

P.O. Box 419264  
Kansas City, Missouri 64141  
816-561-5323  
816-561-1991 Fax  
kweitzel@swassn.com

Since 1933

Environmental  
Institute for Golf

Presidential Club

Heart of America Chapter

**GCSAA**

GOLF COURSE SUPERINTENDENTS ASSOCIATION OF AMERICA

*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.*

Volume 43, No. 11

December 2011

Common  
ground



**Heartland Green Industry Expo - Common Ground**

**Overland Park Convention Center**

**Overland Park, KS**

**Dec. 13-14, 2011**

**See You There!**

**(Registration Form Included on page 4)**

**Heart of America GCSA  
Officers and Board of Directors:**

**President:** Tim Nielsen  
Creekmoor Golf Club  
816.331.2621

**Vice President:** Todd Bohn  
Wolf Creek Golf Links  
816.331.3306

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913.897.3805

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**Matt Hemphill**  
Drumm Farm Golf Course

**Scott Johnson, CGCS**  
Shadow Glen, The Golf Club

**James Kennedy**  
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**Andy Klein**  
Kansas City Country Club

**Ryan Varns**  
Paola Country Club

**Special Directors:**

**Brian Rutledge**  
Wolf Creek Golf Links

**John Sheehe**  
Helena Chemical Company

**Dave Fearis**  
Agrium Advanced Technologies

**Chapter Delegate:**

**Jeff White, CGCS**  
Lake Quivira & Country Club

**GCSAA National Vice President:**  
**Sandy Queen, CGCS**  
City of Overland Park Golf Division

**GCSAA National Director:**  
**Bill Maynard, CGCS**  
Milburn Country Club

**HeartBeat Editor:**

**Tony Bertels**  
Orion Management Solutions

# PRESIDENT'S *Message*

Written by **Tim Nielsen**



Thank you to those of you who attended the recent HAGCSA Annual Meeting. I am sincerely honored to be chosen as your 2012 HAGCSA President. To join the ranks of the great past presidents who have come before me is humbling and I hope to lead as well as they have.

I would like to say "thanks" to Doug Melchior who has led our association through two of the most challenging summers we have ever encountered. His guidance, leadership and dedication to the HAGCSA's cause has benefited us all. Thank you Doug.

Congratulations to the newly elected and appointed super-intendent board members for the 2011-2012 term. You have the HAGCSA's full support. I look forward to working with you this year and helping you feel comfortable and be successful.

Congratulations to Andy Klein, the first ever assistant super-intendent board member. The addition of the assistant-held director's position is a turning point in HAGCSA's goal to involve assistant superintendents in the association's business. We as golf course superintendents hope this signifies how important we feel assistant superintendents are to not only HAGCSA but the golf industry.

Please take the time to thank the vendors who support the HAGCSA and its endeavors. We truly are blessed to have the backing of our vendor members. We could not conduct the business we do without their support.

Please note that we have a few outstanding events on the horizon. The Holiday Party will take place at the Argosy Casino, Dec. 2. To add to the excitement of having the party at the casino we have hired Kansas City's best comedian, Mike Baldwin. This will be one Holiday Party you will not want to miss. On your registration form you will also notice the fee to attend has been reduced compared to year's past.

The Heartland Green Industry Expo is also a must attend event. Paul Davids, CGCS, and the Education Committee have put together a seminar line-up that I believe is the best the conference has ever seen. Please make plans to attend the conference December 13 and 14.

Finally, as your new HAGCSA President, I ask you to be open and honest with me regarding the association's affairs. Please feel free to contact me regarding any matter. I feel confident any issues will be addressed in a timely manner.

**Tim Nielsen**, HAGCSA President  
timjnielsen@hotmail.com

# CONFERENCE SCHEDULE



December 13	IRRIGATION	TREES & ORNAMENTAL	RECERTIFICATION	GOLF
7:00am – 8:00am	<b>Registration &amp; Continental Breakfast</b>	<b>Registration &amp; Continental Breakfast</b>	<b>Registration &amp; Continental Breakfast</b>	<b>Registration &amp; Continental Breakfast</b>
8:00am – 9:00am	<b>Wire Locating &amp; Fault Finding in Irrigation Systems</b> Jeffrey Knight, Ewing Irrigation	<b>Nurturing a Seedling Through Some Challenging Years</b> Seth Smith, Rosehill Gardens	<b>Ornamental Pests &amp; Their Control</b> Jeff Haley, Landscape Industry Certified <b>Hours: 2, 3A, 3C</b>	<b>Golf Turf PTI (Professional Turf Intelligence)</b> Roch Gaussoin, University of Nebraska Frank Rossi, Cornell University
9:15am – 10:15am	<b>Valve Troubleshooting</b> Jeffrey Knight, Ewing Irrigation	<b>Raising the Tree to Maturity &amp; Keeping it Healthy</b> Matt Evans, Ryan Lawn & Tree	9:00am – 10:00am <b>Turf Pests &amp; Their Control</b> Jeff Haley, Landscape Industry Certified <b>Hours: 3B</b>	
10:15am–10:30am	<b>BREAK</b>	<b>BREAK</b>	<b>BREAK</b>	<b>BREAK</b>
10:30am –11:30am	<b>What's New in Irrigation</b> Representatives from Hunter, Rain Bird, Toro & Irritrol	<b>Proper Mulching Techniques</b> Dennis Patton, Johnson County Extension Office	<b>New Developments - Labels</b> Brad Fresenburg, University of Missouri <b>Hours: 2, 3A, 3B, 3C</b>	<b>Golf Turf PTI (cont.) (Professional Turf Intelligence)</b> Roch Gaussoin, University of Nebraska Frank Rossi, Cornell University
11:30am – 1:00pm	<b>TRADE SHOW &amp; Lunch</b>	<b>TRADE SHOW &amp; Lunch</b>	<b>TRADE SHOW &amp; Lunch</b>	<b>TRADE SHOW &amp; Lunch</b>
1:00pm – 2:00pm	<b>Low Voltage Lighting Basics</b> Darin Ayres, FX Luminaire	<b>A Colorful Landscape</b> Dr. Alan Stevens, K-State	1:00pm – 2:00pm <b>Pesticides &amp; Pesticide Waste</b> Bill Norris, Reinders <b>Hours: 2, 3A, 3B, 3C</b>	<b>Hardscapes: Why Do They Fail? Tips &amp; Tricks for "In-House" Cart Path Repair</b> Dave Howrey, Howrey Construction
2:15pm – 3:15pm	<b>Low Voltage LED Lighting: What Should I Know?</b> Tim McKay, Vista Professional	<b>Panel Discussion: What's Hot, What's Not</b> Michael Ashley, Jeff Goldsby, Tory Schwope, & Alan Stevens	2:00pm – 3:00pm <b>Safety</b> Bill Norris, Reinders <b>Part of Core Hour</b>	<b>Effects of Fertility on Turf Diseases</b> Lee Miller, University of Missouri <b>How Fungi Do Their Dirty Work</b> Megan Kennelly, K-State University
3:30pm – 4:30pm	<b>Drainage Basics, NDS/ADS</b>	<b>Proper Cultural Practices</b> Brad Fresenburg, University of MO	3:00pm – 4:00pm <b>Missouri State Laws Kansas State Laws</b> <b>Part of Core Hour</b>	<b>Research: Year in Review</b> Lee Miller, University of Missouri Megan Kennelly, K-State University
4:30pm – 6:00pm	<b>TRADE SHOW &amp; Networking Reception</b>	<b>TRADE SHOW &amp; Networking Reception</b>	<b>TRADE SHOW &amp; Networking Reception</b>	<b>TRADE SHOW &amp; Networking Reception</b>
December 14	CAREER	MANAGEMENT	RECERTIFICATION	GOLF
7:00am – 8:00am	<b>Registration &amp; Continental Breakfast</b>	<b>Registration &amp; Continental Breakfast</b>	<b>Registration &amp; Continental Breakfast</b>	<b>Registration &amp; Continental Breakfast</b>
8:00am – 9:00am	<b>Landscape Industry Certified Training – Math (Spanish &amp; English)</b> Anne Dercher, CLT, Summit Lawn & Landscaping; Jeff Haley, CLT, Landscape Industry Certified; Rodney St. John, PhD K-State University & Fernando Casas, CLP, Signature Landscape	<b>The Business of You!</b> Steve McClatchey Alleer Training & Consulting	<b>Serious Threats to Ornamentals</b> Chris Starbuck, University of MO <b>Hours: 2, 3A, 3C</b>	<b>The Business of You!</b> Steve McClatchey Alleer Training & Consulting
9:15am – 10:15am		<b>DOT: A Hands On View</b> Mark Maisch, Ryan Lawn & Tree	<b>What More Do We Know About Thousand Cankers Disease?</b> Chris Starbuck, University of MO <b>Hours: 2, 3A</b>	<b>Weather Any Storm: The Five Lies of Forecasting</b> Sara Croke, Weather or Not
10:30am –11:30am		<b>Leading a Team &amp; Leading Change Strategies for a Team, Department or Organization</b> Steve McClatchey, Alleer Training & Consulting	<b>New Research on Plant Growth Regulators (PGR)</b> Gary Custis, PBI Gordon <b>Hours: 3A, 3B, 3C</b>	<b>Leading a Team &amp; Leading Change Strategies for a Team, Department or Organization</b> Steve McClatchey, Alleer Training & Consulting
11:30am – 1:00pm	<b>TRADE SHOW &amp; Lunch</b>	<b>TRADE SHOW &amp; Lunch</b>	<b>TRADE SHOW &amp; Lunch</b>	<b>TRADE SHOW &amp; Lunch</b>
1:00pm – 2:00pm	<b>Student Career Days</b> Greg Davis, Kansas State University	<b>Microsoft Outlook: Tips, Tricks &amp; Best Kept Secrets</b> Steve McClatchey Alleer Training & Consulting	<b>Gary's Top Ten List</b> Gary Custis, PBI Gordon <b>Hours: 3A, 3B (2 hours each)</b>	<b>Defining a Cutting Edge Superintendent</b> Bob Brame, USGA
2:15pm – 3:15pm	<b>Job Fair</b>		<b>Brown Patch Management Strategies on Tall Fescue Lawns</b> Lee Miller, University of MO <b>Hours: 3B</b>	<b>The Good, Bad and Ugly – The Green Committee Unveiled</b> Bob Brame, USGA
3:30pm – 4:30pm		<b>Marketing Your Business Using Social Media</b> Rodney St. John, K-State University		<b>Hot Topic Round Table</b> Moderated by: Ty McClellan, USGA
4:30pm – 5:00pm	<b>Adjourned</b>	<b>Legislative Issues</b> Tony Weigel, Weigel Law Office, LLC	<b>Adjourned</b>	<b>Adjourned</b>

# REGISTRATION FORM

## Heartland Green Industry Expo: "Common Ground"

December 13-14, 2011 • Overland Park Convention Center • Overland Park, KS

### ASSOCIATION

I belong to the following Association or received my conference materials from (check the boxes that apply):

- Heart of America Golf Course Superintendents Association (HAGCSA)
- Mid-America Green Industry Council (MAGIC)
- Other: \_\_\_\_\_

### TYPE OF BUSINESS (please check one)

- |   |                                       |   |  |
|---|---------------------------------------|---|--|
| <input type="checkbox"/> Golf Courses       | <input type="checkbox"/> Irrigation   | <input type="checkbox"/> Nurseries              | <input type="checkbox"/> Colleges/Universities |
| <input type="checkbox"/> Lawn Care Services | <input type="checkbox"/> Sod Products | <input type="checkbox"/> Parks & Recreation     | <input type="checkbox"/> Public Schools        |
| <input type="checkbox"/> Sports Fields      | <input type="checkbox"/> Landscapers  | <input type="checkbox"/> Manufacturing/Supplies | <input type="checkbox"/> Other                 |

### PLEASE PRINT OR TYPE (one name per form – copy form if needed)

Name \_\_\_\_\_ Organization \_\_\_\_\_

Organization Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Daytime Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

### REGISTRATION & FEE

	Member	Non-Member	
<input type="checkbox"/> Full Conference .....	\$180	\$230	\$ _____
<input type="checkbox"/> One Day Only: <input type="checkbox"/> December 13 <input type="checkbox"/> December 14 .....	\$100	\$150	\$ _____
<input type="checkbox"/> Half Day + Lunch: <b>December 13:</b> <input type="checkbox"/> AM+Lunch <input type="checkbox"/> Lunch+PM or <b>December 14:</b> <input type="checkbox"/> AM+Lunch <input type="checkbox"/> Lunch+PM	\$75	\$125	\$ _____
<input type="checkbox"/> Student - Full Conference.....	\$50	\$50	\$ _____
<input type="checkbox"/> Student - One Day Only: <input type="checkbox"/> December 13 <input type="checkbox"/> December 14 .....	\$25	\$25	\$ _____
<input type="checkbox"/> MAGIC - Kick-Off Reception (December 12, 4pm, Sheraton Hotel) .....	\$25	\$25	\$ _____
<input type="checkbox"/> Late Fee (after December 1 = cost + fee): .....	\$25	\$25	\$ _____
<input type="checkbox"/> Walk-In Fee (Onsite Registration = cost + fee): .....	\$50	\$50	\$ _____
		<b>TOTAL</b>	<b>\$ _____</b>

### TRACK PREFERENCE (please select one)

In order to accommodate seating for each session, we would like to know what "track" you plan to attend most:  Sports Turf  Recertification  Golf  Management  Irrigation/Trees

### PAYMENT

- Check Enclosed (check made payable to: Heartland Green Industry Expo). Payment must accompany registration form.
- Invoice my Organization (By invoicing; you must be a member of one of the co-host associations and agree to pay total amount due by December 1, 2011. Invoicing not permitted after December 1.)

### CANCELLATION / REFUND POLICY

If cancellation is necessary, substitutions are permitted. A written request for a refund must be received on or before December 1, 2011. The amount refunded will be less a \$25.00 processing fee. No refunds will be made after this date. Mail your request to the Mgmt. Office: P.O. Box 419264, Kansas City, MO 64141.

### DEADLINE

Mail or Fax Registration with Payment on or before **December 1, 2011**, to the: Heartland Green Industry Expo, P.O. Box 419264, Kansas City, MO 64141, Fax: 816-561-1991

## TAKE ADVANTAGE

- Register three or more people *from the same company* and receive **10% OFF** your total registration fee!
- Members can sign-up their **staff at the member pricing**.
- Pre-Register for the "Full Conference" or "Day-One; Full Day" (Dec. 13) by registration deadline (Dec. 1) and you'll receive a raffle ticket which will enter you into the drawing for a plasma TV, IPAD, digital camera, gift cards and more! (Raffle will be held December 13 at 5:30pm. *Must be present to win.*)





# HOLIDAY PARTY

## Argosy Casino & Hotel



**December 2, 2011**

6:00pm/Registration  
 7:00pm/Dinner  
 7:45pm/Program  
 8:30pm/Comedian, Mike Baldwin  
 9:30pm/Raffle  
 10:00pm/Try your luck at the Casino

~ Registration Form Enclosed ~

**\$50 per person**

(spouses & significant others welcome)

**TITLE SPONSORS**



# MONEY BACK IN YOUR POCKET

The Heart of America GCSA is now accepting applications for the Employee Awards Program to help offset some of the cost of school for *those who are full-time employees taking turfgrass classes.*

Application and criteria can be downloaded from the website at: <http://www.hagcsa.org/employeeawards.htm>

Deadline is January 31, 2012.



## CALLING ALL VENDORS (Two Associations – One Location – Be There!)

The Heart of America Golf Course Superintendents (HAGCSA) and the Mid-America Green Industry Council (MAGIC); have joined forces for the seventh annual Heartland Green Industry Expo. Uniting both associations is for the betterment of the turf industry, its members and affiliates. This expo and conference will attract record numbers of lawn and landscape companies, golf course superintendents and irrigation contractors.

Don't miss this opportunity to exhibit and be a sponsor at the biggest event of its kind in the Heartland. Our attendees want to see your new products and equipment; so expand your exposure by purchasing more than one booth, or consider one of the mini-islands or large-island spaces (with our new reduced rates) outlined in the attached exhibitor information kit. You'll want to make your reservation right away to assure your company a place.

**Be where your customers will be on December 13-14, 2011,  
at the Overland Park Convention Center!**

We look forward to seeing you there.

If you have any questions, please don't hesitate to contact Kim Weitzel, Executive Director, at 816.561.5323 or [kweitzel@swassn.com](mailto:kweitzel@swassn.com).

### **REDUCED RATES!**

<b>Island (20x40)</b>	\$2,250
<b>Mini-Island (20x20)</b>	\$1,400
<b>Booth (10x10)</b>	\$650
<b>Additional Booth</b>	\$300

Common  
ground

# EXHIBIT RATES & FLOOR PLAN

## Heartland Green Industry Expo: "Common Ground" December 13-14, 2011 • Overland Park Convention Center • Overland Park, KS

Want to cut your cost, travel and time out of the office? . . . Exhibit at the Heartland Green Industry Expo where the top turf related associations in the heartland area are joining forces to present one of the largest conference and expos of its kind. It's one fee for exposure to several hundred attendees and multi associations at one time. Our attendees (lawn and landscape companies, golf course superintendents, irrigation contractors, and sports turf managers) are eager to see your products and equipment; so consider multiple booths for maximum exposure. Make your booth(s) selection by completing the exhibit contract on the following page; then mail or fax to the Heartland Green Expo Office. It's first-come, first-served; so don't delay. *(First priority will be given to contracts received with payment.)*

### EXHIBIT RATES

Island (20x40)	\$2,250
Mini-Island (20x20)	\$1,400
Booth (10x10)	\$650
Additional Booth (10x10)	\$300



### EXHIBIT HALL DECORATOR

The official show decorator is Geo. Fern Co. Upon receipt of your paid reservation agreement, The Association Office will notify Geo. Fern Co. and an exhibitor-kit with order forms and services will be mailed to the *contact name* on the Exhibit Contract. Geo. Fern Co. can also be reached at (816) 221-0525.

**George Fern Company**  
Expositions • Corporate Events • Exhibits  
Nationwide

- Banner Stands
- Table Throws
- Pop Up Displays
- Golf Course Sponsor Signs

816-221-0525      www.georgefern.com  
751 Wyoming Street      Kansas City, Missouri 64101

### REPRESENTATIVES

- Island — 20'x40' (5 representatives included)  
Includes: (8) 8ft tables, sixteen chairs, trashcan and basic signage
- Mini-Island — 20'x20' (4 representatives included)  
Includes: (4) 8ft tables, eight chairs, trashcan and basic signage
- Booth — 10'x10' (2 representatives included)  
Includes: 8ft table, two chairs, trashcan and basic signage
- Additional Booth — 10'x10' (1 representative included)  
Includes: 8ft table, two chairs, trashcan and basic signage

\*\*\*Additional Booth Representative(s) — \$75 per rep / per day

### EXHIBIT RATES INCLUDES:

Exhibit rates include: two continental breakfasts, two lunches, one coffee break, one reception and registration materials (per rep.). Please note the "Representatives" section above, for allotment of representatives and materials provided.

### SHOW HOURS

#### Move In

Monday, December 12, 2011  
Islands & Min-Islands: 11:00am – 6:00pm  
Booths: 2:00pm – 6:00pm  
(Note: Doors will be closed at 6:00pm)

#### Show Hours

Tuesday, December 13, 2011  
11:30am – 1:00pm  
4:30pm – 6:00pm  
Wednesday, December 14, 2011  
11:30am – 1:00pm

#### Networking Opportunities

Tuesday, December 13, 2011  
7:00am – 8:00am (continental breakfast)  
10:15am – 10:30am (break)  
Wednesday, December 14, 2011  
7:00am – 8:00am (continental breakfast)

#### Dismantle

Wednesday, December 14, 2011  
1:00pm – 6:00pm

### FREE SEMINAR REGISTRATION

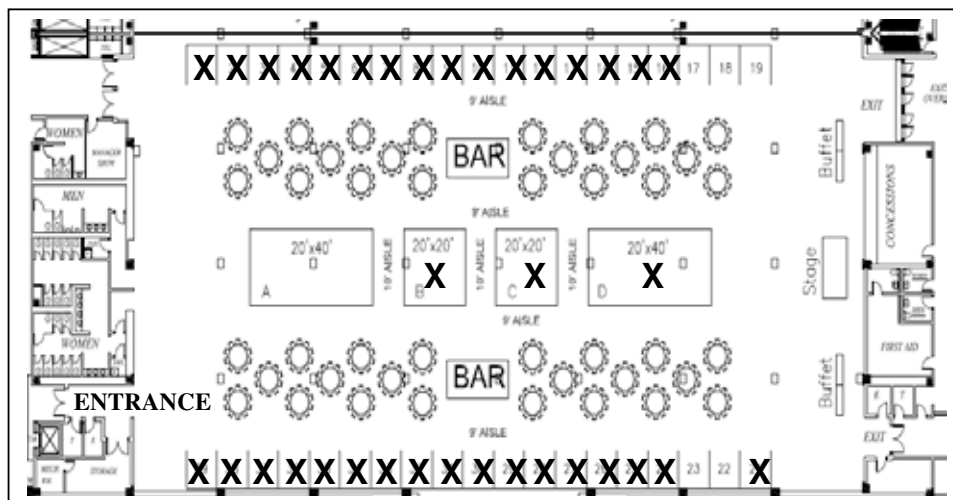
As an exhibitor, you're provided the opportunity to attend the education sessions FREE of charge. Please indicate on your exhibit contract if you plan to attend, so we can make accommodations for seating and materials.

### SOLICITATION

No solicitation will be allowed on the showroom floor unless a booth or island has been purchased. Those that don't adhere to this rule will be asked to leave the exhibit hall, at the discretion of the conference committee.

### ATTENDEE LIST

To follow-up with your trade show contacts, a complete list of attendees will be sent electronically (to the email address indicated on the Exhibit Contract), after the conference.



# CONTRACT FOR EXHIBIT SPACE

Heartland Green Industry Expo: "Common Ground"  
December 13-14, 2011 • Overland Park Convention Center • Overland Park, KS

## INSTRUCTIONS

Please complete contract and return to the Association office with your check in the amount indicated below. This agreement becomes effective when it is approved, accepted and signed by the Association. This agreement, dated \_\_\_\_\_ is made between the Heartland Green Industry Expo: Common Ground Committee and \_\_\_\_\_ (*Exhibiting firm*).

In consideration of the sum indicated below as booth rental price, the Heartland Green Industry Expo leases space in their exhibit area pursuant to the Rules and Regulations as defined and published as they appear in the attached document, and which are made a part hereof. Heartland Green Industry Expo hereby assigns the required space(s), but the Exhibitor grants Heartland Green Industry Expo the right to alter locations if and as necessary to create a more effective exhibit, subject to the approval of the Exhibitor. Exhibitor is entitled to standard booth equipment as defined in the Rules and Regulations. Such equipment will be provided ONLY when ordered by means of the order form to be included in the Exhibitor packet. Exhibitor understands and agrees that expenses for trucking and handling of exhibit materials and equipment into and out of the exhibit building; for erecting and decorating the display; for electrical service and power; and for all other costs incidental to operation of the exhibit, are not part of the show fee and are paid separately by Exhibitor to the Official Contractor or suppliers of these services.

## APPLICATION (Fully complete the information below exactly as it should appear in the show program and all official listings.)

Company Name \_\_\_\_\_ Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_ E-mail \_\_\_\_\_

List Representatives Attending (**Booth/2; Mini-Island/4; Island/5**) 1) \_\_\_\_\_ 2) \_\_\_\_\_

3) \_\_\_\_\_ 4) \_\_\_\_\_ 5) \_\_\_\_\_

★Place a star next to those reps. that will be attending the educational seminars (free of charge). Need for headcount.

## BOOTH ASSIGNMENT AND PAYMENT SCHEDULE

Exhibit Space Requested: 1<sup>ST</sup> \_\_\_\_\_ 2<sup>ND</sup> \_\_\_\_\_ 3<sup>RD</sup> \_\_\_\_\_ 4<sup>TH</sup> \_\_\_\_\_

### BOOTH COST

\_\_\_\_\_ # of Islands x \$2,250 \$ \_\_\_\_\_

\_\_\_\_\_ # of Mini-Islands x \$1,400 \$ \_\_\_\_\_

\_\_\_\_\_ # of Booths x \$650 \$ \_\_\_\_\_

\_\_\_\_\_ # of Additional Booths x \$300 \$ \_\_\_\_\_

\_\_\_\_\_ # of Additional Booth Reps. \$ \_\_\_\_\_  
(list reps. in next column)

TOTAL AMOUNT DUE \$ \_\_\_\_\_

### ADDITIONAL BOOTH REPS. (\$75 per person; per day)

\_\_\_\_\_  Dec. 13  Dec. 14

\_\_\_\_\_  Dec. 13  Dec. 14

\_\_\_\_\_  Dec. 13  Dec. 14

\_\_\_\_\_  Dec. 13  Dec. 14

\_\_\_\_\_  Dec. 13  Dec. 14

~ ALL APPLICATIONS FOR EXHIBIT SPACE MUST ACCOMPANY AT LEAST A 50% DEPOSIT ~

## PAYMENT:

Check (Full Payment)  Credit Card (Full Payment)  50% Deposit now and I agree to pay remaining balance on or before December 1, 2011.

Check Enclosed (made payable to Heartland Green Industry Expo)

Card No. \_\_\_\_\_ Exp.: \_\_\_\_\_ Security Code: \_\_\_\_\_ Name on Card: \_\_\_\_\_

## ACCEPTANCE OF RENTAL TERMS AND ACKNOWLEDGEMENT OF RULES AND REGULATIONS

We (Exhibiting Firm) hereby acknowledge that we have read, understand and accept the terms and conditions for exhibiting as set forth here and in the rules and regulations which are a part hereof, and will abide by such rules and regulations and any amendments thereto as published from time to time by exhibit management for governing this show.

**For: Exhibiting Firm**

Signature \_\_\_\_\_

Name (printed) \_\_\_\_\_

**For: Heartland Green Industry Expo: Common Ground**

Space no(s). \_\_\_\_\_ Date \_\_\_\_\_

Signature \_\_\_\_\_

Mail or Fax Exhibit Contract with your payment to: Heartland Green Industry Expo, P.O. Box 419264, Kansas City, MO, 64141; Fax: 816-561-1991  
**on or before December 1, 2011.**



## MEET YOUR 2011-2012 BOARD of DIRECTORS



### **PRESIDENT**

**Tim Nielsen – Creekmoor Golf Club**

### **VICE PRESIDENT**

**Todd Bohn – Wolf Creek Golf Links**

### **SECRETARY/TREASURER**

**Steve Wilson, CGCS – Meadowbrook Country Club**

### **IMMEDIATE PAST PRESIDENT**

**Doug Melchior – Overland Park Golf Course**

### **DIRECTORS**

**Brad Gray – Mission Hills Country Club**  
**Public Relations**

**Matt Hemphill – Drumm Farm Golf Course**  
**Tournaments**

**Scott Johnson, CGCS – Shadow Glen, The Golf Club**  
**Education**

**James Kennedy – Ironhorse Golf Club**  
**S&R Tournament**

**Andy Klein – Kansas City Country Club**  
**Membership**

**Ryan Varns – Paola Country Club**  
**Programs & Meetings**

### **SPECIAL DIRECTORS**

**Brian Rutledge – Wolf Creek Golf Links**  
**Employee Tournament & Assistant Program**

**John Sheehe – Helena Chemical Company**  
**MO Cup Challenge**

**Dave Fearis – Agrium Advanced Technologies**  
**Vendor Liaison**

### **EDITOR**

**Tony Bertels, Orion Management Solutions**

### **CHAPTER DELEGATE**

**Jeff White, CGCS – Lake Quivira Country Club**

### **NATIONAL GCSAA VICE PRESIDENT**

**Sandy Queen, CGCS – City of Overland Park**

### **NATIONAL GCSAA DIRECTOR**

**Bill Maynard, CGCS – Milburn Country Club**





Lake Quivira Country Club hosted the 2011 Annual Meeting.



# ANNUAL MEETING

November 8, 2011

Lake Quivira Country Club



Fifty members attended this year's annual meeting.



Bill Maynard, CGCS, and Sandy Queen, CGCS, provide members with a GCSAA update and their platform for the upcoming national election.



Tallying the votes.



On behalf on the membership, Tim Nielsen thanks Doug Melchior for his two year service as President.

*Special Thanks to our Event Sponsor!*



Scott Johnson, CGCS, turns the gavel over to the newly elected 2011/2012 President, Tim Nielsen, Creekmoor GC.



The votes are in! Please welcome your newly elected board of directors for 2011/2012. Congratulations!

## Common Ground Conference Report

By Paul Davids, CGCS, Director

The Common Ground Conference will be held at the Overland Park Convention Center December 13 and 14. The educational line-up is outstanding and there will be valuable information for everyone that attends. The majority of changes this year were made in the area of the trade show. We have already had a great amount of support shown by vendors this year. The trade show floor will be full. As I write this article, there are only a few booth spaces remaining. It is important for the continued success of the Common Ground Trade Show, that all attendees visit the show floor and interact with all of the vendors, talk with them about their new products and let them know how important they are to the success of the conference overall. I guarantee that if we did not have the support they provide, the cost for your education would be higher. It is vital to our continued success that you support our vendors as strongly as they support us. The vendors are excited to be here and look forward to meeting with you.

I know that times are tough in the golf market today. We must continue to provide outstanding conditions on significantly smaller budgets. The education that is available to you at the conference this year will provide you with the knowledge to continue your success in our industry. The overall cost is low for the opportunities that will be provided. If you have not yet signed up to attend the conference, do it today. If you are not there, you will



miss out on two days of outstanding education as well as a newly re-energized trade show.

Again this year, we will be having the raffle drawing during the Networking Reception on Tuesday, Dec. 13th. You need to pre-register by Dec. 1 to get your raffle ticket. If you want extra opportunities to win the outstanding array of prizes that we will have, you will be able to purchase tickets prior to the raffle. There will be a large screen television, an iPad 2, and several other prizes that will be offered.

As you plan your schedule, be sure to attend the conference and allow time to visit with the vendors on the trade show floor. There are several new companies participating this year, and it is the best opportunity for you to learn what everyone can offer you to help you be more successful in your job.

### PRP

## Partner Recognition Program Recap

By Todd Bohn, Vice President

On behalf of all of the members of the Heart of America Golf Course Superintendents Association and the Board of Directors, we would like to express our sincere thanks to all of our contributing vendors that participated in the PRP program in 2011. Without your commitment our Association would not be able to function and be one of the leading GCSAA chapters in our area. The new PRP booklet for

2012 has been mailed and it is our hope that you will participate again in 2012. Thanks again for all of your dedication and willingness to help our chapter thrive during these tough economic times. It is a true testament to the dedication that you, our vendors, show and provide.

Thanks again, **Todd Bohn**



**PLATINUM PARTNERS**



**GOLD PARTNERS**



Bayer Environmental Science



**SILVER PARTNERS**





# HOLIDAY PARTY

**DATE:** Friday, December 2, 2011

**LOCATION:** Argosy Casino Hotel  
777 NW Argosy Parkway  
Riverside, MO 64150  
Room: Casablanca/Cordoba (upper level – top of escalator)

**SCHEDULE:** 6:00 p.m. - Registration & Cocktails  
7:00 p.m. - Dinner  
7:45 p.m. - Program & Awards  
8:30 p.m. - Entertainment: Comedian, Mike Baldwin (PG-13 show)  
9:30p.m. - Raffle  
10:00p.m. - Try your luck at the Casino

**COST:** \$50.00 per person (spouses and significant-others are welcome to attend.)

**ROOM BLOCK:** The Argosy has extended a discounted room rate of \$129 for a block of 10 rooms if you wish to stay the night.  
Make your own reservation by calling 1-800-270-7711 and state you're with the "Golf Course Superintendents".  
**Room Block Deadline: November 12, 2011.**

**FREE HAGCSA Membership** - A separate drawing will be held for three free HAGCSA 2012 Memberships in categories A/B, C, AF  
Must be present to win.

**DRESS CODE:** Business casual

**RESERVATIONS:** Mail, Fax or Email Reservation no later than Monday, November 28.

Yes, I/we plan to attend the Holiday Party!

Attendee(s): \_\_\_\_\_ Spouse/Significant: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Head Superintendent or person to invoice and/or contact: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**PAYMENT:**

Check Enclosed     Invoice(\*)     Credit Card: No.: \_\_\_\_\_

Exp.: \_\_\_\_\_ Security Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_

**POLICY:**

- > 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.
- > Cancellation refunds will not be provided within 24 hours of event.
- > "No Shows" will be billed.

Complete form and Mail, Fax or Email no later than Monday, November 28 to:  
**Heart of America GCSA**  
P.O. Box 419264, Kansas City, MO 64141-6264  
816-561-5323/phone; 816-561-1991/fax; www.hagcsa.org



*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.*

## Bill Maynard, CGCS, GCSAA National Director

I am honored to be nominated for a second term as Director by my peers of the Heart of America Chapter of the Golf Course Superintendents Association of America. Having had the opportunity to serve our association has been an incredible learning experience. The past two years have been an experience I will always cherish. Thank you for allowing me the opportunity to serve thus far. It has been a very memorable two years.



GCSAA is moving forward despite the difficult economy. The association has weathered other storms in the past, and I am confident that GCSAA will do more than "just survive" this current economic downturn. I continue to support prudent business practices within the association's control to keep spending inside the confines and boundaries that our dues can support.

GCSAA is quickly gaining a greater role in the global game of golf. We have become a part of golf's landscape making alliances stronger with our industry partners. By creating new relationships and fostering old, GCSAA is working with industry partners like never before. This collaborative effort is a key to our future success.

The strategic vision of the Board of Directors is set for success. I support our new print and electronic media efforts that will increase the importance of Superintendents in this complex industry. The "My GCSAA" campaign will highlight the superintendent's success and their importance to the game of golf. The recent expansion of field staff has been very successful. The chapter outreach team completed 23 chapter visits and various individual member site visits in the month of June alone. In all, 116 chapter/member visits have been completed by our outreach team in just 20 weeks. I support the chapter outreach program which continues to put a face on the national association for the local chapter to utilize. The association's work in helping local chapters become more effective is another important factor to our future success.

Lastly, I fully support Rhett and the hiring of a new COO to manage the day-to-day operations at headquarters. Rhett has successfully hired countless management personnel in his past and I am confident he will continue to build a successful management team inside headquarters.

It is my desire to continue to position the golf course superintendent as vital part to the game of golf. I will listen to our members, work to understand your needs and represent you to the best of my ability. It is a great honor to serve you and the association. I am committed to contributing to our profession and to our association. Thank you for your consideration and your support.

## Sandy Queen, Vice President of GCSAA

As I seek your support for the office of President of the Golf Course Superintendents Association of America, I want to thank you and acknowledge that my Board service has been quite the experience. It has been an opportunity of a lifetime. Serving the men and women of GCSAA is truly an honor and privilege.



During my time of service on the Board, GCSAA and golf have been under significant pressure from a declining golf market and economy. These have caused real hardships for our members and facilities. Like most superintendents, I am not one to easily throw in the towel and surrender. I want to dig deep and look for sustainable solutions. I have always taken pride in the fact that golf course superintendents are problem solvers and that we excel at finding creative solutions.

I know many of our members and their families are truly hurting during these tough times. It is times like these where the greatest benefit of belonging to a caring organization like GCSAA is so important. The ability to share our experiences, successes and failures for the good of our members is a long-standing tradition of the GCSAA. These were the principles of Colonel John Morley, our founder of GCSAA. It was his vision to form an organization for the benefit and benevolence of its members; an organization with the ability to share information for the good of our members as well as for the good of the game.

In spite of these challenges, we have been able to streamline many of the basic services of GCSAA to help meet our member's needs. I remain committed to full implementation of the Field Staff program, quality education, environmental leadership and continuation of our credentialing program like Class "A" and Certification. It is important to continue to position the superintendent as one of the keys to a successful golf course operation, as we manage the largest asset at the course. We must continue to have superintendents "at the table" where key decisions are being made.

As I seek your support, I want you to know that I will continue the work of building strong, productive and meaningful relationships with our allied golf associations. I feel strongly that by working together with the PGA of America and the United States Golf Association, we stand the best chance to reverse the negative trends that are impacting each of us and the game itself.

I would like to thank the Heart of America GCSA for their support of my Board service and also to all who have served our association so well in the past. For it is on the strong foundation laid in the past that has allowed us the

**Continued on next page**



## Holly Jolly Christmas!

By Tony Bertels

Have a holly jolly Christmas  
It's the one time of the year  
You don't know if there'll be snow  
That staff will have to clear

Have a holly jolly Christmas  
As you walk out on your greens  
Say hello to mold in snow  
No PCNB means

Oh no!  
Your greens are slow  
Stimping at a three?  
Lower your mowing height  
Kiss'em bye for me

Have a holly jolly Christmas  
Better drink a bunch of beer  
Cause by golly  
It'd be folly  
Letting guards down this year!

*Happy Holidays!*

## Support Your 2011 HeartBeat Advertisers

### Agrium Advanced Technologies

913-424-3626

### Commercial Turf & Tractor

800-748-7497

### Helena Chemical Company

913-541-1310

### Herfort Norby Golf Course Architect

952-361-0644

### John Deere Golf & Van Wall Equipment

816-695-8715

913-397-6090

### Kansas City Turf Supply

913-915-2994

### Professional Turf Products

952-887-7142

### Pump Station Service

816-210-8140

### Rasmuson Contracting Services

913-568-7797

### Reinders, Inc.

913-238-0869

816-977-9853

816-225-7235

### Supreme Turf Products

913-829-3611

### Turf Werks

515-270-8300

### Urban Tree Specialist

816-214-8327

### Vermeer Great Plains

1-800-932-3655

### Winfield Solutions

816-457-0786

### Williams Lawn Seed, Inc.

816-863-1372

## Vendor Appreciation Event Recap

*James Kennedy, Director*

Thanks to all those who were able to attend the Happy Hour Vendor Appreciation at Meadowbrook. I hope everyone was able to mingle and thank our vendors that support us as well as the Heart of America. There were 45 attendees for the Happy Hour portion and 21 were able to get out for nine holes of golf.

I would like to thank Steve Wilson and the Meadowbrook staff for putting this event together. Steve and his team had the course looking great and appreciate letting us get out for a few holes. If you were unable to attend please thank your vendors the next time you see them. We have had a challenging couple of growing seasons and they have stepped up and supported us through these times. Thanks again and I hope to see everyone at the Common Ground in December.

### GCSAA Candidates - cont.

opportunities that we have today. I am committed to growing and protecting the game of golf while promoting the role of the Golf Course Superintendent in the business of golf.

I am asking for your support of my candidacy for President of GCSAA.

## *Value of membership, member standards, field staff highlight agenda*

# *Variety of Items Discussed at GCSAA Chapter Delegates Meeting*

"Ask and you shall receive" was the theme for the 19th GCSAA Chapter Delegates Meeting conducted Oct. 28-30 at GCSAA headquarters in Lawrence, Kan., and the Airport Hilton in Kansas City, Mo.

Association executive staff and elected leaders solicited feedback and frank discussion on a multitude of topics and charged attendees to communicate with their respective chapters upon their return home. GCSAA Vice President Sandy Queen, CGCS, set the tone in his welcome to the delegates saying, "We want to hear from you. It is vital that you share this information with your chapters."

Second-year delegate Tim Powers, CGCS, representing the GCSA of Northern California, appreciated the forum which gave him the opportunity to learn more about GCSAA programs and the priorities of the association. "It's obvious that we have terrific leadership that is extremely qualified and doing good things during these challenging times," Power said.

As is traditionally the case, approximately one-third of the delegates were attending the meeting for the first time. The mixture of experience among attendees created a positive environment for interaction, learning and information sharing.

"It gives you a sense of ownership and having a say," said first-time attendee Class A member Troy Martin of the Miama Valley GCSA. "The Board and staff have done a fantastic job in creating an environment to contribute and share ideas. I attended the Leadership Academy last year and I left impressed with what GCSAA was doing for the members. This meeting only reinforces that. I'm energized to go back to my chapter to share the information."

### **Value of Membership**

GCSAA President Bob Randquist, CGCS, repeated a message that he has emphasized throughout his term in office: GCSAA must enhance the value of membership and demonstrate it to the members. He outlined several new programs implemented in the past year including expansion of the field staff program, creation of a new job board, growth of social media, a new website, new resources to enhance sustainability of the golf facility and the online Self Assessment Tool to measure member competency and identify resources to facilitate improvement.

This discussion and an open town hall meeting format generated many suggestions as to how GCSAA might increase and demonstrate value, with many ideas focused on delivering value at the chapter level through field staff and enhanced use of technology.

Second-year delegate Jeff Berg, Class A member representing the Virginia GCSA, said the many ideas offered were a by-product of the Board's willingness to listen and engage the delegates. "Sometimes it's good to shake things up a little," Berg said. "Stirring the pot is not necessarily a bad thing if it's done positively. We came out of the weekend with items on which both GCSAA and the chapters can take action."

### **Field Staff Expansion**

Randquist elaborated on the field staff program, noting that four regions (Florida, Great Lakes, South Central, Southwest) were staffed and two more would be assigned by the end of 2011 (Northeast, Northwest). All nine GCSAA regions are slated to have resident field staff by the end of 2013. He said the directive for the program remains unchanged: to create a greater link between the association and its chapters – something he believes is happening "to an even greater degree" than he had expected this early in the program.

GCSAA staff also provided several examples of the activities where field staff have helped to facilitate chapter effectiveness through association programs including strategic planning, advocacy, membership growth and allied association relations. A roundtable discussion was conducted among smaller groupings of delegates to examine areas for opportunity and measures of success for field staff. The feedback was loud and clear that the program had great potential to create an even greater impact in the future.

"I was one of the early naysayers," Minnesota GCSA delegate Kevin Clunis, CGCS said. "But once we began hearing about the successes and how it was helping chapters, my president asked me 'how fast can we get ours?' I'm sold on it."

### **Member Standards: 10 Years Later**

For Randquist, the meeting featured a bit of a "Back to the Future" moment with the introduction of the Member Standards Advisory Group which has been formed to take a strategic look at the impacts the membership standards have had on the association and its members. It has been 10 years since members approved the implementation of member standards by a 3 to 1 margin. Randquist, who served on the group that coordinated the development of those standards, said the current board felt the review was prudent, but not based on any preconceived notions.

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# CONFERENCE & TRADE SHOW

## National Conference

February 27- March 2, 2012  
Las Vegas Convention Center  
For conference details, visit:  
<http://www2.gcsaa.org/conference/>



Las Vegas



One Block from the Convention Center

## Hospitality Suite

February 29, 2012  
8:00pm – 11:00pm  
Las Vegas Hilton Hotel  
3000 Paradise Road  
Las Vegas, NV, 89109  
**Room: Ballroom E**

## Room Block

Las Vegas Hilton Hotel  
3000 Paradise Road  
Las Vegas, NV, 89109

Rates (plus tax/fees)  
\$119, Friday, Feb. 24-Sunday, Feb. 26  
\$149, Monday, Feb. 27-Saturday, March 3

Make your reservation by contacting Kim Weitzel at 816-561-5323.

“Ultimately there may be no changes to the standards,” Randquist said. “But, the Board felt enough time had passed since the implementation that we could get some feedback on the impact. We selected the advisory group, but that is as far as we went. What they find will not be directed by the Board.”

The group, which will work independent of the Board, will review the impact of the standards to determine if the goals are being met, if there have been any unintended consequences, and make recommendations to the Board on a future course of action in regards to standards. The 11-member group will be chaired by GCSAA Past President Sean Hoolehan, CGCS and with GCSAA Past President Tim O’Neill, CGCS serving as vice-chair. It will feature a diverse cross section of the membership including certified members, Class A, SM and C representatives. There is no firm deadline for the group’s report, but an update on the group’s progress will be delivered at the 2012 Chapter Delegates Meeting.

**Additional Discussion Items/Activities**

- It was announced that beginning Nov. 1, GCSAA webcasts would be free of charge for all members.

- It was announced that members wishing to apply for certification can now do so immediately upon attainment of Class A status. The additional requirements of one year as a Class A and 5.0 education points have been removed.
- GCSAA continues to grow its collaboration with allied golf associations to strengthen the game of golf. It is imperative that representatives of those organizations on the facility level work in the same fashion to affect positive change as well.
- Newly appointed chief operating officer Richard Konzem was introduced.
- Candidates running for board and officer positions made presentations and hosted breakout discussions.
- An in-depth presentation on GCSAA government relations efforts revealed collaboration among staff chapters, and allied associations is having a positive impact.
- Four chapters made presentations on programs they instituted with the assistance of GCSAA resources in the areas of BMP development, media/public relations, strategic planning and government relations.

## LAST CHANCE TO ENTER!

Do you want to be “one of the four” big winners of a \$250 gift card (right before Christmas)!? Simply participate in the 2011 Tony’s Teasers trivia game.



Each answer will pertain to something related to our industry, terminology we would recognise, a golf course, or even a local member (or a play on their name). The answer can be a person, place or thing. These members had the correct answers to November’s Tony’s Teaser:

**November’s Clue:** Dirty up a representative portion  
**Answer:** Soil Sample

Winners for November:

- Paul Davids, CGCS
- Mike Kipper
- Tim Nielsen
- Bill Irving
- Dylan Senn

Every month I will supply a clue. You must then come up with the correct response and submit your answer via the website only ([www.hagcsa.org](http://www.hagcsa.org)) prior to the answer being supplied in the next edition. Correct responses will entitle an entry (one entry per correct response) into the drawing. If you solve each month’s riddle, your name gets put in the hat that many times; increasing your odds at this fabulous shopping spree. You must be present at the Holiday Party to win; so everyone better get in the spirit of the season! All members in good standing are eligible to enter.

**December Teaser: Big Cat’s Cut of the Take**

**Answer:** \_\_\_\_\_

**Hint: Merry Christmas! It’s a place.**

# The Second Mouse Gets the Cheese

By Robert Evans Wilson, Jr.

My title this month is a funny metaphor for a common opinion that I found written on a bathroom wall. The understood part of the graffiti is that the first mouse must die springing the trap before the second one gets the prize.

After observing big failures, it's human nature to be a little wary of trying new things. Fear of failure tends to make us less likely to take risks even if we're not putting our lives in jeopardy. No one likes to lose money, or even lose face on an idea that doesn't work.

Another anonymous bathroom wall writer phrased the same sentiment this way: "Eagles may soar, but weasels are never sucked into airplane engines." In short, many people are motivated by security. And, when I observe the differences between my two sons, I can see how it happens.

My first son, by virtue of birth order, had to be a trail blazer. He was first to play soccer, baseball and basketball, attend Cub Scouts and go to school. Meanwhile, my second son, forced to sit on the sidelines and watch, enjoyed all the benefits of seeing his big brother struggle, thus learning what to avoid. When his turn to try those things finally arrived, he was prepped and succeeded quickly and easily.

A second mouse rarely leaves his comfort zone. "Uh, go ahead...you try it first. I'll just stay over here in my safe cozy world and watch. If you don't die, and it looks like there's something to gain, then maybe I'll try it."

I think Mark Twain said it best, "A man with a new idea is a crank – until the idea succeeds."

A desire for security, and its accompanying risk avoidance, keeps us from even testing our potential. I remember when I started my first advertising business, many of the writers and graphic designers I knew would say to me, "I wish I could be self-employed like you and have the freedom to set my own hours. If I could just find one client, I could quit my job."

I always responded by saying, "You're not going to find that client until you quit your job. There's nothing more motivating than a mortgage payment at the end of the month, to get you out there and find one. As long as you're comfortably receiving a steady paycheck, you're not going to take that risk." More than any other characteristic, it is the willingness to take risks that defines the innovator. Today our sluggish economy is screaming for some innovation. Unfortunately, at the same time, our society is shunning risk like never before.

As we have become wealthier as a nation, we have become more comfortable, and less risk tolerant. Meanwhile our government - always moving with the will of the people - has attempted to secure that comfort for us in the only way it knows how.

In the name of protecting people, our government has stepped up regulation on business to the point that it has stifled innovation. A certain amount of constraint stimulates creative thinking – that's where the term "thinking outside the box" was derived. But, the increasing level of regulations and the accompanying penalties for violating them has upped the ante on risk.


According to *The Economist* magazine, "There are over 4,000 federal crimes, and many times that number of regulations that carry criminal penalties... many laws, especially federal ones, are so vaguely written that people cannot easily tell whether they have broken them."

When it is impossible to know the rules, it makes it even scarier to try something new that could possibly break them and land you in jail. Security is nice to have, but it is more about being ever vigilant than it is about finding a no-tolerance rule that will cover every exigency. Financial security, in particular, is tied to your mind, not your paycheck.

Benjamin Franklin warned us more than 200 years ago, "They who can give up essential liberty to obtain a little temporary safety, deserve neither liberty or safety."

Innovation requires creative thinking, time and the willingness to take risks. None of those matter if the environment to try new things is severely limited. Innovation also requires liberty – the freedom to fail or succeed.

For the sake of the economy, we need to give those First Mice, the ones willing to take risks, the freedom to try.



**FUNCTION FORECAST**

<u>DATE</u>	<u>EVENT</u>
December 2	Holiday Party @ Argosy Casino
December 13-14	Common Ground Conference @ OPCC
February 27 – March 2	GCSAA National Conference in Vegas
February 29	HAGCSA Hospitality Suite in Vegas



# MEMBERSHIP APPLICATION

~ If you are applying for membership as a Superintendent, you **must** also be a member of the national association, Golf Course Superintendents Association of America.  
 Download an application at: [www.gcsaa.org](http://www.gcsaa.org) ~

Name \_\_\_\_\_ GCSAA Membership #: \_\_\_\_\_  
 Club or Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City, State, Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 Home Address \_\_\_\_\_  
 City, State, Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Spouse \_\_\_\_\_

Check here if you wish to receive your mailings at home.

### JOB INFORMATION: LIST CURRENT EMPLOYMENT FIRST

DATES EMPLOYED	EMPLOYER NAME AND ADDRESS	TITLE
From _____ To _____	_____	_____
From _____ To _____	_____	_____
From _____ To _____	_____	_____
From _____ To _____	_____	_____

I hereby make application for membership in the Heart of America Golf Course Superintendents Association and attach herewith my dues for the current year. If accepted, I agree to uphold the by-laws of this Association and subscribe to the following code of ethics. To the end that confidence and respect may be enjoyed by members of our Association, the code of ethics is promulgated and observation of its provisions required.

- Every member shall take pride in his/her work and regard it as a profession in which all members strive to maintain its good name.
- Realizing that the best asset that a member can have is thorough knowledge of his/her business, he/she shall constantly try to improve his/her knowledge and effectiveness by freely exchanging experiences and ideas with fellow members and take advantage of all opportunities for improvement.
- He/she shall endeavor to maintain courteous relations with his/her employer and his/her associates and endeavor to have his/her employees take pride in doing their work well.
- In accomplishing his/her own and the Association's best interest, observance of the following suggestions are recommended.
  - **Seeking Employment:** 1. Seek counsel of local associations when applying for a position in a new district; 2. Recommend only qualified GCSAA members; 3. Ascertain the wage scale in the district in which you are seeking employment, then uphold that talk with the person who last held or now holds the position of Golf Course Superintendent.
  - **Visiting:** 1. Present your HAGCSA or GCSAA membership card when visiting; 2. Always contact the Superintendent of the course you are visiting; 3. Honor requests for technical help from golf courses only when channeled through the Superintendent of the course making the request.

**Communication Consent:** I agree to receive notices, advertisements, announcements, brochures, and other information from Heart of America Golf Course Superintendents of America via facsimile, telephone or e-mail. I further agree that my express permission to fax, telephone or e-mail me such notices and other information will continue and have no date of expiration, unless a written request is received indicating a change in permission.

**ATTESTED:** The applicant must be attested by three peers and/or colleagues.

Print Name: \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_  
 Print Name: \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_  
 Print Name: \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

**Please include Annual Membership Dues with Application (Term: January to December):**

- Superintendents - \$130
- Assistant Superintendents - \$70
- Suppliers - \$130
- Golf Course Employees - \$70
- Students - \$25

**Heart of America Golf Course Superintendents Association**

P.O. Box 419264 . Kansas City . MO . 64141-6264 . 816-561-5323 . Fax/816-561-1991 . [www.hagcsa.org](http://www.hagcsa.org)