



## 46th Northwest Turfgrass Conference Program Set

The program for the NTA 46th Northwest Turfgrass Conference and Exhibition September 21-24, 1992 is set. Some last minute fine-tuning will take place, as it always does with programs of this type; however, we're advised by Program Committee chairman, Don Clemans that arrangements are pretty well in place.

An overview of the conference program is as follows:

<b>Monday</b>	September 21, 1992 Turfgrass Facilities tour R. L. Goss Golf Tournament Kick-off Reception and Table Top Exhibition
<b>Tuesday</b>	September 22, 1992 General Sessions I, II and III Annual Membership Meeting Spouse/Guest Luncheon Tour
<b>Wednesday</b>	September 23, 1992 General Session IV Split Session (track one) Golf Courses Split Session (track two) Parks, Grounds, Athletic Fields General Session V Spouse/Guest Program "Dream Interpretation" Dinner - Western Cookout
<b>Thursday</b>	September 24, 1992 General Session VI

Conference general session speakers and their topics are as follows:

- **Dr. Thomas L. Watschke**, Pennsylvania State University, speaking on "Environmental Fate of Fertilizers and Pesticides" and one other topic yet to be determined
- **Dr. Larry Helms**, speaking on "Dealing with Difficult People or How Not to Sprain Your Brain"
- **Steve Cockerham**, University of California, speaking on "Turf Management on Modified Rootzones"
- **Dr. Jon Arvik**, Monsanto Company, speaking on "Environmental Responsibility - Yours, Mine and Ours"
- **James M. Latham**, USGA Green Section Great Lakes Region Director speaking on "Agronomics of Sand Construction and Topdressing"
- **Dr. Stan E. Brauen**, Washington State University speaking on "Zeolite as a Cation Exchange Modifier in Sand Rootzones"
- **Tom Cook**, Oregon State University, speaking on "Isolated Dry Spot-Cause and Solutions"

- **Dr. William J. Johnston**, Washington State University, speaking on "Combining the Use of Turf Covers and Plant Growth Regulators"

- **Dr. Stan E. Brauen**, Washington State University, speaking on "How Professionals Can Test for Nitrate in Rootzone Leachate"

- **Tom Cook**, Oregon State University, speaking on "Identification of Grasses"

- **Dr. Gwen Stahnke**, Washington State University, speaking on a topic yet to be determined

- **Dr. Gary Chastagner**, Washington State University, speaking on a topic yet to be determined.

In addition to the general session presentations there will also be a two-track program. One track will be aimed at golf course personnel and the second track will be designed for parks, grounds and athletic field personnel.

The **golf course personnel** split session (track) speakers and their topics are as follows:

- **Dr. Stan Brauen**, Washington State University, speaking on "Constructing the USGA Lysimeter"

- **Eric Chapman**, Washington State University, speaking on "Measuring Nitrate Movement in Sand and Modified Rootzones"

- **Dr. Tom Watschke**, Pennsylvania State University, speaking on a topic yet to be determined

- **Larry W. Gilhuly**, USGA Green Section, speaking on a topic yet to be determined

The **parks, grounds and athletic field personnel** split session (track) speakers and their topics are as follows:

- **Steve Cockerham**, University of California, speaking on "Light Intensity/Traffic Relationship"

- **Dr. Roy L. Goss**, Prescription TURF Services, speaking on "Where We've Been, Where We Are Now, and Where We Are Going"

- **Dr. Mike Kelty**, O.M. Scott & Sons, speaking on "Alternatives to Landfill Disposal of Vegetative Material"

- **Speaker**, speaking on a topic yet to be determined.

## President's Message

### NTA Survey Results Are In

We want to thank you for answering and returning the questionnaire we mailed to you this past January. There was a terrific response to the questionnaire. Many of you took extra time to write notes about several of the subjects in the questionnaire or other concerns.

Here is a breakdown of how respondents answered the questions:

NTA members accounted for 64% of the total tally.

**Membership Dues:** 69% felt the dues amount was about right with 15% and 5% being too high or too low respectively, and 71% of membership dues are paid by the employer.

**Organization:** Golf Courses make up over 34% of the total respondents followed by Suppliers 18%; Landscape and Park 12% each; School Districts 5%; Campus 4% and the remaining responses were Other or no answer.

**Location:** Western Washington led with 48% followed by Oregon with 31% and Eastern Washington with 12%, Idaho, and British Columbia followed with about 3% each.

**NTA Purpose:** A strong majority (88%) felt Turf information should be the focal point followed by Turf research with 48%. 52% of the respondents were undecided. Scholarships held the same ratio with 25% in favor and 75% undecided. 38% felt mini-conferences should be a purpose of the NTA with 54% favoring an annual conference.

**Respondent Profile:** Nearly half had a college or university education, 25% community college, 6% graduate school, and 10% high school. 94% of the respondents were male. Average age group being 35-44 followed by 45-54 and 25-34.

**Conference:** 65% of the respondents had attended a NTA conference. Date preferences were Mid-winter followed very closely by Mid-September and Fall. As for location 71% desire resorts. 66% felt no need for regional conferences in addition to the annual conference.

**Conference Profile:** 88% felt the topics covered were about right and 73% felt the registration fee was about right. 21% felt the fee was too high.

**Research Contributions:** Over 70% of the respondents were aware of continuing education scholarships and research at WSU and OSU.

**Turf Topics Newsletter:** 86% of the respondents felt the information provided in the quarterly newsletter was of some value or very informative; 12% were undecided.

We feel it is important to know your views on issues in order to more effectively serve you. By hearing your opinions, we can do a better job of working on solutions for those concerns.

Once again, thank you for taking time to share your views and valuable comments.

Tom Wolff  
President

## NTA Board Establishes Mission and Goals

April 27, 1992 the NTA Board of Directors held a retreat in Vancouver, Washington to review the association's mission, to develop goals and plans of action to achieve that mission and those goals and to define the role of the board of directors. The retreat was facilitated by Mr. George Austin, George Austin Associates, or Portland, Oregon.

The conclusions reached and plans of action developed at the retreat were as follows:

### I. Definition of Board's Role

To communicate with the membership and to represent the interests of various constituencies in order to establish broad directions and philosophies to accomplish the association's mission.

To support board decisions

To model leadership behavior

### II. Revision of Mission Statement

Leadership in information, research and support to turf and grounds professionals

### III. Goals (in order of assigned importance)

A. Examine in-depth the results of the recent survey  
- logistics of annual conference

B. Develop a plan for consistent, quality communication with members  
- input from members  
- output to members and other publics (e.g. newsletter, etc.)

C. Review and change, if necessary, the association's policies  
- board's configuration and representation  
- board's committee structure  
- methods and/or tools for evaluation of relationship between board and director

D. Develop a plan for increasing membership

E. Develop plan regarding the research and scholarship programs  
- fund raising  
- identification of research priorities

## GOALS "PLANS OF ACTION"

Goal A. Examine in-depth the results of the recent survey

What	Appoint a task force to examine the survey responses for a report to the board
Who	Task force membership - Jon Hooper, Becky Michels and Don Clemans and Tom Wolff (if possible)
Resources	Survey responses, survey analysis software, computer and staff
When	Task force meeting May 5, 1992, Tuesday, at the NTA office Task force written report and recommendations to board by May 12, 1992. Tuesday

Board consideration of task force report and recommendations during May 18th board meeting in Yakima

Goal B. Develop a plan for consistent, quality communication with members

What	Appoint a task force to generate ideas
Who	Task force membership - Bill Griffith and Tim Werner
Resources	Samples of current communication tools e.g. newsletter, proceedings
When	Task force report to board at May 18th board meeting in Yakima

(Plans of action for the remaining goals were not formulated due to a lack of time)

## 1992/93 Board Director Nominations

The NTA Nominations Committee, chaired by Immediate Past President William (Bill) Griffith, will soon be making up a slate of nominees for NTA board director positions for election by the membership present during the 1992 Annual Membership Meeting scheduled to be held September 22, 1992 during the 47th Northwest Turfgrass Conference and Exhibition in Sun River, Oregon. Director terms are for three years with one-third of the board retiring each year. Newly elected directors assume their position on the NTA board immediately following the close of the annual conference.

Nominations of director candidates may be by either of two ways: 1) nominations committee nominee, or 2) written nomination or petition endorsed by not less than fifteen (15) active members of the association.

Individuals interested in submitting their own name or the name of someone else for consideration by the nominating committee should send such nominations to Bill Griffith care of the NTA office as soon as possible. The deadline for submittal of written nominations or petitions to the NTA office is August 28, 1992 - at least twenty-five (25) days before the annual membership meeting.

## 1992 NTA Sponsored Turfgrass Summerfest Canceled While WSU Turfgrass Field Day Continues

The traditional NTA sponsored two-day summerfest program usually held in June, which included a golf tournament Monday and a turfgrass equipment display at High Cedars Golf Club Tuesday, has been canceled for 1992. At this time there are no plans to reinstate the program in the future. A number of factors contributed to the cancellation not the least of which was the inability to find a host course for the golf tournament. Summer just isn't the time to ask someone to donate their course for a tournament.

The NTA/R.L. Goss Tournament for Research, the traditional name of the summerfest tournament will not be lost; however, the golf tournament held in conjunction with the annual NTA conference will now be named the NTA/R.L. Goss Tournament for Research.

The WSU Puyallup Research and Extension Center sponsored WSU Turfgrass Field Day farm 5 will continue as in the past. This year's program is scheduled for June 16, 1992.

High Cedars Golf Club owner Wally Staatz has indicated that he intends to continue to offer the no-host picnic lunch and golf at his course following the field day.

## 1992/93 Annual Directory Advertising Space Available

Advertising is currently being sought to help underwrite the cost of publishing the Directory of the Northwest Turfgrass Association for 1992/93, scheduled for distribution in the Fall. The cost of publishing the directory is covered by advertising, so membership dues can be used for information, research and scholarship activities rather than publication of this directory. The annual directory is one of the membership services that comes with belonging to the NTA.

Planning for the directory has begun and any suggestions members may have concerning its contents or scheduling would be genuinely appreciated by the NTA staff. Past annual directories have included an alphabetical listing of active members by name with a cross reference by company. Other information that has been included in the directory in past issues are listings of: NTA Research and Scholarship Fund contributors; officers and committee chairs for the association; cooperative extension offices in the region; and, greens industry publications and associations. Also included has been a guide to sources for turfgrass related technical assistance.

Potential advertisers wanting information on advertising should contact the NTA staff at the NTA office (206) 754-0825.



## Scott has the answer to minor element deficiencies in turf

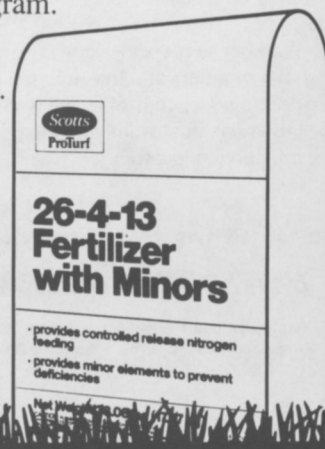
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**Mark Jones**  
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## 1992 Membership Certificates

Membership certificates for 1992 have been mailed to all NTA members who had paid their membership dues for 1992 as of April 1, 1992. Members that should have received their certificates for the year include: regular, student and honorary members. If you have not received a certificate yet and think you should have, contact the NTA office.

## Conference Exhibitor Invitation

Turf grounds maintenance and irrigation suppliers are cordially invited to participate in the **1992 Northwest Turfgrass Conference Exhibition** sponsored by the Northwest Turfgrass Association being held Monday, September 21, 1992 at the Sun River Lodge and Resort in Sun River, Oregon. We are anticipating a turnout of 300-400 professionals interested in the latest research technology, equipment and products for the maintenance of golf courses, parks, grounds and lawns. We have reserved the 5,000 square foot Sun River Pavilion for the exhibition.

The format of this year's exhibition will be the same as that of the last two years. Exhibitors will not have the traditional curtained booths but instead will have eight foot draped tables and exhibits will be limited to a specific table-top specifications. **Exhibitor Invitation and Registration Packets** will be in the mail soon to suppliers.

## Three Companies Named Hunter Top 20 Distributors

Evergreen Pacific Supply Company, United Pipe & Supply (Washington) and United Pipe & Supply (Oregon), irrigation and equipment suppliers have been included as three of Hunter Industries' Top 20 Distributors, announced Chuck Huston, Hunter Director of Sales.

The award recognizes outstanding sales and marketing efforts in landscape irrigation for 1991.

**Evergreen Pacific Supply** has branches in Bellevue, Everett, Spokane and Tacoma. **United Pipe & Supply (Oregon)**, has branches in Bend, Eugene, Medford, Portland, Salem and Tigard. **United Pipe & Supply (Washington)** has branches in Kennewick, Lynnwood, Spokane, Tacoma and Wenatchee.

Hunter Industries is one of the world's largest manufacturers of irrigation equipment for residential and commercial use, sports fields and parks, and golf courses. The company is headquartered in San Marcos, California, and Hunter Irrigation products are sold exclusively through a worldwide network of irrigation equipment suppliers.

## OGCSA Scholarships

The Scholarship Selection Committee of the Oregon Golf Course Superintendents Association has selected the following to receive \$500.00 scholarships from OGCSA for 1992.

Charles Anfield  
Eric Breitling  
Max Williams

Oregon State University  
Oregon State University  
Portland Community College

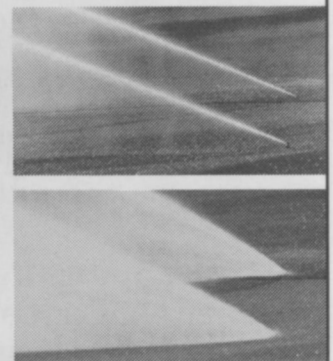
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## Glendale Helps Set New Environmental Standards

by Jim Chapman

Coyote trails, salmon fingerlings, bat roosting houses, and soap as an insecticide are part of the everyday world of the Glendale Golf & Country Club maintenance staff. Integrated pest management (IPM) and other environmental buzz words showing up in the media are common, ordinary concepts to the Glendale crew.

Steve Kealy introduced ecological thinking to Glendale when he was hired as Superintendent. A recent graduate of Washington State University with his degree in Agronomy-Turfgrass, Kealy is supported in the administration of his ideals by Assistant Supt. Pyatt Potuzak, another WSU graduate with the same major.

In 1989 the program began with changes in the fertilizing program. The idea was to use lighter applications a little more frequently. Hopefully this would reduce if not eliminate any potential runoff or leaching, encourage stronger turf using less fertilizer, save manpower by reducing mowing and clippings, lower machine stress and maintenance, conserve fuel, and provide better playing conditions with more consistent turf throughout the year. Everything worked as expected the first year and improved each following year.

The next year the decision was made to let the creek that transverses Glendale from north to south revert to a natural state. Kelsey Creek had been mown and maintained as part of the playing areas. The banks were no longer mown and no herbicides were applied to keep brush under control. Sections were planted to willows and school children were allowed to release salmon fingerlings raised as part of a class project.

Also in 1990 the "Stream Team" of Bellevue's Storm and Surface Water Utility released 7,500 salmon fingerlings into the altered Kelsey Creek. Glendale has been a voluntary member of this organization since 1988.

Last year - 1991 - the City of Bellevue began work on a project to restore the Kelsey Creek streambank along the north edge of the golf course. The purpose is to slow water velocity and reduce erosion while creating better fish spawning habitat. As part of this project new vegetation is being planted along the creekbank and Glendale is extending the city project onto the golf course.

Several new projects are planned for 1992 to enhance and encourage wildlife within the urban environment. The Washington State Fisheries Department is constructing remote site salmon egg incubation chambers (gravel lined boxes to shelter fish during breeding). The protected banks and gravel bed of Kelsey Creek as it passes through Glendale already provide better protection than salmon have experienced in the past.

The Audubon Society has provided guidelines for Glendale to use constructing bird houses, bat roosting sheds, and planting more native shrubs and trees to provide food and cover for fish and birds, cool the stream temperature. The duck population has already responded and the coyote have noticed. There is a coyote trail across the golf course and these normally elusive critters are commonly a quiet gallery for Glendale golfers.

Glendale is also a registered member of the Business Partners for Clean Water, a City of Bellevue Storm Water Utility project that certifies partners for their efforts to pro-

tect the groundwater. Part of these efforts include using ground chips from on site tree removal instead of bark and pesticides to keep weeds under control in ornamental beds. Glendale also has started an aggressive program deep root feeding trees to promote healthy growth and resist disease damage.

Six of the small ten member crew are privately certified for pesticide application and keep their licenses current with a minimum of 12-15 hours special training through seminars and classes. The state requires 8 hours a year.

The Glendale Golf & Country Club is in the forefront of new technology for golf course maintenance. And they are not the only golf course on the Eastside or in the Northwest embracing these new ideals.

- Aeration of fairways, greens and tees to lift thatch, reduce compaction, improve water utilization, provide seed a nesting place.

- Sand topdressing all primary turf areas on regular basis to reduce stress, cushion turfgrass from heavy play, improve soil microbial activity, achieve better nutrient response and provide a much improved playing surface.

- Soil testing regularly to catch potential deficiencies and allow correction with slight changes within the carefully structured fertilizing program, with emphasis on organic type, slow release sources.

The Glendale Golf & Country Club is an excellent example of how well an environmentally sound maintenance program works and proof that good ecological stewardship benefits everyone.

## CGCM Introduces Newsletter for Club Leaders

Golf club officials across the United States will soon be receiving the premiere issue of *The Leader Board*, a new bimonthly newsletter published by The Center for Golf Course Management (CGCM).

The Leader Board is designed to provide golf's volunteer and professional leaders with timely, authoritative, interesting and useful information to convey a better understanding of the business of golf course and club management.

The first issue includes articles on the fiduciary role—and accompanying liability issues—of the volunteer club director, and the club's responsibilities with regards to sexual harassment of employees by non-employees. U.S. Golf Association Treasurer Judy Bell, the first woman to serve on the association's prestigious Executive Committee, is the subject of a special feature.

Annual subscriptions to the new publication will be priced at \$24 per individual subscription, or \$118 for a "full board" subscription. The full board subscription option will provide up to 12 copies of each issue of *The Leader Board*, so that a club may choose to have copies mailed directly to each club director's or green chairman's home or place of business.

For more information or to order a subscription, contact *The Leader Board* at 913/841-2240. CGCM is a subsidiary of the Golf Course Superintendents Association of America, a professional association dedicated since 1926 to advancing the art and science of golf course management.

## Dr. Beard Views Future of Turf Management

Dr. James Beard outlined 10 trends he felt vital during a presentation at the Michigan Turfgrass Conference, just a few miles from Michigan State University where he taught from 1961 to 1975.

"Some of the things I say will probably be wrong, but the challenge is to think of the future," said Beard who was visiting from Texas A&M University.

### 1. More computer use in turfgrass management.

"You're going to come in and turn that computer on and you're going to get a series of readouts that there is a high probability of this disease in the next four days, or the prime time for winter overseeding is coming up, or a period of root stress is approaching," he notes. Computers, networked to libraries, will provide an immediate source of information for turfgrass managers.

**2. Reduced pesticide use.** More corrective and fewer preventive applications. More pesticide applications will be target-specific.

**3. More emphasis on pest management approaches.** The key to solid turfgrass management?—"understanding and manipulating the environment in favor of the growth of the turfgrass plant, and minimizing the chances of stress," says Beard.

**4. Water conservation.** Expect less water available for turfgrass use, higher water costs, increased use of effluent water, government control or allocation, says Beard, noting that the industry has had a hard time convincing the public that turfgrass is actually vital in preserving and protecting groundwater.

**5. More use of controlled-release fertilizer products.** The presence of nitrates in groundwater will continue to be an issue. He asks for improvements in slow-release fertilizer carriers.

**6. Less energy waste.** Expect steadily rising costs for petroleum-based products and internal combustion machinery, causing turfgrass managers to plan their programs with energy savings in mind.

**7. Improved stress tolerances in turfgrass cultivars.** Plant breeders will accelerate their efforts to develop grasses that provide quality turf while requiring less energy, water, fertilizer, and pesticides.

**8. Innovative rootzones for turfgrass getting lots of traffic.** Beard refers to a mesh element system in place in the upper six inches of turfgrass rootzone at the 14-acre Santa Anita (Calif.) Race Track. He said it significantly reduced divoting and improved turf at the track. Systems based on similar principles might be developed for golf tees/greens and sports fields.

**9. Growing focus on employee safety.** Employee training programs will focus on safety practices, use of equipment, product safety, etc.

**10. More education needed to keep abreast of technological advances.** Turfgrass managers will have to be well versed in turfgrass, and also in cost control, system organization, personnel management, budgeting, etc.

**11. The heart of this message?** "Efficiency through better management of water use, pesticide use, energy use, equipment use, labor use, and fertilizer use," says Beard.

*Source: Landscape Management/March 1992*

## Research Proves Turf Can Grow in Dome Stadiums

Research funded by three U.S. dome stadiums showed that natural grass can grow well enough under a dome to support world-class soccer play. Two dome stadiums remain in the race for a chance to hold preliminary 1994 World Cup soccer matches.

Dr. James B. Beard, a turfgrass scientist at Texas A&M University, was a member of the three-man research team that tested the ability of turfgrass to grow in a dome stadium. According to international rules, World Cup soccer matches must be played on natural grass. In order to bid on a preliminary soccer match in the World Cup tournament, dome stadiums had to prove to the World Cup U.S.A. Committee that they could provide an acceptable natural grass surface.

"The bottom line was that we demonstrated it could be done and it was a very acceptable playing surface," Beard said.

The Houston Astrodome, the Louisiana Superdome and the Pontiac Silverdome jointly sponsored the research. Dr. C.H.M. Van Bavel, an environmental physicist and Professor Emeritus from Texas A&M University, and Arthur Milberger of Milberger Turf Farms were on the research team with Beard.

The researchers conducted the tests at the Louisiana Superdome in early July 1991, the same time of year the soccer matches would be held. They tested a variety of warm season and cool season turfgrass sods on several different rootzone systems. They also studied the lighting levels from the existing building lighting of varying duration.

To best emulate the conditions the groundskeeper actually would be under, the researchers were allowed just six days to establish the field—two days for installation and four for grow-in. They then tried to maintain the surface for at least 72 days, the amount of time necessary to play two or three games at one stadium.

Beard said they tested the turf for quality, ball bounce, density, turf rooting, and stability. They also had world-class soccer players play on the field and evaluate it.

The specific results will be made available later, Beard said. However, he said both the test results and the soccer players gave certain grass and lighting combinations full approval. This opens the door for dome stadiums to consider natural grass events.

"It's one of the few tests that has been conducted in dome stadiums. It confirms to the sports world the feasi-



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bility of growing natural grass indoors. Modern turfgrass research has developed techniques and cultural systems that could usher in a new era of natural indoor sports turf maintenance," Beard said.

Source: Sports Turf Newsletter

## Agriculture Feasts on Road Kill

by Jim Youngsman  
former member Washington State  
House of Representatives

As the 1992 regular session of the Washington State legislature closed, agriculture saw a menu of good bills turn to ptomaine poison. We could have had a banquet, but ended up feasting on road kill.

The Senate has consistently offered legislation friendly to agriculture, only to have it crash in the House. At least four bills dealing with wetlands and their impact on land owners were considered. SB6096 would have relaxed restrictive regulations by local governments which do not comply with the Growth Management Act. SB6201 would have required agencies to pay property owners for their loss when land use regulations reduce the value of their property. SB6254 allowed the 1987 federal definition of wetlands to be the standard instead of definitions that are more restrictive. SB6255 would require local governments to map wetlands and notify property owners of anticipated land use changes before regulations are enacted. These bills were dead on arrival in the House Environmental

Affairs Committee. Representative Jennifer Belcher, who chairs the committee, is not known for championing the rights of property owners. She doesn't want to offend the anti-business folks whom she hopes will elect her this fall to the office of Commissioner of Public Lands.

Senator Bailey's SB6095a, recreation for the 1991 flood control measure, met the same fate. We are still encumbered with last year's legislation which attempts to control floods by allowing local governments to write more restrictive regulations.

Senator Anderson's SB6492 would have set by law the minimum hours and times minors could work. With the failure of this bill, Labor and Industries (L&I) will decide the policy on youthful workers. In the past, L&I has not looked favorably on the mutual benefits of work experience to young people and their employers.

An attempt to take pesticide control from local governments and place it with the State Department of Agriculture ended in a compromise. Very likely SB6273 will be signed into law by Governor Gardner, and various agencies will continue to squabble over the right to regulate pesticides. Farmers will be caught in the middle.

Was anything positive accomplished this session that will help ag business? The Dairy Federation feels they won one when SB6393 Food Safety Inspection Program passed and was sent to the governor. The \$50 to \$100 fee assessed dairymen will be used to create a dairy inspection program advisory committee and establish a license fee for permits to operate a milk plant. Some

continued on page 8

# Norm Whitworth Turf Products

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Confederate Blend

### Perennial Ryegrass

Citation II / Sunrye (246)  
Birdie II / CBS II Blend  
Navajo / Manhattan IIE\*  
Charger / Quickstart  
Alliance Blend

### Hard Fescue

AuroraE\*

### Fine Fescue

ShadowE\* / Fortress  
Shademaster  
Bighorn Sheeps Fescue

### Kentucky Bluegrass

Columbia / Midnight / 4 Aces  
Challenger / Blacksburg  
Voyager / Galaxy Blend

### Creeping Bentgrass

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## Agriculture Feasts (cont. from page 7)

dairymen see this as unnecessary, another cost of doing business and an added burden to small dairymen who are already struggling to stay in business.

If you don't like the food, you might try changing cooks. Remember 1992 is an election year and there are a number of opportunities to replace those who write the menus.

*Source: Bells & Burlap*

## Recommended Bylaws Changes Unveiled to GCSAA Members

LAWRENCE, Kan., March 30, 1992 — If proposed changes to the bylaws of the Golf Course Superintendents Association of America (GCSAA) are enacted at the 1993 annual meeting in Anaheim, Calif., a new system of individual voting would replace delegate and proxy voting at GCSAA elections.

Under current GCSAA bylaws, any registered individual can vote in GCSAA elections, or they can give their vote to a chapter delegate, or they can vote by proxy.

If the change is enacted, voting for candidates for office and on other business matters would take place either by mail-in balloting prior to the annual meeting, or by on-site voting during the association's annual conference and show. Each eligible GCSAA member would choose his voting method.

Other proposed bylaws changes would:

- authorize the board of directors to set annual dues, currently set by the membership, for all membership classes;

- authorize the board to change membership classification requirements, presently codified in the bylaw;
- allow amendments to the association's stated purpose and definition of golf course superintendent;
- add membership classes (including non-superintendents);
- change nominating committee procedures; and,
- change the vote required to amend bylaws from two-thirds to a simple majority.

GCSAA President William R. Roberts, CGCS, presented the proposed bylaws changes recommended by the Organizational Study Committee, to voting delegates at the association's recent conference and show in New Orleans.

Roberts stressed that the association is a "business in a competitive business environment. It is our aim to establish organizational parameters that allow for a maximum degree of competitiveness in a dynamic business environment." Noting that the bylaws had stood since the founding of the association, "one must ask whether a set of operational parameters that were initiated in 1926 haven't become (instead) operational limitations that restrict our ability to realize our full potential impact on the industry."

Roberts said any feat of decision-making being concentrated in the hands of too few is "unfounded. The membership retains final authority over direction of association affairs through the election process," he noted.

Members of the committee which made the recommendations were: Roberts, Randall P. Zidik, CGCS; Joseph M. Hahn, CGCS; Dennis J. Orsborn; Charles G. Baskin, CGCS; Michael K. Fabrizio, CGCS; and Randolph Russell.

## Smooth Management

*by George N. Kahn and Professor Florence Kahn*

### HOW TO SELL YOUR IDEAS

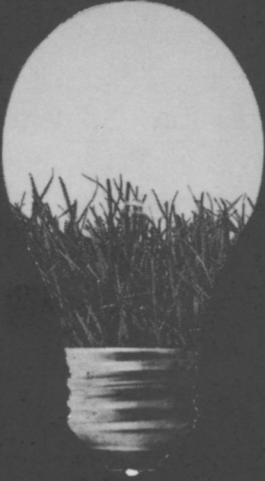
Everyone, at one time or another, comes up with a gem of an idea — a world beater that can't miss — but when mentioned to someone else it often gets a lukewarm reception, or is shot down in flames. Why? The idea made sense, and indeed, in many cases, it did have merit, but it never got off the ground. There are reasons. Some ideas fail to cross to the right people because they just aren't good enough; others get side-tracked because the decision-maker had information that the idea creator didn't: it had been tried before, or it's too expensive, or the timing is bad. But more often the reason why good ideas go down the drainpipe is that the person who conceived the "blinding flash" didn't know how to present it, to get the idea across, to sell it to the right people. He probably violated the basic selling techniques that any neophyte salesperson learns the first day on the job. If you are an idea person this article will help you plan better "selling" campaigns.

### PLAN TO SELL

First of all, you must sell your ideas to the people who can act on them. Who is the best person to sell this idea to? Who is the one who would be most interested in it and the one who can make the decision on it? You may find yourself in a number of situations where a careful choice is necessary. For example, you may report (directly or indirectly) to a few people. Or your idea may be better

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# ANNOUNCEMENT AND INVITATION



FOR THE  
SEPTEMBER 21 - 24, 1992

## 46th NORTHWEST TURFGRASS CONFERENCE & EXHIBITION

SUNRIVER LODGE AND RESORT  
Sunriver, Oregon

The Board of Directors of the Northwest Turfgrass Association extend a cordial invitation to the members of the association, along with their colleagues, employees, spouses, friends and others interested in the turfgrass industry in the Pacific Northwest to attend and participate in the 1992 **46th NORTHWEST TURFGRASS CONFERENCE AND EXHIBITION** scheduled for September 21-24, 1992 in Sunriver, Oregon at the Sunriver Lodge and Resort.

Research information, education, table-top exhibition, the annual turfgrass golf tournament and a turfgrass facilities tour will highlight the conference and exhibition. Also on the schedule of events are the annual business meeting of the NTA members; an excellent program for spouses and friends; and a number of social activities designed for everyone.

Sunriver will host the hundreds of golf course superintendents; parks, cemetery, school and other grounds maintenance personnel; professional consultants; landscape and lawn care personnel; equipment and product suppliers; research and extension staff; and others involved in the turfgrass industry from throughout the Pacific Northwest who will assemble for the outstanding professional development conference.

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# NORTHWEST TURFGRASS ASSOCIATION

1991-1992 Directory Supplement No. 3

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(Feb 15 - Apr 30, 1992)

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503-636-2600 Fax # 503-636-7020

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Director

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### Evers, John

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Fax #

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### Spindler, James J.

Manager of Marketing

ENVIRO-GRO TECHNOLOGIES  
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### Strehlau, Laura

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**Welcome Aboard !**

# NORTHWEST TURFGRASS ASSOCIATION

1991-1992 Directory Supplement No. 3

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(Feb 15 - Apr 30, 1992)

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**Welcome Aboard !**

placed laterally — with someone on your level, perhaps in another department or division. Explore the possibilities and make your choice. But don't step on toes or go over your boss's head. If you have an idea which he can't act on, perhaps you can persuade your boss to let you sell it to someone higher up the ladder.

Timing is important. Pick a time when the decision-maker is free, and in a mood to listen. If he's busy, or involved with other things back off and see him at another time. Talk to him when he's free from phone calls, secretaries, interruptions, and when he can concentrate on what you have to say.

#### APPEAL TO HIS INTERESTS

Good salesmen tailor their presentations and so can you. Get a mental picture of your boss, or whomever you have decided to sell your idea to. What can he gain from this? What is he most interested in? If he's interested in more production, show him how your idea will help provide the increase. If savings is his cup or tea, talk in terms of the dollars that are going out the window and tell him how your idea can stem the flow. Or if he's interested mostly in himself—and most of us are—point out that he'll get credit if your idea goes over. Appeal to his interests and you stand a better chance of getting the "order."

#### USE SOME SHOWMANSHIP

Showmanship gets attention, sets you apart, and gets you remembered. How can you use a little showmanship to sell your ideas? One manager, a successful engineer, dramatizes the importance of his ideas with visuals. He often uses cardboard or clay to create a simple model and make his ideas come to life. Another supervisor uses a crayon to sketch an idea, to show movement; he maintains interest by drawing arrows, X's, circles, as the case may be, to amplify a point. You don't have to make a circus act out of your idea presentation to be effective, but a little dramatics will help you get your ideas out of the hopper and into action.

#### ASK FOR THE ORDER

Human inertia makes it easy to put off making a decision, or not make one at all. Instead of jumping on the bandwagon, the decision-maker thanks you for your ideas and says he'll act on it as soon as possible. Too often he doesn't and it soon gets lost in the pile of paper on his desk. Asking for the "order" will help prevent this. When you ask for action, and persist, your enthusiasm will overcome the human delays. In many instances you won't be able to get a concrete "go ahead," but even if your idea is a bad one you should get some feedback on it. And the only way you will get it is by asking. Perhaps you can present the decision-maker with alternate plans—let him choose the method of implementation. It's necessary that you somehow—tactfully—determine his attitude and find out how he reacts to it.

Now here's an idea that we've invented all by ourselves—one designed to help you become a better salesman of ideas or at minimum, help you measure your personal salesmanship. We call this idea the self-evaluation, and it's just that. Invest a few moments and see if you generate 16 points; that will indicate your selling form is in top shape.

Score yourself as follows on the next questions: ALWAYS - 3 points; MOST OF THE TIME - 2 points; NEEDS IMPROVEMENT - 1 point.

- |  | Points                  |
|--|-------------------------|
| 1. Do you try to sell your ideas?                                      | _____                   |
| 2. Do you do some planning before you present your idea?               | _____                   |
| 3. Do you sell it to the right party?                                  | _____                   |
| 4. Do you select the best time to sell it to him?                      | _____                   |
| 5. Do you use an approach that gets attention?                         | _____                   |
| 6. Do you appeal to your "prospect's" interests?                       | _____                   |
| 7. Do you try to incorporate some showmanship?                         | _____                   |
| 8. Do you persist when it comes to asking for a commitment or opinion? | _____                   |
|  | <b>Your Score</b> _____ |

Source: *Growing Trends*, February, 1992

## ASGCS Members Share Design Philosophy

The Jones family (father Trent and sons Bobby and Rees), Tom Fazio, Pete Dye, Art Hills, Jack Nicklaus and other members of the American Society of Golf Course Architects share their design philosophies and provide background information on their practices in a new 120-page Membership Directory.

Information on each of the 111 Regular and Associate members includes a listing of representative courses, professional and personal background, and the unique design strategies used to create many of the world's best-known golf courses.

The 1992-93 Directory provides information on the services provided by qualified golf course architects and the key points to consider when building/remodeling a golf course. The Directory also features a map showing the location of each member of the Society, which is comprised of leading golf course architects from the United States and Canada.

To receive a copy of the 1992-93 ASGCA Membership Directory, please send a \$5 check to: The American Society of Golf Course Architects, 221 N. LaSalle St., Chicago, IL 60601.



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## USGA Green Section Offers Turfgrass Advisory Service to Public Golf Courses

More than 50 public golf courses around the country already have taken advantage of the USGA Green Section's offer to provide a full-day turf advisory service visit by an expert agronomist at the half-day price of \$700.

"It actually costs the USGA \$1,500 per visit to provide this service," said Raymond Anderson, chairman of the USGA Green Section Committee. "We hope that by providing our expert agronomic advice to public courses at a reduced price, we can help to improve the quality of playing conditions for many of the nation's public golfers."

The offer is available only to public golf courses, defined as courses that accept green fees from the general public and do not have a membership that owns the course. Only public courses that have not used the TAS during 1989, 1990 or 1991 are eligible. For more information, please phone the USGA Green Section at 407-546-2620 or write to 8908 S.E. Colony St., Hobe Sound, FL 33455.

## Historical Poster on Game of Golf Available Free from Hunter Industries

A new illustrated poster that traces the history of the game of golf is now available free from Hunter Industries, an irrigation equipment manufacturer that makes sprinklers, valves and controllers for golf courses.

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Titled "Innovations In Golf," the 25"x38" color poster highlights the pivotal developments and personalities associated with the game over the last 200 years, including players, course designers and equipment.

The evolution of golf balls and clubs, for example, is illustrated, along with the first competitions and landmark courses in Scotland and the United States. The Royal and Ancient Golf Club of St. Andrews is featured, along with Shinnecock Hills, the first designed course in the United States, and the Augusta National Golf Club, home of the Masters Tournament.

The poster was illustrated by Texas artist Mark Weakley and is based on research from private historical collections and early photographs.

A unique compilation of golf course irrigation equipment from the last 100 years is also featured, including early gear-driven sprinklers and the first impact sprinklers.

The poster is available at no charge to golf industry and irrigation professionals and educational institutions.

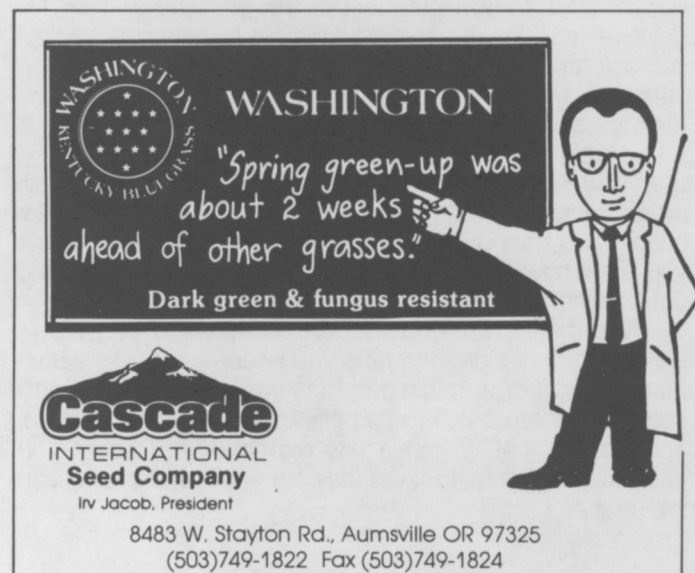
For a copy of the poster, contact the Hunter Industries Communications Department at 1940 Diamond Street, San Marcos, California 92069, or call 619-591-7147 or fax 619-471-9626.

## Russ Hayworth Joins Turf-Seed Sales Force

Turf-Seed, Inc., has expanded its sales force with the naming of Russell Hayworth as its Southwest marketing manager, effective immediately. Prior to joining Turf-Seed, Hayworth attended Oregon State University and for 10 years was involved with Oregon grass seed production. For the past four years he has been marketing turfgrass seed in Southern California and Arizona.

In his new position, Hayworth will be marketing all Turf-Seed varieties and blends, as well as being involved with new product development and testing throughout the Southwestern U.S.

He and his family will reside in Scottsdale, AZ. Turf-Seed, Inc. is headquartered in Hubbard, OR.



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NORTHWEST TURFGRASS  
ASSOCIATION  
P.O. Box 1367  
Olympia, WA 98507  
(206) 754-0825 FAX 586-5538

## Calendar of Events

May 19

OSU Turfgrass Field Day  
Contact: Tom Cook (503) 737-5449

June 14

NTA Board of Directors Meeting  
Contact: NTA Office (206) 754-0825

June 16

WSU Field Day/Puyallup  
Contact: Stan Brauen (206) 840-4511

June 16-17

Jacklin's 1992 Discovery Tour  
Contact: Jacklin Seed Company (208) 773-7581

June 18

Turf-Seed's 10th Annual Field Day  
Contact: Turf-Seed (503) 981-9571

August 10

NTA Board of Directors Meeting  
Contact: NTA Office (206) 754-0825

September 20

NTA Board of Directors Meeting  
Contact: NTA Office (206) 754-0825

September 21-24

NTA 46th Northwest Turfgrass Conference  
and Exhibition  
Contact: NTA Office (206) 754-0825

September 22

NTA Annual Membership Meeting  
Contact: NTA Office (206) 754-0825

November 8-11

NIPGM 22nd Annual Conference  
Contact: NIPGM (414) 733-2301

November 15-19

PGMS 81st Annual Conference  
Contact: PGMS (410) 667-1833

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