medium", and "no" sites were a bust. We have continued planting for three years now and several observations/suggestions can be made.

- Competing plant material must be removed from the site and soil prepared before planting. Germinating wildflowers seem easily crowded out by grasses.
- Adequate irrigation must be provided during germination. We tried several times with the quick-coupler plot, no luck, and then installed automatic irrigation. But, after plants are up, water has been turned off and never run again.
- Germination is slow, plant early for all summer color.
- High amounts of nitrogen in the beginning brought earlier color.
- Seeds can be flooded out. No luck planting in swampy areas.
- Higher the seeding rates the more grand the effect. I found 1-1/2 to 2 x suited my needs.
- Many of these plants flower for only a short time. Having many varieties blooming at different times gives long-term color.
- Much higher rates of germination on seed well rolled in.
- Leave a border of tall grasses around a planting to limit golf balls rolling in and golfers trampling plants during the search.

- The many different colored blooms are very striking up close, but wash to a unimpressive pale pink from a distance.

It was hoped that the planting procedure would be a one time thing. With perennials returning and several years of overseeding the annuals we would get a self maintaining planting.

Though it is possible we gave up too soon we now replant every year. flowers returned the second year, but nothing like the first. The grandeur of that first year bloom is worth the small cost of seed and planting.

Grasses seem to crowd out that second year bloom. Possibly a herbicide application to keep grass populations down would be an answer if you could keep it from effecting the flowers.

We are continuing to experiment with different aspects of site selection and planting. this coming year we plan to create several sites near tee boxes. Using the irrigation overspray from the tee sprinklers to promote germination and giving that up close viewing which is best.

Even though this project hasn't created "no maintenance-color" the enthusiastic reception of the membership and goodwill developed about the maintenance operations far outweigh the cost. For approximately \$300 in seed and 20 hours of labor we receive some 60,000 square feet of color. Good deal.

—By Jeffrey T. Dorrell

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Jon Maddern goes to GCSAA headquarters

Jon D. Maddern, CGCS was one of more than 70 volunteer leaders from across North America who attended the Chapter Relations Meeting held September 25-26, 1994 at the Golf Course Superintendents Association of America (GCSAA) national office in Lawrence, Kansas.

This year's meeting focused on continued improvement in ties between affiliated chapters and GCSAA, a key component of the association's strategic plan for 1994-95. Maddern participated in an open-forum discussion with members of GCSAA's Board of Directors and a special Chapter Relations Planning Resource Group making known the views and concerns of Northern Michigan TMA.

"Chapters are an integral part of our association. We want to expand the communication and promote real involvement," said GCSAA President Joseph G. Baidy, CGCS.

Gary Grigg, CGCS, GCSAA's vice president and chairman of the Chapter Relations Planning Resource Group, added: "The board has set chapter relations as a priority. This meeting furnished proof of this commitment. The chapter representatives were very responsive to the GCSAA-chapter initiative and we now have some momentum."

The agenda also included a "State of the Association" address by Baidy, discussions on how to foster communications among chapters and a "Meet the Candidates" session that gave Maddern a chance to hear from nominees on the official slate of candidates for the 1995 GCSAA election. Members attending GCSAA's 66th annual International Conference and Show in San Francisco will have the opportunity to hear the candidates speak on the issues after education sessions end on Friday, Feb. 24, 1995.

Since 1926, GCSAA has been the leading professional association for the men and women who manage and maintain golf facilities in the United States and worldwide. From its headquarters in Lawrence, Kansas the association provides education, information and representation to nearly 14,000 individual members from more than 50 countries. GCSAA's mission is to serve its members, advance their profession, and enrich the quality of golf and its environment.

GCSSA adds to managerial staff

The Golf Course Superintendents Association of America (GCSSA) has announced the hiring of two new managers and the appointment of a current team member to a new managerial post.

Kim Heck has been hired as GCSAA's first Career Development Manager, and is assuming her duties as of November 1, 1994.

Her job will be to create and oversee association programs designed to effectively secure employment and pursue career goals for members. Career development is one of GCSAA's three newly created service departments.

Prior to joining GCSAA, Heck was director of corporate marketing at Bucher, Willis & Ratliff Consulting Engineers, Planners & Architects in Kansas City, Mo. Previously, she worked at Professional Service Industries/Hall-Kimbrell Environmental Services. Heck has a bachelor's degree in journalism from the University of Kansas.

Burke Beeler has been hired as Development Manager. He will oversee the association's charitable foundation activities and GCSAA's scholarship programs, and secure funding for GCSAA's various research initiatives.

Beeler was a financial planner at Reinhardt Financial Services, Inc., in Lawrence, Kan. Prior to that, he spent more than five years with the Kansas University Endowment Association as a development officer and as the director of constituent development. Beeler has a bachelor's degree in business administration and a master's degree in education, both from the University of Kansas.

In addition, a current GCSAA staff member has been appointed to a new managerial position. Jennifer McCaughey, formerly Membership Manager, has been named Systems Manager for GCSAA's Central Services department. She will work on the association's management information systems, focusing on database management and training GCSAA team members.

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Make the Most of a Great Resource— USGA Green Section Visits

Our profession could be described in the following manner: "Providing the best possible playing conditions for the game of golf by carefully managing the resources made available for this purpose." What resources? The irrigation system, equipment, supplies, and labor are some of the physical resources needed to produce good playing conditions. But perhaps the most important asset we have at our disposal is knowledge.

We might think of knowledge in terms of how much we know. For the sake of this discussion, though, let's define it as the information to which we have access before we make a decision.

Why do I make this distinction? Well, let me explain. There may be plenty of information stored away in your brain, but if it can't be remembered, it is of no use in making a decision. On the other hand, if you have no experience in solving a particular problem but have access to someone who does, you can make use of information necessary to make the proper decision.

The point is, your informational resources are vitally important to your success in this profession. These resources include your peers, seminars, professional journals, educators, researchers, suppliers, and the USGA Green Section agronomists.

We all have had experiences in this business we would rather forget, like days when the grass wants to die and we can't for the life of us figure out why. We try everything that worked before, but without positive results. Whom do we call for help? We may call on our neighboring superintendents, who usually make themselves available on short notice to visit and share their knowledge concerning the problem.

If the problem is not resolved with their assistance, we may be in some pretty tough circumstances with our golfers. They want answers and improvements now! Often this is the time we call on the USGA Green Section agronomists.

How do you feel about the Green Section agronomists? Are they the guys you call only after you have serious problems? Do you feel comfortable

knowing that they are there, or does their presence give you "willies?" Do you have annual visits so they can gain a better understanding of your course and its problems, or do you call on them only at the behest of the boss?

It has been my experience that superintendents have a black-and-white approach to the USGA Green Section services. They either look forward to the annual visit or they have no use for them. For some reason, many of us feel that we don't need someone poking a core sampler into our greens. "What do they know about my problems anyway?"

How do you get the most out of this source of information? Is it possible that by proper management of this resource, your job performance could improve?

To make the most of a Green Section visit, you have to look on it as an opportunity. You are the customer; they're there to help you. An "inspection" is the last thing you want. It is an inspection only if you abdicate your responsibility to manage the visit.

How do you do this?

First of all, know your needs. What are your problems—on the course, with your physical resources, with the management above you, or the membership? Be sure to take full advantage of the service.

Secondly, you must manage the time so that all areas you need addressed are given attention. You are abdicating your responsibility if you allow others to decide what is to be evaluated and discussed without leaving time for the subjects you feel are most important. Take control! A Green Section visit should not be simply a social call. The potential for accessing knowledge and information that can benefit you is too great.

Third, involve your supervisors, green chairman, or other interested members in most of the Green Section visits. These people have a vested interest in the success of the golf course maintenance program. They will be more sympathetic to your problems when they hear them discussed with the agronomists. The support you receive for your programs from the agronomist will add weight to them,

helping you sell your supervisors on the need for physical resources such as equipment, labor, a new irrigation system or a larger budget. Plan some time alone with the agronomist to discuss technical matters or other concerns.

Fourth, have the necessary information available to answer questions about your current maintenance programs. How much fertilizer have you applied? What chemical applications have been made and at what rates? What size are your greens and tees? These are all questions you need to know for yourself. Recent soil test reports should also be available.

Finally, what should be your course of action after the visit? After receiving the Turf Advisory Service (TAS) report, use the information for club newsletters and green committee meetings. Make copies of the report for the entire green committee, the board of directors and, in some cases, the entire membership. Above all, carefully consider those portions of the report that may improve your program and fall within your budgetary guidelines. Review past reports to see how much progress you've made.

USGA Green Section visits can be one of your most important resources. If you take the initiative and use the service properly, you will be more successful in obtaining the resources you need from your club as well as receiving timely tips or problem diagnosis. The agronomist is best able to serve your needs if you take the time to manage the visit.

Remember: (1) Know what you want to accomplish with the visit, (2) Organize your time so that attention is paid to all problem areas, (3) Involve your supervisors, (4) Have the necessary technical information regarding your course and your maintenance program ready, and afterward follow up by using the TAS report to educate the entire membership.

Make the most of a wonderful resource.

— By Ray Davies
Golf Course Superintendent
Virginia Country Club
Long Beach, California

(Note: Service Features are on page 10)

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USGA Green Section Service Features

Turf Advisory Service (TSA)

One Site Course Visit

This is the focal point of the Green Section activities. Our goal is to help the golf course superintendent and Green Committee by providing the most practical turfgrass and golf course management information at the level of expenditure available at each facility. Each agronomist on the staff visits more than 130 courses annually, a service unmatched by any other organization.

Written Report

This provides a permanent record of observations made during the on-site TAS visit and the recommendations for continued course development, both short and long term.

Year-Round Consultation

If questions or problems arise, calls are welcome any time. Particularly vexing problems will be discussed with other staff agronomists who face similar situations in their region.

Turfgrass Information File (TGIF) at MSU Library

The library's purpose is to provide access to published materials on turfgrass research and maintenance. Service is available by telephone or computer hook-up. More than 25,000 abstracts are available now! The complete article or research report also can be obtained by calling or writing to the TGIF librarian at 1-800-446-8443.

Agronomic Reprints and Publications

Information is available on a wide range of topics through your local Green Section office or Golf House. Recent additions include the new *Recommendations for a Method of Green Construction* and a video tape of the procedures involved.

USGA Green Section Record

Published bi-monthly, this is a favorite magazine of golf course superintendents, Green Committee members and golfers interested in turfgrass and golf course management.

USGA Research Program

The USGA supports the largest private turfgrass research effort in the world. Our goal is to develop new grasses and techniques designed to provide excellent golf turf, at reasonable costs, with significantly reduced water and pesticide use. We are proud to be working jointly with the GCSAA on this exciting undertaking.

A new series of environmental research projects, initiated in 1991, will determine the effects of golf course maintenance practices on the environment, develop environmentally safe management programs, and evaluate the effects of golf courses on wildlife and people.

Physical Soil Testing

The Green Section maintains contact with laboratories which evaluate the physical properties of soil mixtures for special golf course applications such as construction sands for bunker use. Staff members aid in the interpretation and application of their findings.

USGA Green Section Regional Conferences

More than a dozen conferences are held annually throughout the country dealing with turfgrass management and general golf-oriented topics.

USGA Green Section Annual Conference

This half-day meeting is held annually in conjunction with the GCSAA International Conference and Show. It features the leaders in all phases of golf who discuss topics of current interest.

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Letters to the Editor

You can communicate directly with the NMTMA and your fellow members by writing to:

Turf Times

c/o Mike Morris
P.O. Box 1575
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Share your thoughts and feelings about our organization or the industry in general.

Green Industry Legend to receive superintendent's highest honor

A giant figure in the history of the golf course and turf industries, Dr. James Watson, has been chosen to receive the Old Tom Morris Award from the Golf Course Superintendents Association of America (GCSAA).

"Dr. Jim has been a great friend to GCSAA and its members for half a century," said GCSAA President Joseph G. Baidy, CGCS. "His career provides a perfect example of how one person can make a tremendous impact on an entire profession. We are delighted to be able to pay tribute to the contributions he has made."

GCSAA established the Old Tom Morris Award in 1982 to recognize individuals who have made outstanding lifetime contributions to the game. The award is named in memory of Old Tom Morris (1821-1908), greenkeeper and golf professional at the Royal and Ancient Golf Club of St. Andrews, Scotland.

Watson's influence has been felt throughout the entire turfgrass profession. Following military service in World War II, he earned a bachelor's degree in agronomy from Texas A&M in 1947. Watson obtained his doctorate in agronomy from the Pennsylvania State University in 1950.

As a graduate student at Penn State, Watson was the recipient of the United States Golf Association (USGA) Green Section Fellowship and studies under the famed Dr. Burton Musser. He returned to A&M to serve as an assistant agronomy professor and conduct turfgrass research.

In 1952, Watson left A&M to begin his career with the Toro Company as director of agronomy. For over four decades with Toro, his research touched on nearly every aspect

of turfgrass management. Later, as the company's agronomist and vice president of customer relations, he led Toro's efforts in equipment development and evaluation, and served as the liaison to professional groups such as the GCSAA.

Watson has received nearly every major accolade the industry has to offer, including the USGA Green Section Award (1976), the American Society of Agronomy's Agronomic Service Award (1977), GCSAA's Distinguished Service Award (1983) and the American Society of Golf Course Architects' Don Rossi Award (1994).

Watson is a fellow of the American Society of Agronomy and the Crop Science Society. He has served on the boards of the Sports Turf Managers Association, the Freshwater Foundation and the National Golf Foundation. Semi-retired now after 40 years with Toro, he currently serves on the planning council for the Irrigation Association and is agronomic coordinator for the seven 1994 World Cup soccer venues.

Watson joins Arnold Palmer, Bob Hope, Gerald Ford, Patty Berg, Robert Trent Jones, Gene Sarazen, Juan "Chichi" Rodriguez, Sherwood Moore, CGCS, William Campbell, Tom Watson, Dinah Shore, and Byron Nelson as recipients of the Old Tom Morris Award. The GCSAA board of directors selects the Old Tom winner.

Watson will be honored during the closing banquet of GCSAA's 66th International Golf Course Conference and Show on Feb. 27, 1995, in San Francisco.

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