

Our Mission is to promote the welfare of the game of golf, the science and art of golf course management, the organizational and business effectiveness of the profession, the professional image and well-being of individual members, and to unite golf course superintendents within the Greater Kansas City area.

Since 1933

Heart of America Chapter

GCSAA

GOLF COURSE SUPERINTENDENTS ASSOCIATION OF AMERICA



Environmental
Institute for Golf

Governor's Club



Volume 41, No. 2

APRIL 2009



North/South Cup

Date: Monday, April 6, 2009

Location: Country Club of Blue Springs
1600 NW Circle Dr.
Blue Springs, MO 64014

Host Superintendent: Kris Nelson

Assistant Superintendent: Kevin Rokey

Schedule: 11 a.m. - Registration
11:30 a.m. - Meeting & Program
12:30 p.m. - Shotgun Start
After Tournament - Awards

Superintendent Profile: Kris Nelson has been the Golf Course Superintendent of The Country Club of Blue Springs since 2006. His previous experience includes working at Meadowbrook Country Club, Alvamar Golf Club, Rush Creek Golf Club in Minnesota and Fargo Country Club in North Dakota. Kris has been a member of the GCSAA since 1998. For the past four months, Kris has taken on the additional responsibility as Interim General Manager for The Country Club of Blue Springs. Kris is very fortunate that his wife, Emily, is supportive of the demands placed on Kris as an Interim General Manager and Golf Course Superintendent. Kris and Emily have an 18-month old son, Logan, who loves hanging out on the golf course with his dad whenever he gets the chance.

Continued on page 5

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HAGCSA Calendar of Events

April 6 North/South Cup
May 11 Media & Past Presidents' Event
June 15 S&R Tournament
August Employee Tournament
October 5-6 Mo. Cup Challenge
November 4 Annual Meeting
December 4 Holiday Party

We hope to see you at these events!



The Start of the Season...

Greens laden with heavy dew patterns signal the start of something magical as Mother Nature restores the life and splendor of our courses. It's time to take the plans on paper and put them into action!



Our association's activity calendar has been shaken up a little for the new golf season. April's event will be a North versus South golf outing with I-70 forming the boundary lines. If participation is good, this could be the beginning of a lot of fun and some serious trash, I mean bragging rights. Next in May, we are going to combine the Media Day with the Past President's event. Hopefully, the more favorable temperatures encourage better participation. With the combining of these two events, a T-Bones night is being planned for a weekend evening in July. We plan to have an air-conditioned suite or two with minimal costs to attend. Plans are to tailgate and BYOB prior to the game. With our harsh economic times, controlling costs is a huge priority to say the least. Just like promoting golf encourages success at our courses, participation by you is critical to our overall success.

Another change that I would like to implement this year is the idea that every monthly event is an opportunity to invite new members to attend their first event for free, excluding the Holiday event. Membership recruitment is a responsibility of all of us not just the Membership Committee. Membership retention and recruitment are vital to our organization. If you know of any potential new members, please extend an invitation to attend a meeting or pass on their name to Paul Davids, CGCS or myself.

At this time, I would like to recognize all of our affiliate members. Your active participation and willingness to sponsor events is a huge component to sustaining our organization and providing quality events. Sponsorship dollars for the Holiday Party and the Hospitality Night allowed for great networking opportunities while providing a time to relax in a very nice setting. Thank you and I strongly encourage fellow superintendents to keep your purchasing decisions local and support our vendors in kind. Synergy of these relationships multiplies exponentially.

The start of the new golf season is just around the corner. Our workloads are keeping pace with the rise in temperatures and the increase in golf traffic. Remember

April 2009 HeatBeat

to save a little time to attend a monthly event and visit the web site to keep current with association activity. I hope to see you at Country Club of Blue Springs later this month?

Thanks for your support,

Scott Johnson, CGCS

Editor's Poem



INEVITABILITY

The knowledge that no matter what you do with the rest of your life, you'll never be as cool as a bull-riding monkey

DemotivateUs.com

Inevitability

by Tony Bertels

Try as we might, fight as we may
A new season has sprung up to screw up our day
Not just one day, but 60 times 3
That's a lot of dang days, just take it from me

Sure, April's a picnic, May's not so bad
June can be alright, July can get bad
But August is cruel, and cruel's no fun
Watching my Poa wilt away in the sun

September is schitzo, you never can tell
Is it going to get cool or stay hotter than hell?
And then there's October, an end to the stress
And six months of *leisure* to clean up the mess



Count Me Out

By Gary Breshears, Special Director

Every day when you turn on the news, the first ten minutes or more are dedicated to the economy. 'Downturn,' 'slide,' 'decline' and of course the "R" word 'recession' are all hot words to describe the economy. The newly elected leader of the free world and the talking heads on the television continually paint a bleak picture for the near future. What they don't want to tell you is that you have a choice. You can choose not to participate in the recession.

The reason for their silence on this option is another topic for another day. Many a fortune has been made during times of recession. Staying out of debt and providing necessary items is the key to staying afloat in tight economic times. By providing good products at a reasonable price, you can ensure that your company continues to thrive in the coming months. The reality of the matter is that people are still going to need to have an outlet for their recreational dollar. The amount of these dollars will be diminished, no doubt, but what we need to do is provide value to the customer. As long as there is perceived value for their dollar, the player will continue to return to your facility. As managers of the largest asset of the property, we are typically responsible for the highest amount of expense for the company. By keeping our expenses under control we can help our facilities be more profitable.

Our biggest dilemma is what expense can be cut without affecting the final product. This is where we have to examine our programs to be sure we are spending our money wisely. The good news is there are already a couple of factors that are helping us out. Fuel, fertilizer and chemicals are typically large dollar items in our budgets. Fuel and fertilizer prices are down from this time last year. So we should be money ahead in those categories. The largest percentage of our budget is typically labor. We need to get creative with how we staff our teams. There is a bare minimum that we all need to get the job done. So cutting numbers isn't always the answer.

What we might need to look at is the number of hours worked to help control any overtime that is worked. Part-time workers are a huge help in reducing overtime hours. Retirees and 'weekend warriors' typically are willing to work for very little pay as long as they get golfing privileges. These type employees should be a lot easier to find now as more people are looking for supplemental income to help make their ends meet. They will help not only by limiting hours but also by keeping your full time employees from suffering burnout. A little time off in the dog days of summer sure helps brighten someone's outlook.

Finally, a good look into treatable acreage of our courses

might help to lighten the expenses in each of the aforementioned budget categories. Less area fertilized often leads to less area mown. Less fertile areas are less susceptible to disease as well. It's the snowball effect (hmmm...snowballs in July, I might be on to something to make my fortune with).

I hope this has spun a little more of a positive light on the economy. Let's do our part to make sure the Midwest golf market doesn't take the kind of hit that the automobile industry has suffered. Let's make sure we turn our golf courses into profit making machines instead of cash drains. Let's all sit this one out.



Next HAGCSA Event

Meetings and Programs

By Paul Gunderman, Director

On April 6 the Country Club of Blue Springs is hosting the North/South Cup. Prior to golf there will be an informative meeting hosted by Reinders Inc., who has been gracious enough to be the presenting sponsor.

Reinders on-staff pathologist, Steve Abler, will cover the topic entitled "Fungicide Resistance Management: How to create effective and sustainable disease control programs". Covered in this topic will be advice on how to build a disease control program, both effectively and economically, which are equally important given these uncertain times. It will also cover proper fungicide selection based on the properties and control that the fungicides have to offer. Fungicide resistance will be focused on during the meeting as well. GCSAA education points have been applied for. Hopefully everyone will be able to attend and learn something new.



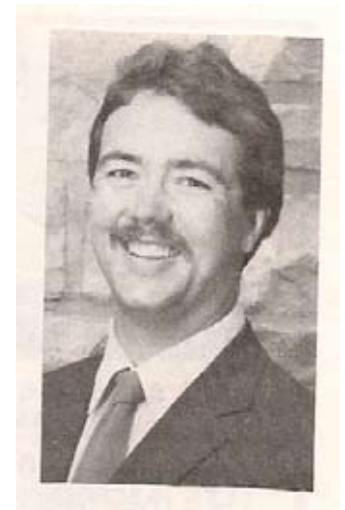
Looking Back...



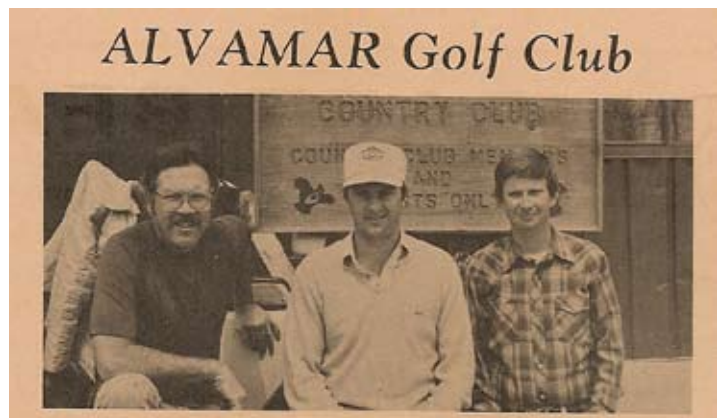
"Is that priming or just plain primed, Stunty?" Circa 1988



*"Nice shadesm McMillan!"
Circa 1987*



*"President Hulteen"
Circa 1988*



"Alvamar Boys" Circa 1983

April Event

North/South Cup

Continued from page 1

Assistant Superintendent Profile: Kevin Rokey has been the Assistant Superintendent at The Country Club of Blue Springs since 2007. He has been the Assistant at Shawnee Golf and Country Club in Shawnee, Crestwood CC in Pittsburg, and Colleton River CC in Hilton Head, SC. He attended and graduated college from Rutgers University in 2006.

Meeting Topic: Fungicide Resistance Management: "How to create effective and sustainable disease control programs."

Speaker: Steve Abler, Reinders, Plant Pathologist

Return reservation form, on page eight, by Monday, April 1.

April 2009 HeatBeat

S&R TOURNAMENT

JUNE 15, 2009

OAKHILLS COUNTRY CLUB
Kansas City, MO

Host Superintendent
Jeff Elmer, CGCS

CELEBRATING

25

YEARS
1985 - 2009

Heart of America GCSA
Scholarship & Research

GCSAA chapter continues support of The Environmental Institute for Golf

Heart of America GCSA Donates to The Institute

The Heart of America Golf Course Superintendents Association continues its longtime support of The Environmental Institute for Golf, the philanthropic organization of the Golf Course Superintendents Association of America (GCSAA), with a \$5,000 donation toward research and education to enhance golf's relationship with the environment.

"The Environmental Institute for Golf's research, education and technological advancements have resulted in positive results for golf's association with the environment," said World Golf Hall of Fame member Greg Norman, Institute trustee and chairman of its Advisory Council. "Golf course superintendents are the chief environmental stewards for golf, so it speaks volumes of GCSAA's Heart of America chapter to continue these donations to The Institute, further strengthening the compatibility of golf with our environment."

The Heart of America GCSA is recognized at the Governor's Club level in The Institute's cumulative giving program, which recognizes organizations that have contributed between \$50,000 and \$99,999 since 1987. An affiliate chapter of GCSAA, the Heart of America GCSA also has attained Platinum Tee Club status again. The Platinum Tee Club is the giving club for organizations that contribute a minimum of \$5,000 annually and Heart of America GCSA has given \$5,000 for 15 years. The Heart of America GCSA is represented by the metropolitan Kansas City region.

"The Heart of America GCSA is pleased to continue its support of The Institute," said Heart of America GCSA President Scott Johnson, GCSAA certified golf course superintendent at Shadow Glen Golf Club in Olathe, Kan. "We believe Institute programs such as research are worth investing in because of the benefits they provide to our members."

The Environmental Institute for Golf is a collaborative effort of the environmental and golf communities, dedicated to strengthening the compatibility of golf with the natural environment. The Institute concentrates on delivering programs and services involving research, education and outreach that communicate the best management practices of environmental stewardship on the golf course. For more on The Institute, visit www.eifg.org.

GCSAA is a leading golf organization and has as its focus golf course management. Since 1926, GCSAA has been the top professional association for the men and women who manage golf courses in the United States and worldwide. From its headquarters in Lawrence, Kan., the association provides education, information

and representation to more than 21,000 members in more than 72 countries. GC-

SAA's mission is to serve its members, advance their profession and enhance the enjoyment, growth and vitality of the game of golf. Visit GCSAA at www.gcsaa.org.



Tournament Committee Report

By Steve Wilson, CGCS, Director

First off, thank you to all who attended the 4th Annual HAGCSA Bowling Outing held February 26th at College Lanes in Overland Park. We had record attendance of 70 bowlers for the event, and a good time was had by all. Congratulations to Overland Park Golf Course for taking home the trophy for the second year in a row!! The members of their winning team were Jon Bakalar, Rob Bitter, Mitch Bradbury and Marc Szablewski.

Also, everyone please note and mark your calendars for our April meeting/tournament that is now scheduled for Monday, April 6th at Country Club of Blue Springs. Originally we had this event scheduled for the following Monday but made the change to avoid a schedule conflict with the Kansas Golf Course Superintendents Association on that day.

In the past the April event has been the "Membership Drive" event. We are trying something a little different this year with the "North/South Cup." The idea of the "North/South Cup" is to pit two-man teams from North of I-70 versus two-man teams from South of I-70 in a best-ball match play format. This event will not be handicapped, but handicaps will be used to setup matches so please include a handicap (USGA index or honest estimate) when you send in your registration form. This will provide us with a different and fun format in which you play your own ball and hopefully starts an annual, friendly competition between the teams. Reinders is graciously sponsoring this event and providing an educational speaker and topic that will qualify for GCSAA CEU's. Please plan on attending this inaugural event.



4th ANNUAL BOWLING TOURNAMENT

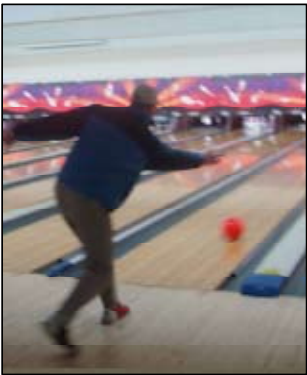
February 26, 2009 at AMF College Lanes



70 attendees turned out for the 4th Annual HAGCSA Bowling Tournament.



Networking is a key ingredient to all HAGCSA functions.



Steve Wilson, CGCS, Tournament Chairman, welcome attendees and reviews the rules.



Milburn Country Club & TPEC Team show up to intimidate . . .

2009

. . . until their reveal their wardrobe change.



Overland Park Golf Club takes home the 1st Place trophy for a second year in a row.



NORTH/SOUTH CUP



Promoting the welfare of the game of golf, the professional image and well-being of individual members, and to unite golf course superintendents in this area.

DATE: Monday, April 6, 2009

LOCATION: Country Club of Blue Springs
1600 NW Circle Dr.
Blue Springs, MO 64014
816-229-3342

HOST SUPERINTENDENT: Kris Nelson

SCHEDULE: 11:00am - Registration & Lunch
11:30am - Meeting & Program
12:30pm - Shotgun
After Tournament - Awards

COST: \$45 per person



MEETING TOPIC: *Fungicide Resistance Management: "How to create effective and sustainable disease control programs."*
A step by step approach to constructing an effective and economical disease control program. Selecting the best fungicides based on their physical properties, chemical properties, and spectrum of control. Special attention will be paid to sustainability and minimizing the potential for fungicide resistance. (GCSAA CEU's have been applied for)

SPEAKER: Steve Abler, Reinders, Plant Pathologist

DRESS CODE: Country Club Attire (Collared Shirts, No Jeans or Cargo Pants). Please clean your soft spikes.

FORMAT: 2-man, best ball. Matching pitting teams from north of I-70 vs. teams south of I-70.
Winner will be determined by which team wins the most matches.

RESERVATIONS: Mail, Fax or Email Reservation no later than **Monday, April 1.**

DIRECTIONS: From I-35 North. Take I-70 East (Exit 2U), toward St. Louis. Turn left on MO-7 (Exit 20), toward Blue Springs/Lake Lotawana. Turn right onto NW Club Drive. End of 1600 NW Circle Dr.

Yes, I/we plan to attend the North/South Cup!

	Handicap	North or South of I-70?
Player(s): _____ Company: _____	_____	<input type="checkbox"/> N <input type="checkbox"/> S
_____	_____	<input type="checkbox"/> N <input type="checkbox"/> S
_____	_____	<input type="checkbox"/> N <input type="checkbox"/> S
_____	_____	<input type="checkbox"/> N <input type="checkbox"/> S

Person to Contact and/or Invoice: _____

Company: _____

Address: _____

Phone: _____ Fax: _____

Email: _____

PAYMENT:

Check Enclosed Invoice(*) Credit Card: No.: _____
Security Code (now required): _____ Exp.: _____
Name on Card: _____

(*)By indicating you wish to be invoiced, you agree to pay total invoice upon receipt. Invoices will be sent electronically when an email is provided.

***All "No Shows" will be billed. ***

Complete Form and Mail, Fax or Email no later than Monday, April 1 to:
Heart of America Golf Course Superintendents Association
638 W. 39th Street . Kansas City . Missouri . 64111 . 816-561-5323 . 816-561-1991/fax . www.hagcsa.org

Keeping The Ball Rolling

By Robert Evans Wilson, Jr.

I know an advertising agency owner who never fully takes a vacation. He takes his family to fairly exotic locations, but never so alien that they are outside the reach of modern communication. In other words, he is never further than a cell phone call or email away. He checks in with the office several times a day – much to the chagrin of his family who want him to be fully engaged in the holiday at hand. So, he ends up sneaking off under the guise of visiting the rest room, or going to the bar for a cocktail, in order to connect with his staff, a client or a prospect. His wife and kids aren't fooled; they just sigh and accept the inevitable. I used to think he was a control freak – someone who couldn't let go and let someone else take over – until I came to understand the concept of Momentum.

In science, Momentum is equal to Mass times Velocity. Or just think of Indiana Jones in Raiders of the Lost Ark running as fast as he can out of the tunnel while that huge stone ball rolls faster and faster after him. In business, Momentum is the point at which success begins to come easily. Business veterans jokingly refer to it as having, "paid my dues." In short, Momentum is an accumulation of acquired knowledge, skill, experience and connections. And, those who understand it... also know it can be fragile and easily lost.

Sales professionals who have achieved Momentum will tell you that you must pursue a number of activities to generate sales leads: phone calls, emails, sales letters, networking events, etc. You keep it up building dozens, then hundreds of leads at a time. Then to convert those leads to sales you keep following up on each of them in a timely fashion. Meanwhile, you are still maintaining all the activities that continue to generate leads. So between generating leads, following up on leads, then turning leads into sales, you begin to feel like the guy in the circus who spins plates on top of poles – rushing from one plate to the next to keep them spinning.

No wonder these folks hate to take vacations – it breaks the Momentum they've spent months or years creating and they know it takes time to get it going again.

Years ago when I first started giving speeches, a seasoned professional speaker advised me, "It took me ten years to quit sweating cash flow, but even so, it is still all about non-stop marketing." In other words: maintaining Momentum.

For a growing company, Momentum is the point where you have done enough advertising, marketing, public relations, networking, customer service, and so forth that business begins to flow. It is the point where you are

garnering the precious and often elusive word-of-mouth referrals. Momentum is about building a reputation. Acquiring it, however, doesn't mean you can taper off on your efforts... but it does mean that your efforts will become easier.

The best thing about Momentum is that once you get it, motivation becomes self-perpetuating. Momentum is energizing. It keeps you on your toes. And, the rewards come quickly and regularly.

I have found this to be true in all pursuits. Even when I am writing fiction there is always a certain point in a novel that it takes on a life of its own and demands my daily attention, energy and focus until it is complete. Unfortunately, nothing quite puts the brakes on Momentum like finishing a book, or completing any other major task. The trick to avoid losing that Momentum is to begin another book or another task before you complete the first one. Then you just shift your energy over to the next project that is already under way.

For more information on Robert's programs please visit www.jumpstartyourmeeting.com.

LEGACY SCHOLARSHIP

funded by



The Heart of America GCSA Legacy Scholarship Award offers educational aid to the *children and grandchildren of HAGCSA members*. Awards of \$1,500 each are funded by Turf Professional Equipment Company, the TORO Company. The award is administered by the Heart of America Board of Trustees. Applications will be reviewed by an independent committee consisting of three high school educators and three college administrators.

All decision of the committee will be final. Applicants will be notified of their status by mail. All scholarship award checks will be made payable to the applicant and his/her educational institution. If you are interested you may obtain an application from the HAGCSA website (www.hagcsa.org) or by calling the Association Office at 816-561-5323.



DEADLINE: AUGUST 31, 2009

Overland Park Golf Division Ebay Equipment Sale

The City of Overland Park's Golf Division is selling some of their golf course maintenance equipment on the ebay web site, www.ebay.com. The sale begins, on Wednesday, April 15th, (an easy day for all Americans to remember) and continues until the end of April.

You may inspect these items at the St. Andrews Turf Care Center, 10515 W. 135th Street in Overland Park, Kansas. If you have specific questions, please contact Chad Yankovich at the turf care center, 913.897.3805.

Overland Park, like many other communities has moved toward more environmentally friendly and cost effective ways of operating and maintaining their facilities. In conjunction with that, the golf division's SUV has been replaced with a hybrid vehicle, we no longer provide water coolers on each golf cart and we have upgraded to a more efficient snack bar cooking range. These replacements make these and other items available for sale.



Please visit www.ebay.com web site and place your bid.

- 1994 Ford F350 1-ton truck
- 2001 Toro Multi-Pro Spray Rigs (two available)
- Ryan Junior Sod Cutter
- 1997 American Gas Range
- Turfco Edger
- Turfco Edge-R-Rite Edger
- Ryan Spiker
- Ryan Mataway Overseeder
- Troy-Bilt Cultivator
- 2-Gallon Coleman Water Coolers (39 available)
- 1996 Jeep Cherokee Sport (Blue Book pricing \$1306.00 to \$1710.00)



1996 Jeep Cherokee Sport



1994 Ford F350 1-ton Pickup



2001 Toro Multi Pro sprayer (2)



Ryan Spiker



Ryan Jr. Sodcutter



Ryan Mataway Overseeder



1997 American Gas Range

April 15-30, 2009
 For more information call
913.897.3805
 To view equipment:
 St. Andrews Turf Care Center
 10515 W. 135th St.
 Overland Park, KS 66221



Troy Bilt Cultivator

Has Something Changed?

Be Sure to Report Job Changes and Other Moves to the HAGCSA. Call Kim at 816-561-5323.



Turfco Edger



2 gal Coleman Water Cooler (39)



Turfco Edge-R-Rite Edger