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*December 1974*



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Official Publication of the  
Michigan & Border Cities Golf Course Superintendents Association

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## "A Patch of Green"

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## A Few Thoughts About The World Food Shortage

As most of you have read recently we, in the turf industry, have been blamed for a good portion of the food shortages in the world.

We are fertilizing our grass on our golf courses when people in other parts of the world are not able to buy fertilizer and consequently they are starving to death.

Nothing is being said about the fertilizer used to grow tobacco, which we all know is of no benefit to man - (It actually kills people because of the cancer caused by smoking) maybe that's not all bad either because then we would have fewer people to feed.

Nothing is being said about the alcohol being produced from grain and hops - these all need fertilizer too.

What about all the pets that mess up our lawns and golf courses? It is estimated that our cats and dogs in America consume enough food to feed

over 10,000,000 people - No one mentions this point - because the Humane Society would not allow it.

We don't have a lobby in Washington to extol the benefits of turf in America.

Sure, golf is a rich man's game. But he needs this sport to wind down after a tough day at work. It is mentally rewarding.

The oxygen produced by the grass is also beneficial -

A plot of grass 25 feet X 25 feet (625 square feet) can produce enough oxygen to support the life of four people.

There are seventy such plots per acre or enough oxygen produced to sustain the life of 280 people per acre.

Most golf courses average 130 acres in area so the average golf course supports 36,400 people.

The State of Michigan has over 500 golf courses located throughout the State. This is enough grass to support the oxygen needs of 18,300,000 people. There are over 11,000 golf courses in America.

Some other beneficial aspects of turf are:

Erosion control caused by wind and water; Air purification (turns CO into O<sub>2</sub>); it is valuable in noise abatement; cools the air, reduces glare, and increases property value.

The next time someone feels that we are responsible for the starvation of people because of our fertilizer use - just point out all the good we are doing for America. We are supporting life through oxygen production, and because of this, we have been helping to keep the air fit for breathing, which perhaps is more important than food.

### MICHIGAN TURFGRASS CONFERENCE

January 14 and 15, 1975

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\* \* \* \* \*

Contact: Mr. Richard Anda,  
Turfgrass Ext. Associate  
Dept. of Crop & Soil Sci.  
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# Pesticide Applicators Standards Proposed

The Environmental Protection Agency has published proposed standards describing the types of knowledge that pesticide applicators will be expected to have in order to qualify as certified applicators under the provisions of the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA), as amended.

Under FIFRA, some pesticides (or certain uses of pesticides) may be classified as "restricted use", and, in some instances, the applicable restrictions may include a requirement that applications be made only by, or under the direct supervision of, a certified applicator. According to FIFRA, such requirements will not be effective until October 1976.

EPA has proposed that private applicators be required to have practical knowledge of the pest problems and pest control practices - including safety practices - relevant to their particular farming operations. Neither

commercial nor private applicators would be required to have completed any particular level of formal education. EPA has proposed, however, that commercial applicators be required to pass written examinations. Private applicators would have to show that they can read and understand pesticide labels.

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## GCSAA Pesticide Seminar

A very worthwhile Pesticide Seminar is presently being offered by GCSAA. If enough interest is generated, here in Michigan, we can request its presentation at MSU.

It is designed to help you study and prepare yourself for your applicators license that will be mandatory by October, 1976.

Let us know if you would like this Seminar to be presented here in Michigan.



## **GCSAA Educational Advisory Council Conducts Meeting**

Future educational needs of the golf course superintendent was the major topic of discussion when the GCSAA Educational Advisory Council met at the Association's headquarters August 28 and 29. Gathering for the first time, eight of the nine newly appointed members of the Council, GCSAA Director Richard Malpass and Director of Education Bill Knoop, represented the first opportunity that members of the profession and the academic community had to jointly consider all aspects of the superintendent's educational requirements.

During the two-day meeting, the group also reviewed the educational program planned for the Association's International Conference in New Orleans, the new pesticide seminar study manual and other educational materials. They also discussed the important area of certification.

Those members of the council in attendance were: Dr. James Beard, Dr. Jack Butler, Dr. William Daniel, Dr. George Estes, Dr. John Hall, Dr. Al Turgeon, Dr. Coleman Ward and Dr. Vic Younger. Dr. Herbert Cole, Jr., was unable to attend.

Each of the council members represents a different university, section of the country and academic specialty. They are all well known for their work in turfgrass and related areas and for their numerous contributions through research projects and published articles.

The next meeting of the Council will be in New Orleans, during the Conference and Show, February 16-21, 1975.

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# What Now?

In these apparently difficult times we must be totally aware of what is happening about us. How the economy is affecting us and our profession, and more importantly, what can we do about it.

The indicators of business conditions have switched from yellow to red. The shift has been very rapid. Now most economists believe the economy is headed for a recession. The indicators are yielding so many negatives that the question is whether or not the economy is already in a recession - a "real" recession that is, not the "sideways waffling" the administration calls it. Until a month or so ago, most economists were not aware of the pervasive nature of the slowdown.

Businessmen too, were late in appreciating how much the business outlook had shifted.

But now, it is increasingly likely that there is a classic recession in President Ford's future.

This apparently is not our biggest problem, however.

The biggest problem facing the world at this time is an ever increasing

food shortage, a subject that is being discussed by the world powers at this very moment at the World Food Conference.

Those of you that watched Walter Cronkite one evening last month on CBS TV heard several interviews with the United States representatives to the Food Conference, making statements to the effect that 15% of our fertilizer supply in America is being used for ornamental turf and gardens (singeling out golf courses and home lawns), when all around the world there are starving people - deprived of an adequate food supply.

Senator Dick Clark of Iowa is threatening to propose a bill that would limit the use of fertilizer for the turf industry.

The Golf Course Superintendents Association of America was contacted by CBS for our comments. We, of course, feel that if in fact people are starving because of a shortage of fertilizer created by our use, then we would be the first to agree to a reduction in its use.

Of course, we disagree with the

Continued on page 10



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## What Now Cont.

figure of 15%. To the best of our knowledge, the ornamental turf and garden industry is using somewhat less than 15% of the fertilizer supply. It would appear that it is closer to 4%, and much of this is of the type not used by agriculture.

We all know that turf can be grown with less fertilizer than we are accustomed to using. It may not look as nice, but in the interest of mankind, I am certain that the American golfer would recognize and understand the problem and agree to a reduction in fertilizer use.

## Oldtime Supt. Dies

Archie Reaume, retired Superintendent, Grosse Ile Golf and Country Club, passed away on November 15.

He began working for Superintendent, Hugh Ross, in 1919 at Grosse Ile and in 1926, he became the Golf Course Superintendent. For the next thirty-five years, he continued on as Superintendent at which time, Jack Lorenz took over as Superintendent. Archie stayed on as a tractor driver until his death - His span of employment was 55 years - quite a record.

Surviving are his wife, Anna, Daughter, Jennett and 'his son', Denny, who is presently the assistant Superintendent.

Our sympathy goes out to the family in their sorrow.

Now - what can we as turf managers do to combat today's inflation?

First, we can become better managers. There is simply no substitute for good management. In golf course turf operations, this usually means a top notch Golf Course Superintendent. He is a saving - not a cost. He will save a club far more than the added salary he commands. Because of good record-keeping, he knows costs. He saves in better management of personnel, equipment, purchases, and at the same time, provides a far better conditioned golf course for the membership, and this is probably the biggest savings of all.

I mentioned labor first because it represents around 70% of our budgets. It is the one place that we can really save money - not by cutting wages, but by reducing the work force in numbers. Wages will continue to go up.

(Business Week - November 2, 1974)

"Workers' wage demands are on a collision course with business conditions. Wage agreements have been heating up, energized by inflation and validated by soaring book profits.

In the third quarter, wages and benefits negotiated in contracts covering 1,000 or more workers had a first-year settlement of 11.1%.

Smaller second-year and later increases brought the average over the life of the contract down to 7.9%. (Last year, first-year changes were only 5.8%.

But that doesn't include cost-of-living escalators. And there has been a sharp increase in cost-of-living clauses. The Bureau of Labor Statistics calculated that about half of all workers included in major bargaining units now get cost-of-living coverage.

Unit labor costs are soaring. In the past year, they have risen more than 10%.

Business has been able to tack that on prices; that is what inflation is all about. But that is not how it is going to be from here on out. A lot of those big price mark-ups won't stick.

Continued on page 13

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Fill in the questionnaire below and mail to:

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Or you may contact the next golf course supplier who calls on you and give him the information needed for application.

## What Now Cont.

Will a recession economy put the squeeze on wage demands?

That is not the way it is working in the construction industry. Construction has been in a recession all year, with unemployment pushing past 10%. Still first-year wage agreements in construction were 10.8% in the first nine months of 1974.

By midyear, bricklayers and electricians joined plumbers in topping an hourly wage in excess of \$10, according to the National Assn. of Home Builders. Carpenters will join that group before the year is out. In the past five years, the building trades have boosted their hourly wage rates, including fringe benefits, by about 50%.

Because of the demands put on us by the modern golfer, we are sometimes asked to perform maintenance practices strictly to please the golfer. Everything has to be green - green is beautiful. These demands often result in wasteful practices.

We are asked to mow our grass at several heights of cut around the various parts of the golf course -  $\frac{1}{4}$ " or less on greens,  $\frac{1}{2}$ " on collars and tees,  $\frac{5}{8}$  -  $\frac{3}{4}$ " on fairways, 1" -  $1\frac{1}{2}$ " around banks of tees and greens, and perhaps the same for an intermediate rough or short rough just off the edge of the fairway, and, of course, 2" or more in the deep rough. All of this requires more men and equipment.

In the old days we mowed our golf courses at four heights - greens, tees, fairways and rough. Perhaps this is coming back - Just as a labor saver.

Of course, your golfers would have to be sold on the idea of cutting back on some of the customs of grooming, in order to use fewer men. If you can't convince your players and owners that you should cut down on grooming, then perhaps you could still cut down on crew size, by implementing better management techniques in labor use.

### LABOR USE

Properly trained people with the in-

centive to do a good job can save labor. One good man is worth two or more poorly trained men.

We must put PRIDE to work for us. Here are a few ways to instill Pride.

1. We must have an acceptable wage structure as a keystone to any personnel program. We have to conform to the general community practice, if high wages are common, we must comply. There is less probability of trouble concerning hours of work as long as rule governing working periods, rest periods, holidays, and vacations are clearly understood. We all know that pleasant working conditions and surroundings are important.

Supervision - the human aspect of working conditions - it is more difficult to manage and often the cause of trouble.

2. Participation and involvement in decisions. If employees have something to say about the establishment of fair wages, the wages will seem more adequate and attractive. Even on such matters as deciding on the installation of new processes or equipment, ultimate efficiency depends upon the manner in which employees are involved in the decision-making process.

3. Economic security. Accidents, seasonal or cyclical depressions, or technical changes hold a constant threat

Continued on Next Page

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## What Now Cont.

to an employee's earning power. Federal and State legislations have been enacted to alleviate some of these losses. Unions have obtained concessions along the lines of supplementary unemployment benefits, and are working toward the guaranteed annual wage.

4. Opportunity for advancement and self improvement. Employees desire opportunity for self improvement and advancement. There is a subtle distinction here that must be grasped. Obviously, all employees do not want advancements and promotions; to many, the responsibilities of new jobs are too great, and the feeling of self assurance in their present position is too gratifying to give up. However, we must keep the opportunity for advancement open at all times for interested parties.

5. Worthwhile accomplishments and individual significance. This is one that has been greatly neglected in the past. We must make employees feel that their individual accomplishments are significant and worthwhile. This is due in part to the conviction that a good wage is all that is needed to express management's satisfaction with its employees. This is not enough. Nor are mere words of praise or unsupported compliments. When respect is evidenced for the various human qualities of people, the individual will return a more cooperative response.

6. Positive group feeling. If a group feels that a club is inferior, conditions disorganized, filthy, and their position is of a low order, or that cooperation with management is undesirable, individuals will feel likewise. This is the old story of action and reaction. If I give you a hard time, you will give me a hard time. We should develop group perceptions, feelings and values. This can be accomplished by good executive leadership and a good personnel relations program.

All of these things help to produce PRIDE.

Following is a list of things that are important to Labor, in the order that a recent survey shows them. Number one being the most important, and number 10 being the least important.

1. Full appreciation of work done.
2. Feeling "in" on things.
3. Sympathetic help on personal problems
4. Job security
5. Good wages
6. Work that keeps you interested
7. Promotion
8. Loyalty

The ability to make people like you is one of the most valuable talents you can possibly develop. John Luther

9. Good working conditions

10. Tactful disciplining

You can see from the list that wages are not the most important item. True, they are important but a few of the little things that we fail to do in many cases are more important.

Because of the acute shortage of interested labor, and the rising costs of maintaining a golf course, we have been looking for more efficient ways of doing our job. Industry has been very helpful in supplying us with tools to accomplish this.

Some of the new tools available are:

Larger gang mowers and tractors.

Scoters and trucksters for transportation.

Hydraulic tri-plex type greens mowers and tee mowers.

Better and longer lasting chemicals (systemics).

Better fertilizers and applicators.

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Continued on page 17

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# 46th INTERNATIONAL TURFGRASS GCSAA CONFERENCE AND SHOW

## FEBRUARY 16-21, 1975 NEW ORLEANS

A totally re-designed GCSAA Conference educational program will offer golf course superintendents and others interested in the management of fine golf turfgrass a unique opportunity to become better informed professionals.

Beginning Saturday, February 15, recognized leaders will present two days of in-depth information in GCSAA's Pre-Conference Seminars, Management I - Financial Decision Making, and Pesticide I - Principles of Chemical Usage. These seminars will be offered on a separate pre-registration basis (\$40 for GCSAA members or \$60 for non-members).

Another new offering at this year's Conference will be the Association's Certification Examination. Given Sunday, February 16, and again on Friday, February 21, eligible members who have made the normal prior arrangements with the headquarters office may complete the six-hour test requirements of the program. Those tested Sunday may make a Thursday afternoon appointment to review their results. Re-testing on previously incompleting sections will also be available.

Perhaps the greatest alteration to the GCSAA Conference and Show will be the week-long educational program. With more than 40 speakers in concurrent general and special interest sessions, Conference registrants will have greater flexibility in choosing sessions that personally interest them. General educational assemblies on topics such as governmental relations with OSHA and EPA officials, the general manager concept and turf management; or special interest sessions on landscaping, personal finance, people relations, communications, etc., will provide everyone greater latitude in improving themselves.

Opening Tuesday morning, and running through Thursday afternoon, GCSAA's Turfgrass Industry Show promises to provide superintendents and club officials the latest information available from the country's leading manufacturers and sales staff. Nearly 100,000 square feet of exhibit space will be filled by approximately 160 firms, displaying their products and introducing new items of interest to turfgrass specialists, as they answer technical questions.

Wednesday afternoon of Conference week will be devoted to the Association's Annual Meeting and Election of Officers. Reports requiring membership action, and items introduced by the membership will be acted upon at this important meeting. In addition, GCSAA's 1975 President, Vice President and Directors will be elected.

Closing out the week will be a tour of turfgrass facilities in the area Friday morning. Registering separately for this event, those on the tour will be given a first-hand look at Southern operations as they travel to several different operations and points of interest.

While the members are attending educational sessions, the exhibits or meetings, their wives will be treated to the finest of New Orleans. Special tours to interesting sites in the city and surrounding areas will be available to the ladies. A Hospitality Center will also be open throughout the week in the Headquarters Hotel so the ladies can meet for their tours, renew acquaintances or simply relax.

Social activities have not been forgotten at GCSAA's 46th Annual Conference. The traditional Monday evening get-together and Thursday's Annual Banquet and Dance will offer memorable entertainment, food and fun.

Preceding GCSAA's Conference and Show in New Orleans will be the Association's Annual Golf Tournament, scheduled this year for Pensacola, Florida. The men will challenge two area golf courses Thursday and Friday, February 13 and 14, while the ladies will be hosted at a third area course.

Conference registration will remain at \$15 for members and their wives, or \$35 for non-members. Banquet tickets will be the normal \$10, with daily show passes staying at \$5.

Conference materials will be sent to individuals on your request by completing and returning the form below.

Begin now to make your plans to attend this great event and bring along your assistant and green chairman or president to join your fellow superintendents. The educational opportunities are too great to pass up. PREPARE FOR CHANGE . . . TOGETHER!

Please send the 1975 Conference and Show materials to:

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Club or Firm

Mail this card to GCSAA Headquarters, 1617 St. Andrews Drive, Lawrence, Kansas 66044.

Please send the 1975 Conference and Show materials to:

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Mail this card to GCSAA Headquarters, 1617 St. Andrews Drive, Lawrence, Kansas 66044

## What Now Cont.

and many other products and materials to make our job easier and more efficient.

These are all fine and appreciated, but is our quality slipping? I think not. But, I think our efficiency is. Many of the tools were instituted to save labor. The only thing I can see that was accomplished was getting the job done quicker and in most cases instead of cutting down on the number of men, we have continued to use these men in other areas to do other jobs which may not have been done before. We may be over-maintaining our courses. We are cutting turf closer and more often. We are spraying, fertilizing, watering and mowing more areas at different heights of cut, etc. We have produced a thoroughbred, which we all know isn't worth a darn when the going gets rough during the summer months when the grass is going through a period of stress. We have pampered and babied the grass to the point where it just can't make it on its own.

Budgets are going up and up and up. Can we continue to justify it by blaming it on higher costs, hard to get labor and poor labor? Maybe we should take another look at management. The more demands put on us by the golfer to do a better job, the better managers we must become or our budgets will skyrocket out of reach for the average golf course.

Any neglect on our part in training ourselves in supervisory management is to be condemned. Such education is greatly needed because few, if any, Superintendents learn anything about the management phases of their jobs before they become Superintendents. We step into our managerial responsibilities with practically no knowledge of what is expected of us, or how our obligations are to be performed.

Let's take another look at our new tools and use them to our advantage for more efficiency. Perhaps we can utilize fewer men and do the same job better for less money, if we improve in the area of MANAGEMENT.

Another way to save money would be to buy the proper equipment. Use the right tools and equipment to do the job.

We all fall a little short in this area - all too often we see a small mower being used on an area that should have a much larger mower doing the job. We have Triplex mowers for tees and greens, but many courses for one reason or another are still using walking mowers.

We use 5 & 7 gang mowers, when a 9 gang is called for.

We hand rake traps we should be power raking.

We are using drop type fertilizer spreaders, where rotary spreaders could be used in many cases.

Next Page

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**What Now Conf.**

People are walking when they could be riding.

Rotary mowers are being used to mow around trees, when a chemical could be used to control grass and weeds.

Creek banks are being hand mowed, when growth regulators could be used.

These are just a few examples of the way we can save man hours out on the course, by using the right equipment and materials.

Next, we must learn to buy only what we need, keeping in mind to always try to buy the most for your money.

Have your soils tested - only buy fertilizers that you need. Don't waste by buying unneeded chemicals. Buy the specific chemicals needed to do the job when using pesticides.

Don't fall for the water salesman. Example: Salesman selling chemical identical to a competitors for \$6.50 less per gallon. This man's price was \$11.50 per gallon and the competitor's price was \$18.00 per gallon. Sounds good until you read the label.

The \$11.50 product would require 1 pint per 4,000 square feet, or 11 pints per acre, or 1 3/8 gals per acre - in money this would be \$11.50 plus \$4.32, or \$15.82 per acre.

The \$18.00 per gallon product required one quart per acre, or \$4.50 per acre.

Now which one is the cheapest? We have to learn how to figure cost per acre or cost per 1,000 square feet, not cost per gallon - cost per ton - or cost per pound.

What is the GCSAA doing to help you fight the inflated economy?

Until recently, we were offering membership services in education which only include conference and show, and the Magazine.

We have embarked on a new program of offering our members new ways to learn - to become educated.

Because of these efforts, we now have a very successful Certification Program.

We are also offering Seminars in Management, and pesticide usage. We are offering help to the Superintendent that wants to move ahead.

In today's gloom-ridden economy, a Superintendent does not have to be incompetent, but merely average to be in danger of losing his job. Clubs are looking for quality leadership. Take advantage of what is being offered and prepare yourself for the future.

If we had no faults of our own, we should take less pleasure in noticing the faults of others. LaRoche foucauld

Bob Kirkpatrick  
John Macfarlane  
Burt Bradshaw  
Gordon Lafontaine



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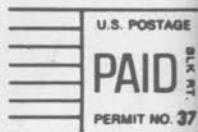


# Best Wishes for the Coming Season

*Hal Vogler*

from Hal Vogler and the W. F. Miller Staff

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