THE OFFICIAL PUBLICATION OF THE GREATER DETROIT GOLF COURSE SUPERINTENDENTS ASSOCIATION



	THE HIGHLANDS COURSE
MONDA	TUESDAY WEDNESDAY THURSDAY TRIDAY SATURDAY SUNDAY
JAKE	MAVE SLATE TO CLUBHOUSE
CAROL	SYRINGE GREENS
JOHN	CUT CUPS WHY ERASABLE JOB BOARDS
ROSS	FAIRWAYS GET ERASED EVERY DAY.
MIKE	HANL SAND To HIZ BUNKERS
DAVE	FILL COLLERS
JOSE	TAKE PINE STRAW TO #8 TEE BOX
DEB	Now GREENS
LARRY	REMOVE TREE ON #3 CART PATH

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# A PATCH OF GREEN

The Official Publication of the Greater Detroit Golf Course Superintendents Asociation

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# on par with president



Today's latest industry buzzword is synergy. The use of this word has popped up in the promotion of several products and turf maintenance practices. By definition, synergy means: working together, a combined action or operation. Synergism also refers to a cooperative action of discreet agencies such that the total effect is greater than the sum of the two effects taken independently.

Actually, I believe that the use of this word has been recycled from older turf promotions. The first time that I recall the use of this term as it applies to turf maintenance is when Trimec was introduced. This was the first product (according to my memory) that had three active components that, when

combined, boosted the overall effectiveness.

Today, we can find synergy being applied to fungicide combination regime, as well as plant stimulant products. What a great concept! Combining the energies of several to achieve a greater overall goal. Perhaps we can transfer this train of thought to other areas, specifically our workplace.

Now that summer has arrived and we are in the thick of the turf battles, those of us who have been around the block a few times will remember that in a few short months the "work burnout syndrome" will come. Maybe this year we minimize or at least delay it by applying the synergism theory. Instead of ingredient working together, how about people working together to achieve a greater overall effect? Working together so that the goals are achieved with fewer man hours and less wasted time.

We all have workers who possess various skills and have varying degrees of motivation. If we train, develop and motivate our employees to achieve a higher level of efficiency, then we can attain our goals with less effort and fewer headaches. There are many tools available to motivate, train and develop your workers. I'll let you decide what can work for you and how best to apply it. Remember, we are only as good as the people we work with.

Maybe by doing less and accomplishing more we will be able to keep our employees and ourselves fresher and more energetic, thereby avoiding the "summer burnout syndrome." My wish is that all of you will be able to provide the proper elements to create a synergistic work environment.

Ray A. Szyndlar

# **GAM Meeting**

By Jon Shreve, CGCS

On Saturday March 24, at Detroit Golf Club, 120 plus people attended the annual spring GAM Meeting. First of all, thanks to Clem Wolfram for hosting this meeting every year; Detroit Golf Club is a grand old venue made even more elegant by recent renovations to the clubhouse. As we all peeked out the windows at the course, we could see that Clem had done a great job tucking his course in for the winter, as it already looked to be in great shape.

Tom Mason organized the meeting format and Mark McKinley and myself were along to help out. I thought that the idea to have several short subject talks worked out really well. It was similar to the Innovative Superintendent Sessions at the National Conference, where the talks are short but very informative. Tom has also set a standard that we can use in the future and will help set the way for future committee members. If you missed this meeting, you missed a good one. Next year plan on attending and bring your committee chairmen and board members along. They will be impressed by the knowledge and presentation skills of the selected speakers. Thanks also go out to Tonia Branch, Gary Davey and all the people at the GAM for working so hard to put this meeting together. They do a great job compiling all the information so we can show our membership what is happening in the field of research at Michigan State and address the challenges that golf course superintendents face.

And, last but not least, thanks to all of the speakers for volunteering their time and effort to speak on relevant topics that affect us all. This year's speakers were: Tom Mason, Lee Juttt, Roy Szyndlar, CGCS, Jerry McAuliffe, Gary Davey, Terry Poley, John Seefeldt, Jim Timmerman, CGCS, Dr. Kevin Frank, Jon Maddern, CGCS, Gary Thommes, CGCS, Dr. Joe Vargas, Steve Cook, CGCS, Julie Stachecki, and Bob Vavrek.

As I said earlier, plan on attending this annual spring kick-off meeting. You and your guests will not be disappointed by any aspect of the meeting, from the start to the delicious meal at the end and will come out energized and inspired to do great things at your courses for the upcoming season.



# **America Retains CanAm Cup**

#### By Robert King

America is victorious for the second straight year. Mike Blasky, Jay Delcamp and Frtiz McMullen were aided by our friendly Canadian and GDGCSA member Chris Andrejicka as the winning low gross members. Canada and America were tied after 18 holes, but a scorecard playoff gave GDGCSA the win by one stroke. About 40 GDGCSA members attended the event, versus 65 OGCSA members. Canadian Jonathan Taylor was overall low gross winner.

Despite a winter producing heavy snow-mold damage, Sarnia Golf and Curling Club Superintendent Paul Brown did a marvelous job of preparing the course for the event. It was a difficult, yet forgiving course, if you kept your ball in the fairway. The greens were smooth and true, but that drive across the four-lane highway was nothing short of insanity.

The GDGCSA Board of Directors and its members

would like to thank the OGCSA directors, its members and the staff at Sarnia Golf for a great day of golf, dinner, friendship and the hard work done to keep this tradition alive. You hosers sure do make us feel welcome. We hope to continue this event for many years and look forward to hosting the 2002 CanAm in America.





### SPECIAL OLYMPICS CONTEST WINNERS

HOLE	CONTEST	WINNER	PRIZE
#1	<b>Closest To The Line</b>	Corey Marcinkowski	Bald Mountain GC - pkg.
#2	Longest Putt	Dennis Foland	Riverview Highlands - pkg.
#3	Closest To The Pin 2 <sup>nd</sup> Shot	Joe Single	Tower Automotive - 1 doz. Balls
#4	Bullseye Drive	Mitch Knaak	Riverview Highlands - pkg.
#5	Men's Longest Drive	Perry Stevens	Hampton GC - Chipper
#6	Ladies' Longest Drive	No Winner	Hampton GC - Chipper
#7	Longest Putt	John McDermott	Warren Valley GC - Sweater
#8	Hole-In-One	No Winner	Dodge Truck
#9	Shortest Drive	Bill Zanetti	Raisin River GC - pkg.
#10	<b>Closest To The S Line</b>	Brian Schweihofer	Bogie Lake GC - pkg.
	Golf Ball Drawing	See Envelope	\$425 in cash prizes
#11	Longest Putt	Dave Ashburn	Warren Valley GC - Vest
#12	Closest To The Pin 2 <sup>nd</sup> Shot	Don Fields	Cedar Glen GC - pkg.
#13	Hole-In-One	No Winner	\$500 Pro Shop Certificate
#14	Hole-In-One	No Winner	\$500 Cash
#15	Men's Longest Drive in Fairway	Jim Williamson	Tower Automotive - 1 doz. Balls
#16	Shortest Drive	Sandy Parker	Hampton GC - Gloves
#17	Hole-In-One	No Winner	Set of Ping Irons
#18	Ladies' Longest Drive	Melissa Mohr	Tower Automotive - 1 doz. Balls
#18	Hole-In-One (165 yds)	No Winner	\$1,000.000.00
	Bob King was the lucky	man to have a chance at t	rying to win the million dollars. He didn't.



The 2001 Michigan Turfgrass Field Day will be held on Wednesday, August 22, 2001 at the Hancock Turfgrass Research Center on the Michigan State University campus. This

year's Field Day should be particularly exciting for those interested in seeing the new modular field that will be moved into Spartan Stadium in time for the 2002 football season. In addition to the morning turf tours, we'll continue the popular afternoon workshops that were offered in 2000.

Plan to bring your whole staff and pass the word to your colleagues. Look for registration brochures to arrive in June. For further information, contact Kay Patrick at 517-321-1660, e-mail at <u>mtfturf@msn.com</u> or visit our website at <u>www.michiganturfgrass.org.</u>

# **Special Olympics at Bald Mountain**

By Jon Shreve, CGCS Lakelands Golf & Country Club

On Friday, May 18th, the 20th Annual Special Olympics Fund-raiser took place at Bald Mountain Golf Course in Lake Orion. This year the format was comprised of sixsomes of two three-man teams, with totals for both the sixman and three-man teams. Everyone started with an 8:00 shotgun. The rain held off and the day turned out halfway decent, as 100 participants enjoyed the rolling terrain of Bald Mountain. There were numerous contests on almost every hole, with everyone having a great time competing for first place. The host team of Gerald Prieskorn, Jerry Prieskorn, Ron Adams, Todd Covert, Mitch Knaack and Mart Knaack won with a score of 118. The winning threeman team was comprised of Joe Singles, Tim Osburn and Gary Thommes with a score of 61. There was one skinwinning team, with an eagle on #7 by Terry Poley, Carey Mitchelson and Ken DeBusscher. Carey was visiting from his new job in Naples and sends everyone his best. He will also still be coordinating the Michigan Skins Game in Orlando this year, so we'll get a chance to visit with him then.

Among the many on-course contests, raffle tickets were sold for a chance to shoot for a million-dollar hole-in-one. Bob King got the chance to go for the million, but didn't quite make it as his ball landed 20 feet to the left of the hole, but off the green. After the golfing was done, everyone converged in the clubhouse for dinner and a raffle of over 70 items donated from our association members, including 33 different golfing foursomes. Ron Demers was the auctioneer and did a great job making the auction lively and high spirited. Things really got heated up when Tom Gill was asked by a female bidder to remove his shirt for a starting bid of fifty dollars. The bidding guickly escalated to \$111, with Tom removing his shirt to an enthusiastic crowd. Tom, you have always been a great supporter of this auction, but this year you went above and beyond the call of duty. Great job, Tom! The total money raised by the auction was \$6,500. 50/50 tickets were sold to help the cause, with Dave Ashburn winning one drawing and Randy Malburg winning two drawings. Thanks for your support and congratulations.

We can't forget the real reason that we hold this event every year, and that's to raise money for the special athletes who compete in the Michigan Special Olympics. We were honored to have six special athletes present to help raise additional monies with putting contests and a hit-the-green contest on #13. Sharice Clifton of the Michigan Special Olympics came down from Mount Pleasant and Ray Burks, the chaperone from GCARC was there to help us coordinate the event and help our special guests around the course. Also, thanks are in order to Tavis Horton and Ron Abbott for helping with our esteemed guests. This year we raised approximately \$20,000.00 dollars for this worthy cause, thanks to everyone's generous support and sacrifice of time.

For everyone who brought a group of golfers, Weingartz Company supplied a photographer at the first tee to take a group picture that was presented to each group at the completion of the day's activities. It was a nice touch and will make a nice memento of a worthwhile event, and will serve as a reminder to participate next year. Once again, the Spartan Distributors were handy at the 14th hole, with cold beer and hot dogs for the hungry and thirsty participants. On the tenth tee, Turfgrass Inc. was in their familiar post with beverages and snacks to provide energy and motivation. Mark Glasson once again donated the Special Olympic flags for on the course and almost every tee was represented by a sponsor.

Special thanks go out to everyone who participated, donated items and served on the committee. Behind the scenes, of course, is Kate Mason, who keeps everyone informed and updated on what is happening. And last, but not least, many, many thanks to Gerald Prieskorn for providing the host course and to Ron Adams, host superintendent, and his crew for getting the golf course ready. Also, thanks to everyone in the clubhouse for their hard work preparing and serving the wonderful meal. I know for myself that this is an extremely busy time of year for me to be away from my course, so I appreciate all the time and effort that it takes to prepare for and host an event of this magnitude. If you did not get a chance to participate this year, give Kate or any of the Board members a call and they can advise you how you can help out next year.



# Bald Mountain Outing Raises \$20,000 For Special Olympics













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# Making Buffer Strips Work On Your Golf Course

By Gregory T. Lyman Turfgrass Environmental Education Specialist Michigan State University

Over the last year we have been working on a project in cooperation with the DEQ Office of the Great Lakes to define practical buffer zones on golf course properties. This process has involved a host of state agencies and water protection guru's and we are excited to roll out the information and inspire you to deploy them on your property. To assist with this project, we hired a talented group called the Institute of Wetland and Coastal Research from the mid-Michigan area. They are a diverse company that specializes in wetland evaluations, coastal protection strategies and educational programs geared toward water protection.

The first task was to assemble information on "buffers" from as many areas and interests as we could get our hands on and then assemble the specific turf research information specific to water protection. From this exercise we have charged ahead with crafting our first hit of a definition for practical buffer zones for use on golf properties. Here's a distilled version of our investigation.

#### What Are We Buffering?

The primary pollutants of concern on golf courses are the potential for nutrients (particularly nitrogen and phosphorus), pesticides, and sediment to migrate into nearby water. Extensive research has been conducted on controlling leaching of nutrients and pesticides from golf courses. Turfgrass areas generally rank second only to undisturbed forests in their ability to prevent pesticides and nutrients from reaching groundwater and surface water.

#### **Definition of Buffers**

The Michigan Department of Environmental Quality defines a buffer as a vegetated area adjacent to a water body (i.e. river, stream, wetland, lake) that may consist of natural undeveloped land where the existing vegetation is left intact or it may be land planted with vegetation. Buffers are often designed to intercept surface runoff and subsurface flow from upland sources in order to filter pollutants before they enter surface waters and groundwater recharge areas.

Much of the information available on the design of buffer zones is based upon a "Three-Zone Buffer Concept" recommended by agencies such as the Natural Resources Conservation Service (NRCS) and the USDA Forest Service. This concept divides the areas directly adjacent to a stream into zones, beginning at the water's edge and moving away or up slope. Zone 1 (next to the water's edge) is an area of undisturbed mature trees. Zone 2 consists of an area of managed forest where plant material may be periodically harvested. Zone 3 is an area of dense grasses and/or forbs (such as wildflowers or broad-leaved herbaceous plants). This zone is periodically mowed or harvested in order to remove nutrients stored in plant materials. Many government agencies use fixed buffer widths in their standards while others recommend a range of widths based on various criteria. Current research indicates that a buffer of at least 15 m (49.2 ft.) was found necessary to protect wetlands and streams under most conditions. However, smaller widths have been shown to be effective depending upon site-specific conditions. In general, any amount of buffer is preferable to no buffer at all.

As you can imagine, using the above definitions for use on existing golf courses just flat out won't work because we are usually in close proximity to the water and we have no intentions of changing the layout. So by focusing on the potential contaminants and the filtering capabilities of the turfgrass already in place, we have forged a definition and some options for golf course buffers. We will define golf buffers as any vegetated areas, natural or planted, that are designed to minimize the effects of human activities and maximize the protection of natural resources. Buffers on golf courses may be utilized for a variety of purposes such as nutrient filtering, erosion control along streambanks, flood retention, and wildlife habitat. These areas may be directly adjacent to waterbodies or positioned anywhere within the golf course grounds where they are deemed to be beneficial. Areas directly adjacent to waterbodies will be referred to as riparian buffers.

#### In-Play versus Out-of-Play Areas

In developing criteria for buffer zones on golf courses, it is necessary to distinguish between in-play and out-of-play areas. For golf courses, particularly existing golf courses, the use of standard fixed width buffer zones is not practical. Space limitations require more flexibility. In addition, while the three-zone buffer approach may work in some out-of-play areas, this approach may not be suitable for all areas. In order for buffer zone strategies to work in the golf course environment, more flexibility is needed.



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The width of buffer strips on existing golf courses will need to be determined on a site-specific basis due to varying course layouts and available space. A flexible zone system for both in-play and out-of-play areas has been developed for use on golf courses. This approach was based upon a review of current buffer design literature.

Research has shown that even buffer zones of 3-inch tall grass provides some level of protection for streams, lakes, and ponds from pesticides and nutrient pollution when grown between turf and waterbodies. Therefore, the in-play buffer zone system incorporates a series of gradually increasing mowing heights from the fairway and rough toward the watercourse.

The criteria for in-play areas differs from the traditional three-zone approach in the following manner:

- Not all zones must be used in each situation depending upon space limitations
- The in-play areas require turfgrass to be less than 8 inches tall to allow play
- Increased mowing heights of turfgrass are incorporated into the in-play zones
- A management plan for inputs will be implemented for each in-play buffer zone area

The criteria for the out-of-play areas are similar to the traditional Three-Zone concept. However, they have been revised to allow more flexibility in areas where either space or other considerations require a different treatment.

#### We'll See You There -

Come join us to view some of the specifics on using buffer zones by attending some of the workshops we have set up this summer. Your first hit will be at Boulder Point for the GDGCSA monthly meeting on June 21. We will demonstrate some of the techniques and look for you to weigh in on the concepts. Next, join us for a dedicated tour in the afternoon of the Turfgrass Field Day on August 22, 2001 at M.S.U. We will tour the buffer zones created at Walnut Hills CC, Grossbeck Golf Course, and Forest Akers Golf Course. See you there -



(248) 338-1590

# **MEMBER FUNCTIONS**

#### By Robert King

GCSGA, GDGCSA members and interested parties are invited to participate in the 75th Anniversary celebration by purchasing a Commemorative Brick that will provide us with the opportunity to leave a legacy for future superintendents and golf enthusiasts. This 4"x8" brick can be purchased for \$50.00 and will be placed at the GCSAA Headquarters in Lawrence, Kansas. The brick purchase is tax deductible, as all proceeds will benefit the many other programs that are funded by the GCSAA Foundation. All brick purchases will be added to the donors' cumulative giving totals with the GCSAA Foundation. Order before June 1, 2001 and your brick will be placed in time for the 75th Anniversary dedication ceremony in September. Order forms will have been sent out with your dues billing in May.

Another exciting idea is the initiation of a special golf ball collection drive to visually illustrate the far-reaching scope of the golf course superintendent profession. Members are asked to submit three golf balls bearing the logo of his/her golf facility. GCSAA will assemble and display this impressive collection, representing members from across the country and throughout the world. The Golf Ball Showcase will first be on display at the 2002 Conference and Show in Orlando and eventually on permanent display at CGSAA Headquarters. Anyone interested may send the balls to Robert King or bring them to a future GDGCSA meeting. You may also send the balls directly to GCSAA Headquarters, 1421 Research Park Drive, Lawrence, Kansas 66049-3859. Members are also invited to attend the celebration at GCSAA Headquarters in September. Call 1-800-472-7878 for more information about any of these events.

Finally, all members are encouraged to participate in the Annual Golf Championship being held at Boulder Pointe Golf Club, in Oxford, on Thursday, June 21, 2001 at 10:00 a.m. M.S.U. Professor Gregory Lyman will be speaking after the shotgun and dinner will follow. We are looking at holding a spouse/couples event on July 6 at Meadowbrook to replace the picnic. The Invitational at The Links at Pinewood will be held on July 26th and the C.H. Wolfram Classic with education is slated for September 17, 2001 at Maple Lane Golf Club. We are still looking for a club to host the Annual Business Meeting around October 15th. Any interested parties may call me at 810-786-9550 or 810-337-4655. Your ideas, thoughts and comments are welcome. Send it in letter form to *A Patch of Green*, in care of Editor Tim Dorner at St. Clair Shores Country Club, 21135 Hoffman, St. Clair Shores, Michigan 48082, or fax it to 810-244-3785.





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# **Heritage Award Essay**

In 1996 GDGCSA initiated the Heritage Award to recognize individuals in non-turf related post graduate secondary education, whose parents are members of our association. The recipients are selected on the basis of an essay. This year's participant's essays were based on their response to the following question: *What are your life goals and how have your parents influenced you in those choices?* Award winners for 2000 were: Valerie VanNetten, daughter of Marc and Linda VanNetten and Lisa Matthews, daughter of Dick and Jill Mathews. One of the winning essays will run in each issue of *A Patch of Green*. Applications for 2001's award will be available from Kate Mason after August 15th. If you have questions about the Heritage Award, contact Awards Chairman Terry Poley or Dick Matthews.

### Essay by Lisa Matthews

To discuss my life goals, I must first talk about my life. I am nineteen years old, a sophomore in college, a sibling to three, and most importantly, the daughter of two loving parents. In a time where more often than not children grow up in broken homes, I was fortunate enough to be raised by both of my parents happily living together. My parents have influenced my entire life, from morals to values to life goals. As of this point in my life my goals are to graduate from college, find a job that I enjoy, and to raise a family. My parents have influenced my goals in so many ways.

The morals and values my parents instilled in me began before I can remember. School is important because without an education you can't do anything. Church is important because without God none of us would be here. Even though church has become a chore to me and I don't go any more, my parents taught me that religion is important. Now what I need to teach them is that just because I don't go to church, that doesn't mean I do not believe in God. The most important values that my parents taught me are family values. Family values have shown me that my family will always be there for me no matter what happens.

At our house, I was always encouraged to do my best, not the best that my older sister can do or the best that my cousins can do, but the best that I can do. My parents understand that their children are all different people that have different abilities and they want us to put 100% effort into what we are able to do. Parents who pressure their children to do more than they are capable of, is a foreign concept to me. My parents push us to do our best, but never pushed us over the edge. They understand that each of us has our limits.

Another way my parents influenced me is that they taught me respect; respect for others and respect for myself. I do believe that everyone deserves my respect and this is something that my parents taught me by giving me respect. I never understood the older generations that would tell us to respect our elders. How can they automatically demand our respect when they don't respect us in return? Respect has to work both ways or else it doesn't work at all. If you don't respect yourself, how will you ever respect anyone else, especially your elders? "You can do anything you want to do as long as you work hard for it. No one will hand you everything you want out of life." This is a common theme in my family. My parents showed me by example that I have to put effort into everything I do. My dad put himself through school while, at the same time, he was working. He uses all his energy at work, and then comes home to play catch with my brothers or work on the house. My mom is a housewife who never complains about doing housework. She may not like doing chores around the house but she never lets her children hear her complain. My parents have shown me that to get what I want out of life, I must work hard.

When I was about nine or ten years old my mom began to give me chores to do. They were easy tasks like setting and clearing the table for dinner or putting the dishes away after they had been washed. I hated doing them. It seemed as if they took up all of my free time. I would put them off until my mom had to yell at me for not doing them the first time she asked me. Now when I hear my youngest brother complaining about doing chores because they take so long I laugh. I realize now that it only took about ten minutes to do these tasks. My mom was giving me responsibility for something. She was teaching me that life is not all fun and games. Once in a while you have to stop playing to do some work.

Treat people how you want them to treat you. This refers back to the Bible and the Ten Commandments, but this is applied to my home life too. That's why we aren't allowed to be mean to our brothers and sisters. That's why when we are mean we are forced to apologize even if we don't want to or don't mean it. That's why I don't judge people before I get to know them.

I was always given a choice in everything I did. I think the hardest choice I had to make was where to go to college. I could stay home and commute or I could go away to school. Well, the obvious choice to me was to go away to school. I don't think this was the obvious choice for my parents. Even though they encouraged me to go where I wanted to, I think they wanted me to stay as close to home as possible. I know this now because every time I am home for the weekend and I talk to my mom after I have left she says that she already misses me. That makes me

### **Greater Detroit Golf Course Superintendents Association**

### Announces

# **The Heritage Award**

#### The Award

Two awards are available at \$1,000 each.

- The basis for selection is an essay competition and the applicant's level of involvement with student or community affairs.
- The association reserves the right to cancel the award if there is an insufficient number of applicants.

#### **Eligibility Requirements**

- Must be a son or daughter (dependent as per IRS definition) of a current GDGCSA member.
- Must have successfully completed high school prior to submitting an application.
- Must be enrolled in a post secondary educational institution on a full-time basis. Applicant's chosen field of study must be unrelated to golf course management.
- This award is not offered to students in post graduate college curriculums.
- Must have exhibited involvement in student activities or community service.

#### Application

Please call (248) 362-1108 to request an application.

The DEADLINE for submitting applications is NOVEMBER 1, 2001



Heritage Award winner Lisa Matthews, flanked by her mom and dad, was the co-editor of her 1999 high school yearbook, a National Honor Society member from 1996-1999. Varsity Tennis Team member from 1995-1998, a Student Council member in 1998-1999, and sold newspapers for the Riverview Goodfellows from 1996-1998. She is currently a sophomore at Grand Valley State University, majoring in Hospitality and Tourism Management.

feel so good to know that I truly am welcome at home, but it also makes me sad because I miss my family too.

Any time I need something, I know I can depend on my parents to be there for me. They are there for emotional, physical, and financial support. Fortunately, they have been there a little too much in the financial department,



especially for college. I probably wouldn't be writing this essay if it wasn't for all the support they have given me. In my opinion, the biggest reason of all that I am in college is because of the morals and values my parents have taught me throughout my life. So, in closing, I want to thank my parents for helping me develop the life goals that I have set for myself.



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## Anyone For A Boat Ride?

#### By Rick Murphy

Your association is currently making plans to provide you and your "significant other" a night out on the Portofino "Friendship" charter boat. The Portofino Dock and Restaurant are located in downtown Wyandotte. We have reserved the boat for the evening of July 6th and will cruise the Detroit River from 8:00 until 11:00 p.m. Come join us for a relaxing evening on the water and enjoy the music of the Ed Wells Trio Jazz Band. Portofino offers fine dining as well for those who would like to dine before the excursion.

So, mark your calendars now and plan on joining us for this evening out. Look for a mailer soon. In the meantime, if you have any questions, please contact Rick Murphy (248-363-0144) or Ron Abbott (248) 360-1854). This event will replace our annual picnic.





## The Future of Golf Commerce: Strategies and Solutions for Golf Purchasing Managers

By Chris Soderquist, Founder & CEO, Golf's Global Marketplace (GolfGM.com)

Buyers and suppliers of wholesale golf products and supplies are increasingly exploring e-commerce. The convenience and efficiency delivered cannot be ignored. However, many golf purchasing managers feel the system is not broken: "Why oil the existing supply chain?" they guery. Proponents of e-commerce argue the golf industry stands to gain greatly from e-business initiatives.

What impact will e-commerce have on the golf industry? Even the most overzealous new economy hucksters agree that purchasing golf supplies over the Internet will not become an end-all, be-all, ubiquitous solution. However, most all industry leaders agree that e-commerce will play some role, with its degree of impact yet to be determined.

This article assesses current market conditions, evaluates the beneficiaries of electronic marketplaces, provides an overview of business-to-business marketplaces, and forecasts the future of the industry.

#### What's going on

The traditional process of purchasing wholesale golf supplies (both hard and soft goods) is fragmented, archaic, and time consuming. Industry buyers and sellers have not been effectively aggregated, and electronic capabilities have yet to be leveraged. The power of the Internet, particularly related to peer-to-peer collaboration and knowledge management, has yet to be capitalized. The golf industry stands to gain tremendously from a full-scale electronic marketplace.

A business-to-business (B2B) electronic marketplace brings together buyers and sellers within a particular industry, region or group for the purpose of commerce. Marketplaces are market intermediaries. They generally provide content, value-added services and – often, but not always – commerce transaction capabilities.

Web-based marketplaces are one-stop shops for golf purchasing managers. Suppliers, manufacturers, and distributors benefit from expanded market reach to a larger customer base. Marketplaces streamline the sales process, improve operational efficiency, and expand suppliers' reach to new customers. Trade is accelerated, technology barriers are eliminated, and costs are reduced for all trading partners.

Purchasing managers use a Web browser to review catalogs, place orders, buy and sell excess inventory, review order status, identify inventory availability, and request supplier quotes. Marketplaces dramatically reduce order-processing costs by eliminating paper trails and lengthy communication. Sellers can post complete, detailed information on each product listed in the marketplace. With each transaction sellers receive buyer contact information, enabling them to improve their understanding of customers, build mailing lists, and conduct more effective direct marketing. Suppliers also save money through reduced marketing expenses; by publishing their catalog online, printing expenses are minimized.

Research conducted by my company, GolfGM, uncovered that golf purchasing managers:

- Are likely to utilize an electronic marketplace (82%).
- Feel an electronic marketplace would be extremely to somewhat useful (94%).
- Purchase products and supplies 15 times each month.
- Buy products and supplies from 32 suppliers.
- Spend 16 hours each month ordering supplies.
- Value in an e-marketplace (in order): product availability, large selection, ease of use/ordering, low prices, and technical simplicity.
- Make purchasing decisions based on (in order): dependability, product quality/reputation, customer demand, availability, and price.

#### **Golf Industry Beneficiaries**

The promise of e-commerce is fairly simple: participants will be empowered to do business better, faster, and cheaper.

#### Supplier Benefits

By eliminating inefficiencies, suppliers decrease costs and increase revenues. Efficient markets are realized through:

- Increased revenues on inventory: By reaching the most interested prospects in the most efficient way possible, marketplaces enable businesses to sell excess inventory or reconditioned goods without having to resort to fire-sale prices.
- Decreased overhead costs: Paper trails, sales processing, and lengthy communication are minimized.
- Increased inventory turns: Suppliers reduce inventory holding costs by moving excess inventory, and make room for high-selling products by eliminating stale inventory.
- Immediate product introduction: Suppliers can introduce and market new products as soon as they're available, rather than waiting for the next catalog.
- Geographic boundaries are removed: Buyers gain

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increased access to supplies, and sellers extend their product reach.

• Decreased marketing costs: Eliminate the need for mass-mailing and expensive catalog printing.

#### Buyer Benefits

Marketplaces deliver four general benefits to buyers:

- Reduced procurement process costs: The National Association of Purchasing Managers estimates the average manual purchase order costs a company \$79 to process, \$38 of which is related to internal processing. Searching for products through paper-based, outdated catalogs; corresponding with suppliers to clarify product and service specifications, availability, delivery, price, etc.; and, manually routing requisitions through the approval process is inefficient.
- Reduced inventory costs: A slow procurement process coupled with an inefficient supply chain results in long lead times and bloated inventory. Marketplaces help buyers reduce inventory costs by improving the order process and increasing the speed at which suppliers can fulfill orders.
- Reduced rogue purchases: Aberdeen Group estimates 40-45% of corporate purchases of goods are made from suppliers other than those on a company's preferred vendor list. As a result, businesses are paying too much for goods and services. Effective marketplaces automate the procurement process and help keep employees within company purchasing guidelines.
- More choices and better pricing: There are often many suppliers from whom a customer can buy goods. Due to a supplier or distributor's geographic limitations or the time and expense to research all possible options, a buyer is limited to certain suppliers and distributors.

#### The Future

Golf industry supply chain initiatives will be driven by an emphasis on business efficiencies and cost control. These factors will enable economies of scale in golf purchasing and procurement. B2B marketplaces complement – but do not replace – the industry's supply chain and business processes. The Internet's ability to bring together fragmented participants, attract critical mass of commerce, streamline processes, and reduce transaction costs is too enticing to ignore.

The current process of procuring golf products and supplies is inefficient. Industry participants stand to gain tremendously from a Web-based marketplace and exchange; the invisible hand of the marketplace is most effective when buyers and sellers are disjointed and thousands of transactions interact simultaneously.

While golf facilities are becoming increasingly automated, there are no end-to-end software solutions. The automated golf facility of the future will seamlessly

integrate all aspects of communication, commerce, operation, and administration. Such a technology solution will transparently link facilities with their customers, suppliers, and service providers.

An effective electronic marketplace creates economies of scale and is neutral to all participants. Marketplaces that adopt these strategies are best positioned to deliver value to buyers and sellers. The success of marketplaces will be driven by participant success: if buyers and sellers reduce the time and cost to do business through a Web-based solution, the neutral marketplace will add significant value to the wholesale golf industry's supply chain.

#### About the Author

Chris Soderquist is founder and CEO of Golf's Global Marketplace (GolfGM), the wholesale golf industry's premier Web-based marketplace. GolfGM connects the entire golf purchasing community: golf courses, practice facilities, and off-course retail operations with manufacturers, suppliers, service providers, and distributors. Golf decision-makers (superintendents, head professionals, facility and shop managers, and owners) utilize a standard Web browser to review supplier catalogs, place orders, buy and sell excess inventory, review and check order status, identify inventory availability, request quotes, peruse industry news, and post and view industry jobs. To learn more go to http://www.golfgm.com or call 866/2GOLFGM.

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#### Greater Detroit Golf Course Superintendents Association Statement of Financial Position December 31, 2000

Greater Detroit Golf Course Superintendents Association Statement of Revenue and Expenses For the Year Ended December 31, 2000

ASSETS	2000	1999
Current assets:		
Cash	\$69,267.00	\$54,275.00
Accounts receivable	4,540.00	6,800.00
Dues receivable	280.00	250.00
Prepaid income taxes	500.00	-
Total current assets	\$74,587.00	\$61,325.00
Equipment (net of depreciation)	1,455.00	2,226.00
TOTAL ASSETS	\$76,042.00	\$63,551.00
LIABILITIES		
Current liabilities:		
Accounts payable	\$208.00	\$218.00
TOTAL LIABILITIES	\$208.00	\$218.00
EQUITY		
Membership equity	75,834.00	63,333.00
TOTAL LIABILITIES AND EQUITY	\$76,042.00	\$63,551.00

	2000	1999
REVENUE		
Advertising	\$53,242.00	\$57,927.00
Dues	42,155.00	42,229.00
Interest	1,799.00	1,090.00
Meeting fees	42,112.00	33,995.00
TOTAL REVENUE	\$139,308.00	\$135,241.00
EXPENSES		
Awards	\$2,000.00	
Depreciation	771.00	\$1,233.00
Income taxes	2,612.00	2,353.00
Insurance	1,075.00	1,096.00
Magazine production and mailing	56,273.00	56,502.0
Meetings	42,948.00	34,040.00
Membership welfare	845.00	243.00
Postage	2,469.00	1,975.00
Printing and supplies	2,293.00	2,666.00
Professional fees	10,400.00	10,275.00
Repairs and maintenance	2,831.00	3,057.00
Telephone	1,753.00	1,107.00
Miscellaneous	537.00	239.00
TOTAL EXPENSES	\$126,807.00	\$114,786.00
Change in membership equity	12,501.00	20,455.00
Beginning membership equity	63,333.00	42,878.00
Ending membership equity	\$75,834.00	\$63,333.00

#### Greater Detroit Golf Course Superintendents Foundation Statement of Revenue and Expenditures For the Year Ended December 31, 2000

	Golf Day	Special Olympics	2000 Total	1999 Total
REVENUE				
Donations	\$29,624.00	\$10,375.00	\$39,999.00	\$56,016.00
Event fees	32,050.00	7,275.00	39,325.00	40,790.00
Interest	256.00	19.00	275.00	387.00
TOTAL REVENUE	\$61,930.00	\$17,669.00	\$79,599.00	\$97,193.00
EXPENDITURES				
Research/scholarships/donations	\$30,000.00	\$12,063.00	\$42,063.00	\$44,560.00
Event fees	33,243.00	4,646.00	37,889.00	43,301.00
Miscellaneous	59.00	59.00	118.00	100.00
TOTAL EXPENDITURES	\$63,302.00	\$16,768.00	\$80,070.00	\$87,961.00
Fund balance increase (decrease)	(\$1,372.00)	\$901.00	(\$471.00)	\$9,232.00
Beginning fund balance			31,632.00	22,400.00
Ending fund balance *			\$31,161.00	\$31,632.00

\* This balance is not included in the assets of the association.

#### May 2, 2001

We have examined the bank reconciliations of the Greater Detroit Golf Course Superintendents Association and Foundation for the year ended December 31, 2000. We found that all book balances were properly reconciled to the bank statements as provided by First Federal of Michigan and, in our opinion, the December 31, 2000 book balances are correctly stated. In addition, we met with Dale Bender, CPA to review the above financial statements. All of our questions have been answered to our satisfaction.

#### Audit Committee

Stephen A. Sonoga - Superintendent - Dearborn Hills Golf Club Paul A. Reising, CGCS - Superintendent - Prestwick Village Golf Club

Edward J. Hock, CGCS - Superintendent - Walnut Creek Country Club Richard S. Murphy, CGCS - Superintendent - Bay Pointe Golf Club

## Board Meeting Highlights St. Clair Shores Country Club Tuesday, March 27, 2001

#### ROLL CALL

Present - Abbott, Dorner, King, Kolbe, Matthews, McKinley, Murphy, Poley, Shreve, Szyndlar

#### FINANCE (Murphy)

Feb. Assn. svgs: \$61,595.80 Feb. Assn. chkg: \$3,084.70 Feb. Fdtn. svgs: \$2,855.99 Feb. Fdtn. chkg: \$1,368.79

#### **EDITOR** (Dorner)

*POG* - Would like more articles from members. Each Board member has agreed to provide an article every two years.

#### EDUCATION (King/Shreve)

Committee formed - Marty Brandt, Jeff Frentz, Scott Ford and Tom Gill. March meeting at Salt River well attended - 55. April 23 meeting - CanAm meeting at Sarnia Golf & Curling Club.

#### FUNDRAISING

SPECIAL OLYMPICS (King/Abbott) Date: Friday, May 18, 2001 Site: Bald Mountain GC Goals: Donation - \$20,000 Attendance -180 golfers. Format: Plan A - Golf Tournament (6-man scramble) Plan B (if inclement weather) - Euchre Tournament

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**GOLF DAY (Matthews/Murphy)** 2001- Confirmed sites: Bay Pointe GC, Great Oaks CC and Knollwood CC 2002- TBD this year

GAM SEMINAR (McKinley/Shreve) Attendance - 120 Good format. Good speakers. Very educational to all.

MEMBERSHIP (Dorner) Total membership - 418 Applications - 4

NOMINATING (Kolbe) Committee to be formed. List of candidates to be compiled by April 15.

SOCIAL (Murphy/Abbott) Summer Event: Date: August 4, 2001 Site: Evening cruise,

Site: Evening cruise, Portofinos (Wyandotte) Time: 8-11 pm Cost: TBD Holiday Party -TBD

## Board Meeting Highlights Lakelands Golf & Country Club Monday, April 30, 2001

#### **ROLL CALL:**

Present - Abbott, King, Kolbe, Matthews, Murphy, Shreve, Szyndlar Absent - Dorner, McKinley, Poley

#### FINANCE (Murphy)

March Assn. svgs: \$36,909.53 March Assn. chkg: \$5,261.71 March Fdtn. svgs: \$3,494.76 March Fdtn. chkg: \$78.99

#### **EDUCATION** (King)

April meeting: 30 U.S. attendees & 68 Canadians, U.S. won CanAm Challenge June 21 meeting: Site - Boulder Pte. GC, Oxford; Event - Assn. Golf Championship; Speaker - Greg Lyman

#### FUNDRAISING

SPECIAL OLYMPICS (King/Abbott) Final committee meeting on May 7. Plans finalized.

#### GOLF DAY (Matthews/Murphy)

2001 sites confirmed - Bay Pte. GC, Great Oaks CC, Knollwood CC, Lakelands G & CC and Meadowbrook CC 2002 sites will now be confirmed

#### GCSAA 75th ANNIVERSARY (Matthews)

Memorial Brick - GD donating \$50. Brick to read "Greater Detroit GCSA Founded 1925" Magazine Ad - GD to place an ad in GCM Golf Ball Showcase - Display to be made of donated balls bearing logo from member facilities. GD will collect member balls at meetings and mail to GCSAA. GCSAA will pay postage.

#### MEMBERSHIP (Dorner)

Total membership - 424; Applications - 4; Reconciliations - 2

#### MICHIGAN ROOM 2001 (Poley/Shreve)

Some sponsor pledges are still outstanding.

Poley will contact donors re their pledges.

#### NOMINATING (Kolbe)

Prospective candidates to be contacted by May 15. Final candidate list ready for June board meeting.

#### SOCIAL (Murphy/Abbott)

Summer Couples Event - Date changed to July 6th

#### WELFARE (Murphy)

Ginny Forier (Wife to Frank Forier, retired, formerly with Benham Chemical) passed away. Sent card to Frank and flowers to the funeral.



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Address, phone (pg. 41) **FRANCIS, DOUGLAS** 2595 Buckingham Dr. Windsor, Ont. N8T 2B7 Canada H-(519) 945-6748

*Class, ext.* (pg. 43) **HABERKORN, MATTHEW S.** CLASS AN O-(231) 533-8123, ext. 217

Name change (pg. 49) KNIGHT, MINDY L. NKA FRIEDMAN, MINDY L.

> *Class, club, address, phones* (pg. 62) **RICE, TROY M.** CLASS BN Saginaw Country Club 6204 Kinch Rd. Kinde, MI 48445 H-(248) 563-0985 O-(517) 793-2270 FAX-(517) 793-3979

Class, club, address, phones (pg. 66) SOWATSKY, ERIC J. CLASS BN Lakeview Hills Country Club & Resort 7232 Lexington Ct. Lexington, MI 48450 H-(810) 359-3349 O-(810) 359-7333 FAX-(810) 359-2130

Address, phone (pg. 68) **TYRPAK, JOEL T.** 15291 Park Village Blvd. Taylor, MI 48180 H-(734) 229-1262



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If you are currently a member of GCSAA, you will need to complete a reclassification form and have it attested by a Class A or Superintendent Member of GCSAA.

If you are not a member of GCSAA, you will need to complete a membership application and have it attested by a Class A or Superintendent Member of GCSAA. Once you've completed your application and enclosed your dues payment of \$125, simply mail it to GCSAA and we'll take care of the rest!

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#### GRIPPI, JOE J.

(JACKIE) AFFILIATE N Aventis-Chipco 13821 148th Ave. Grand Haven, MI 49417 H-(616) 844-7551 O-(616) 844-7551 FAX-(616) 844-7550 Joe.Grippi@aventis.com

#### **RIDLEY, CHARLES A.**

CLASS AN Chandler Park Golf Course 12801 Chandler Park Dr. Detroit, MI 48213 H-(248) 214-4777 O-(313) 331-2970 FAX-(313) 331-6713

#### WOJIK, DALE R.

CLASS CN Paint Creek Country Club 5347 Crystal Creek Washington, MI 48094 H-(810) 786-9086 O-(248) 693-9471 FAX (243) 693-5899 wojcikda@hotmail.com

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# 2001 Events Calendar

# **Greater Detroit GCSA**

June 21	Annual Golf Championship @ Boulder Pointe GC (golf & education)
July 6	Social: TBD (spouse outing)
July 26	The Invitational @ Links of Pinewood (golf/fund-raiser)
Aug. 22	MSU Field Day (education)
Sept. 17	Wolfrom Classic @ Maple Lane GC (education & golf)
Oct. 1	The Big Event, sites TBD (golf/fund-raiser)
Oct. 15	Annual Business Meeting, site TBD (golf & Assn. election)
Nov. 13	Regional GCSAA Seminar @ Double Tree Novi (education)
Dec. TBD	Social: Holiday Party (spouse outing)
Dec. 11	Superintendent Only Roundtable @ Birmingham CC (education)

## **Mid-Michigan Turf Association**

- June 11 Meeting @ Marion Oaks CC
- July 16 Meeting @ Willow Springs GC
- Aug, 13 Meeting @ Midland CC
- Sept. 24 MTF Fund-raiser @ The Wyndgate GC
- Oct. 15 Annual Meeting @ Flint GC
- Dec. 1 Christmas Party @ TBD

### Northern Michigan Turf Managers Association

- June 19 MTF Fund-raiser @ Treetops Sylvan Resort, The Tradition
- July 22 Annual Picnic @ Beaver Creek Resort
- Aug. 14 Meeting @ The Rock, Drummond Island
- Sept. 13 Fund-raiser @ Black Lake GC
- Oct. 2 Tuck Tate Chapter Championship @ Michaywe Hills, The Pines

## Western Michigan GCSA

- June 12 Meeting @ Candlestone, Belding
- Sept. 17 MTF Golf Day @ Thousand Oaks, Grand Rapids
- Oct. 9 Meeting @ Moss Ridge, Muskegon



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