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Volume 43, No. 5

THE OFFICIAL PUBLICATION OF THE HEART OF AMERICA GCSA

July 2011

## ***Employee Tournament***



***Drumm Farm Golf Course, Independence, Mo.  
Monday, Aug. 8, 2011***

- Member Profile
- To Blog or Not to Blog
- Committee Reports

Heart of America Chapter  
**GCSAA**  
GOLF COURSE SUPERINTENDENTS ASSOCIATION OF AMERICA

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# Employee Tournament

Monday, Aug. 8 at Drumm Farm Golf Course  
Independence, Mo.

**Date:** Monday, Aug. 8, 2011

**Location:** Drumm Farm Golf Course

**Schedule:** 12:30 p.m. - Registration and Lunch  
2:00 p.m. - Shotgun Start  
Following Golf - Awards and Raffle

**Superintendent Profile:** Matt Hemphill is the Superintendent at Drumm Farm Golf Club. He graduated from Kansas State University with a Bachelor of Science in Horticulture in 2007. After graduation, he moved to Windsor, Colorado to work at Pelican Lakes Golf Course as an Assistant Superintendent. After spending one year there he took an Assistant position with The Broadlands Golf Course in Broomfield, Colorado which is also operated by Landscapes Unlimited, LLC. Then in 2010 Matt accepted a position at Drumm Farm which gave him the opportunity to move his family back home to the Kansas City area. Matt is a member of the Golf Course Superintendent's Association of America (GC-SAA) and the Heart of America GCSA.

**Golf Course**

**History:** Drumm Farm Golf Course was built by Landscapes Unlimited, LLC in 2001 and opened for play in June 2002. The course is owned and managed by Landscapes Unlimited, LLC. The course was designed by Dana Fry.



**Dress Code:** Country Club Attire (collared shirts, no jeans or cargo pants). Please clean off your spikes.

*To register, complete and return the form on the next page by Wednesday, Aug. 3.*

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# EMPLOYEE TOURNAMENT

**DATE:** Monday, August 8, 2011

**LOCATION:** Drumm Farm Golf Course  
15400 E. 34<sup>th</sup> Street  
Independence, MO

**HOST SUPERINTENDENT:** Matt Hemphill

**SCHEDULE:** 12:30pm - Registration & Lunch  
2:00pm - Shotgun Start  
Following Golf - Awards & Raffle

**COST:** \$34.00 per person (\$136 per team)

**FORMAT:** 4 person scramble

**DRESS CODE:** Collared shirt - no denim – soft spikes only

**RESERVATIONS:** Mail, Fax or Email Reservation no later than Wednesday, August 3

**DIRECTIONS:** Take I-435 east to I-70 east, from I-70 east to Lee's Summit Road. Go north one mile to signal light at Kieger Intersection. Go left at signal light onto Kieger. Drumm Farm is located immediately on your right at 15400 East 34<sup>th</sup> Street.



Yes, I/we plan to attend the Employee Tournament!

Player(s): \_\_\_\_\_ Company: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

CONTACT: \_\_\_\_\_

COMPANY: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

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**PAYMENT:**

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

**NOTE:**

(\*) By requesting to be invoiced; you agree to pay upon receipt.  
All "No Shows" will be billed.  
You may cancel without penalty 72 business hours prior to stated registration time.

Complete Form and Mail, Fax or Email no later than **Wednesday, August 3** to:  
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# Common Ground Report

By Paul Davids, CGCS, Director

I am very excited about the 2011 Common Ground Conference that will be held at the Overland Park Convention Center on Dec. 13th and 14th. We have made some changes this year, particularly in the booth pricing. I am expecting that these changes will breathe new life into the trade show. We already have a commitment for an island booth from Professional Turf Products. I am working with other vendors

to fill the trade show floor with the latest and greatest equipment and product innovations. If you are not yet committed to your booth space, be watching for the new pricing to arrive soon in your mailbox and sign up for your booth quickly to ensure that you get the space you want.

We will be having some excellent education opportunities again this year. Roch Gaussoin from the University of Nebraska along with Frank Rossi from Cornell University will be presenting the GCSAA seminar Golf Turf PTI (Professional Turf Intelligence). In this advanced seminar, the latest research will be presented and openly debated, criticized, challenged and sometimes refuted in a fast-paced style similar to ESPN's PTI TV show. You will also have the opportunity to spend half a day with Steve McClatchey, Alleer Training & Consulting. Steve is a dynamic speaker that will cover topics such as productivity and team building.

This Common Ground will be an outstanding opportunity to improve yourself and your staff. Make plans now to attend the conference in December.

★ **RECERTIFICATION HOURS for KANSAS & MISSOURI** plus **GCSAA CONTINUING EDUCATION UNITS** will be offered at this year's conference.

		Heartland Green Industry Expo
		<h1>Common ground</h1> <p><b>December 13-14, 2011</b> Overland Park Convention Center</p>

## NEW WEBSITE

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[www.hagcsa.org](http://www.hagcsa.org)

## **Public Relations Report**

*By Brad Gray, Director*

The Midwest Golf Talk Radio Hour hosted by Bryan Wright on WHB 810 sports radio has had several airings since the last Heartbeat. Thanks to all the members that have volunteered to be a guest on the show. If you have any interest in being a guest for the show please let me know. It is a great opportunity to promote not only your respective facility but also the golf management profession. In addition, it is a first-hand experience of a behind-the-scenes radio show operation. As a reminder, the show airs Sunday mornings through Aug. 21 from 9 a.m. until 10 a.m. Set a reminder and tune in 810 AM to hear a peer on the radio. Spread the news about the show to patrons at your respective golf facility.

The next scheduled item for the Public Relations Committee is assisting Gary Sailer, Certified Golf Course Superintendent of Nicklaus Golf Club at Lionsgate, with the PGA Nationwide Tour Midwest Classic, Aug. 15-21. Please mark your calendars, as volunteers will be needed to help prepare the golf course. In addition, the Public Relations committee is brainstorming for ideas to continually promote the profession. Good luck this summer and remember that nobody is better than our selves at promoting the golf course superintendent.



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## **MO Cup Challenge Committee Report**

**By John Sheehe, Special Director and  
Dave Fearis, Special Director**

- **Dates** – Monday, Oct. 3 and Tuesday, Oct. 4.
- **Courses** – Lake Valley & The Club at Old Kinderhook
- **Host Superintendents** – Lake Valley – Alex Hultz  
The Club at Old Kinderhook – Rusty Fuller
- **Four Person Scramble** – goal is 100-120 players
- **Cost** – \$135 per person (includes golf registration for both days and reception on Monday night)
- **Need** – clubs, individuals, etc. to sponsor holes and beverages. All monies raised go back into the “pot” for prizes that are returned to the participants. Contact John Sheehe at 913-424-6143 or Dave Fearis at 913-424-3626 to donate or if you have any questions.
- **More information coming in the near future.**

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# Assistant Superintendent Report

By Spencer Roberts, Director

I would like to thank all of the Assistants who attended the first Assistant Superintendent Professional Development Session of the year. We had a total of 15 Assistants in attendance at the Overland Park Maintenance Facility. We are currently in the process of planning for our next sessions and hope to have one in early September. I would like to thank Tim Nielsen and Todd Bohn for donating their time speaking to the group. I would also like to thank John Sheehe and Helena for supplying food and beverages. If you have any questions or ideas, please contact me at sbr4747@gmail.com.

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David Fearis: 913-424-3626 [dfearis@agriumat.com](mailto:dfearis@agriumat.com)

## Employee Tournament Report

By Spencer Roberts, Director

We are excited to announce that this year's Employee Tournament will be held at Drumm Farm Golf Club, in Independence, Mo. The tournament will be Monday, Aug. 8. I want to thank Drumm Farm Golf Club Superintendent Matt Hemphill and Sales Manager, Clint Utz for all their help. I would also like to thank all the vendors in advance for their help and support with this tournament. If you are interested in being a sponsor or donating please contact me at sbr4747@gmail.com. Complete and return the registration form on page 5.

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The Heart of America GCSA Legacy Scholarship Award offers educational aid to the *children and grandchildren of HAGCSA members*. Award of \$1,000 is funded by Professional Turf Products and 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/scholarships](http://www.hagcsa.org/scholarships) or by calling the Association Office at 816-561-5323. Deadline is August 31, 2011.



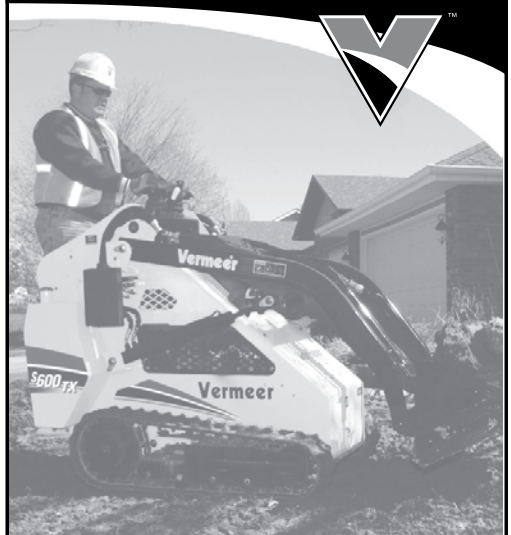
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## To Blog Or Not To Blog

By Tim Nielsen, Director

Lately I guess you could say I've become sort of "techy." I say "sort of" because mostly everything I do is a result of failing before succeeding. If I were a true "techy" I could design a new website or blog in the time it takes Eduardo to mow greens. The recent redesign of the HAGCSA website and the creation of a few golf course maintenance blogs has increased my curiosity in the world wide web. Almost to the point where my wife thinks I need to spend less time staring at the computer and more time gazing into her eyes. According to her, there's never too much time spent on the latter.

Ultimately, there is a purpose behind this obsession with web design. The purpose, in my devious mind, is to communicate to the masses in a way that is convenient to me. Sort of like texting; a golf maintenance blog can save you a whole lot of time by spreading information about the golf course without having to speak to each individual golfer. Additionally, there is no confusion of information because a blog puts your facts out there for everyone to read. You don't have to worry about telling one person something and then three days later hearing a completely different story from someone else about what you said in the first place.

I've found the blog I created for Creekmoor to be very useful and I can honestly say I get very few questions about the golf course because the information the members want to know has already been presented to them. On the other hand, maybe I'm doing such a fantastic job no one questions anything I do. Now that's the world I want to live in! Then again, maybe I'm unapproachable and just don't know it.

Of course there are obvious benefits to a blog created for a private golf course but what about a public or municipal golf course? Do public golfers really care to spend the time reading a superintendent's blog? They may not, but could there be a better marketing tool for a golf course than up-to-date reports concerning golf course conditions?

A public course with a superintendent's blog could really sell a course to the potential customer. At Drumm Farm I created a blog and came across the password to Drumm Farm's website. I then found a way to put a link to the blog directly on the homepage of Drumm Farm's website. BAM!! The traffic the blog saw before was nothing compared to what it is now. *Continued on next page*



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***To Blog Or Not To Blog - cont.***

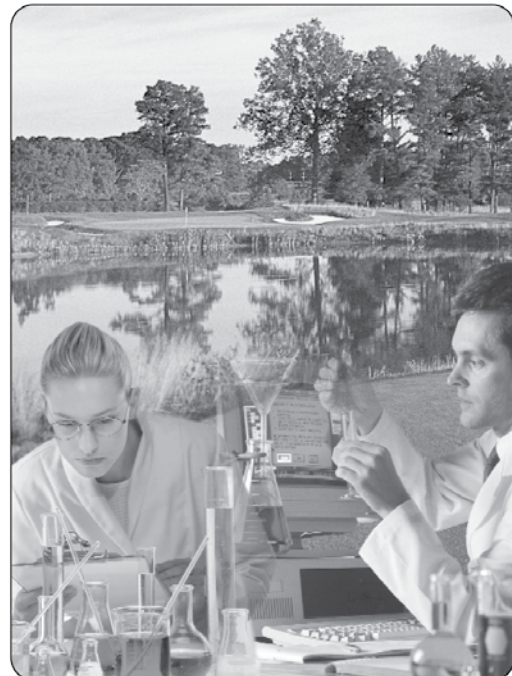
We as superintendents tend to find the time and place to take the most beautiful photos of the course and we'll never downplay how great the course conditions are. How could anything go wrong!

I suppose things could go wrong when people have become accustomed to reading the blog and you never add any new information. At that point, the traffic to the blog ceases and you may never get it back. Recently I told a group of Creekmoor members that it seems the blog doesn't get visited very often. They promptly replied, "It's because there hasn't been any new information added for a long time."

If you feel a blog would benefit you and your operation try [blogspot.com](http://blogspot.com) or [wordpress.com](http://wordpress.com). Both of these sites are free and make creating a blog simple and fast. For those of you who feel like it's too "high tech" you should know that there is plenty of guidance to help you along the way. Also, if you are interested to see what one of these "blogs" look like you can see a long list of blogs at <http://www.golfcourseindustry.com/BlogRoll.aspx> or visit mine at <http://theclubatcreekmormaintenance.blogspot.com>.

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## **GCSAA Superintendent Salaries Rise Despite Economic Challenges**

Golf Course Superintendents Association of America (GCSAA) member superintendent salaries increased an average 2.7 percent from 2009 to an average of \$81,044, according to the 2011 GCSAA Compensation and Benefits Report.

Certified golf course superintendents' average salaries also saw an increase, to an average of \$95,264, approximately a 2 percent increase from 2009.

GCSAA member superintendent salaries have risen every year that GCSAA has conducted its compensation and benefits survey. The average GCSAA member superintendent salary has shown an overall gain of 82.12 percent from \$44,500 in 1993 when the biennial surveys began.

"This survey reinforces that employers continue to see GCSAA members as vital leaders who are essential to the economic success of their facilities," GCSAA President Robert M. Randquist, CGCS, said. "To continue to see growth in our average salaries in these times, is a testament to the value of our members."

The 2011 survey invited all GCSAA Class A and Superintendent Members to participate. GCSAA received a phenomenal response rate of 50.8 percent. GCSAA conducts the survey to acquire demographic data that is shared with various constituents, used to advocate on behalf of the profession and reveal trends in salaries across the country. For superintendents and employers, the state-by-state and facility-type data can be used as a starting point for salary negotiations. *Continued on next page*

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**GCSAA Superintendent Salaries Rise Despite Economic Challenges - cont.**

In addition to detailed superintendent salary information, assistant superintendent, equipment manager and crew payroll information was collected, as well as annual maintenance budgets and other data relevant to the superintendent. Key demographic information is outlined below:

- average age of a golf course superintendent - 45
- average years of experience - 14.7
- average tenure - 9.5 years
- average staff size - 21

GCSAA members who participated in the survey receive free online access to the report. They may purchase a hard copy for \$25 by calling GCSAA at 800-472-7878. Non-participating GCSAA members may purchase online access for \$125, or both online access and a hard copy for \$150. Non-members may purchase a hard copy for \$525.

**Golf Industry Show Selects San Antonio for 2015**

San Antonio has been selected by officials of the Golf Course Superintendents Association of America (GCSAA) and the National Golf Course Owners Association (NGCOA) to host the 2015 Golf Industry Show and education conferences. The dates of the trade show are Feb. 25-26 and the education conferences are Feb. 23-Feb. 27.

**Golf Industry Shows**

**Feb. 29 - Mar. 1, 2012 - Las Vegas, NV**  
**Feb. 6-7, 2013 - San Diego, CA**  
**Feb. 5-6, 2014 - Orlando, FL**  
**Feb. 25-26, 2015 - San Antonio, TX**

**San Antonio**

“Based on attendee feedback we selected San Antonio for the 2015 Golf Industry Show,” GCSAA Chief Executive Officer Rhett Evans said. “It is a new location that attendees and exhibitors want to go to and do business. It is a great addition to the Golf Industry Show lineup and another outstanding destination.”

The 2012 Golf Industry Show (Feb. 29-March 1) and education conferences (Feb. 27-March 2) will be in Las Vegas.

“San Antonio is a perfect complement to the next three Golf Industry Show locations: Las Vegas, San Diego and Orlando,” NGCOA Chief Executive Officer Mike Hughes said. “San Antonio is an easy city to travel to and typically features pleasant weather that time of year. We are very optimistic about the networking opportunities available there with the convention center being located on the Riverwalk, where there are so many hotels and restaurants.”

The Golf Industry Show is an innovative trade show designed for the owners/operators of golf facilities and the professional members of the golf course industry. The event combines education, networking and solutions for golf course superintendents, owners, operators, architects, builders, equipment managers, appraisers and others.

The Golf Industry Show is presented by GCSAA and NGCOA, along with participating partners the American Society of Golf Course Architects (ASGCA), the Golf Course Builders Association of America (GCBA), the United States Golf Association (USGA), the National Golf Foundation (NGF), the International Golf Course Equipment Managers Association (IGCEMA), and supporting partner the Society of Golf Appraisers (SGA).

The presenting partners also hold their respective education conferences in conjunction with the Golf Industry Show, bookending the two-day, mid-week trade show with three days of seminars and sessions. The GCSAA International Trade Show (which merged with the NGCOA Annual Conference to form the Golf Industry Show beginning in 2005) and Education Conference has been held in San Antonio one other time, in 1978. The NGCOA has never held its annual conference or trade show in San Antonio.

## TIME IS OF THE ESSENCE

By Tony Bertels, Editor



***“I really am a boring person.”*** - Jeff Bollig, GCSAA Senior Director of Marketing and Communications

I seem to hear this from about every person I have ever interviewed for the Member Profile! Yet, here is a guy who has co-written 2 books, rubs shoulders with big time college players, coaches and analysts, gets the best seat in the house at most every game at Allen Fieldhouse and the Big XII Tournament, is also an integral staff member of the GCSAA and a friend to many members of our chapter. Jeff Bollig is anything but boring!

As Senior Director of Marketing and Communications for the GCSAA, Jeff oversees the strategic communications and marketing group, including publications (GCM), creative services (design work), media/public relations, organizational communications (website, newsletters, presentations, speeches, GCSAA TV), as well as marketing and data research. *Holy Man of Many Hats, Batman!*

“We communicate with a variety of constituents including members, media, golfers, employers, environmental community, lawmakers, etc.” And it doesn’t stop there! His department provides internal support to other departments at GCSAA. They also manage various awards programs and events at the Conference and Show including the Chapter Outreach Grant program.

“I like to say we are a mile wide and an inch deep!” admits Jeff. “We touch nearly every aspect of GCSAA, but

the deep expertise is left for others.” Bollig compares his department to a golf course management staff. “Teamwork is essential. Our communications must be coordinated. We also find ourselves multi-tasking and asked to problem solve at a moments notice. It makes work interesting and unpredictable.”

As we can now see, Jeff Bollig is a very busy boy! His gig with the GCSAA would make many a grown man develop a facial tic! It would take a special breed to successfully accomplish such a mission statement, have time for a family and somehow cram all the rest of his pursuits into his busy day. Bollig seems to prosper under it all, another local kid made good!

### Retrospective

Jeff grew up in Hays, Kansas – a town of 20,000 equidistant between Kansas City and Denver on I-70. “I was the middle child of five children from parents who each had 13 children in their families.” If you haven’t figured it out, Hays is largely a Roman Catholic community of Germanic heritage! “Family reunions are fun and quite large.” Jeff recalls a great childhood and Hays was a wonderful place to grow up.

“Trips to nearly every corner of Colorado were vacations, and shopping excursions to Wichita and Kansas City were the big time!” Bollig actually grew up in a rural area 5 miles west of town where lot sizes averaged around 2 acres and buffalo grass was the turf of choice. Jeff remembers those wide open spaces as it pertained to sports. “It made for great baseball fields and basketball courts, but the landing for football was hard!” He loved sports. “I played them all. The only problem was I was always the smallest kid on the team. I was still 5’-3”, 115 lbs as a HS Junior! I blame genetics!”

Jeff also got his first taste of golf growing up in Hays. “I learned the game through a recreational department pro-

**Continued on next page**

## MEMBER PROFILE - CONT.

gram a Ft. Hays Municipal GC. I loved the buffalograss fairways. Talk about firm and fast!” The course was a 9-hole layout on a historical site.

“There is so much history in Hays,” remembers Jeff. “The fort protected citizens against Indians and lawless renegades. Custer spent one of his last nights in Hays. Wild Bill Hickock was the sheriff and Bill Cody was once mayor.”

“It was certainly a different time,” reflects Bollig. “My parents each had one job their entire lives and only one house. It took 5 minutes to get to work. Today, I live in Overland Park and my commute to GCSAA in Lawrence is 45 minutes!”

### Out of the Nest

After high school, Jeff enrolled as a freshman at Ft. Hays State, still unsure of his ultimate goal. One year later found him in Lawrence and KU where in 1984 he would graduate with a major in Business and a minor in Journalism. He would also go on to earn a Masters degree in athletic administration from Wichita State in 1986.

Bollig’s first professional job after graduation was as Asst. Sports Director at KU. He refers to this time at Kansas as Larry Brown’s last two years and Roy Williams’ first two years as basketball coaches. “It was a wonderful time in my life. The hours were long and the pay was terrible. But the people I met and the experiences were wonderful!” *Hmm! Assistant Sports Director at KU in 1988 with Danny and the Miracles? Probably pretty darn fun!*

Jeff would also meet a few people. “I tell everyone that Bill Self and I came to KU at the same time as glorified gophers and graduate assistants in 1986. I also met my



**Bollig & Manning Celebrate in 88'**

wife Laurie while working at KU, which might have been the best move I have made in my life!” Jeff’s four years of work at KU managing various functions and providing media services to cover Kansas athletics turned out to be the proper grooming for his next step.

“I joined the Big Eight Conference Office in February of 1990.” This move allowed Bollig the opportunity to expand his media savvy to a national level and learn the supervisory skills he would need for the future. “I met wonderful people with whom I forged great personal and professional relationships that remain today. I met announcers and production personnel with CBS, ABC, NBC, ESPN and reporters from various newspapers, all of whom have benefited me in my work at GCSAA.” Jeff’s work for KU and the Big 8 afforded him the opportunity to work at 10 NCAA tournaments, including 10 Final Fours.

“Much of my work was in media services, but I helped manage Big 8 Championship events. Again, the hours were long and the pay was not great – but I really didn’t know any better!” The irony for Jeff working for the Big 8, whose offices were located in downtown KC, was his turning down a job for the Federal Reserve and a pretty nice salary straight out of college. “After an all day interview with the Fed at their offices downtown, I decided I wanted no part of the big city! So I went to Wichita

**Continued on next page**

## MEMBER PROFILE - CONT.

State for a graduate teaching position of \$150.00 per month instead.” Six years later found Bollig working a block away from a place that he had turned down in a city he deemed as too big! “I never regretted the decision not to take the Federal Reserve job – at least I haven’t to date – but college tuition for my kids is only a year and a half away!”

In 1996, Bollig would have to make an important career decision. With the formation of the Big 12 conference the offices and remaining personnel from the old Big 8 would be relocated to Dallas, from where all power and money seemed to flow!

“I was given the opportunity to move to Dallas and work for the new conference,” states Jeff. “However, my wife was working at the NCAA (*before their eventual flight to Indianapolis!*). It was a great opportunity for her.” Jeff also realized that his travel schedule would be extensive and was concerned how such extended absences might affect his growing family. “My dad rarely traveled for his job and my mom did not. I could not see myself missing so many of my kid’s events!”

By chance, Bollig saw an advertisement in the KC Business Journal for a communications director at GCSAA. He inquired about the position and got an interview. “What I didn’t know was that the job had already been filled. However, Steve Mona (former CEO) and Joe O’Brien (former COO) were expanding communications services. I think they liked my past work with the media.”

Bollig would receive two other offers from larger corporations in Kansas City for more money. “The GCSAA just felt like a better fit for me.” The rest is history! Jeff is now in his 15th year at the National office.

### Coaches vs. Superintendents

Jeff would be the first to admit that he had very little

perception about Superintendents until he became interested in the job at GCSAA. “I was not a golfer growing up. My group lesson with the rec. department translated to my playing 4-5 rounds of golf each year from the age of 12 until I graduated from college. I knew what a Superintendent was, but I did not know what they did specifically!”

That was not to say that Bollig was totally inept when it came to our profession. He had had some limited dealings with a few of us while working for KU and the Big 8 Conference. “While at KU, I did the media work for the Kansas Open at Alvamar. I met Dick Stuntz and his staff. I learned a little bit about their work, but what struck me the most was that Dick was the “go-to” guy. If I needed anything, I would ask Dick.”

While working the Big 8 Golf Championship at Prairie Dunes, Jeff would work with Stan George to get information. “He was extremely precise and thorough in his documentation. Those were my first two exposures and I really could not have asked for a better indoctrination to the profession. Of course, they probably don’t remember me – or maybe they thought I was clueless!”

Those two contacts would prove to be invaluable. “Once I got to the GCSAA I leaned heavily upon both Dick and Stan to help me learn more about the profession. I still call on them today for their opinions. I respect them as much as anyone in the business.”

Jeff would soon learn in detail how valuable a Superintendent is to their perspective facilities. He uses an analogy that he has seen in his past career in college athletics. “Superintendents are a bit like coaches. They are great X’s and O’s people who are very focused on the task at hand. They are judged on performances on a daily basis. It can be extremely invigorating and extremely challenging. Having been around coaches at all levels (youth, high school, college) as well as Superintendents at all

**Continued on next page**

levels, the experiences are very similar. I think my past life in sports has helped at GCSAA!”

Jeff has also discovered his green thumb. “Even though not an avid golfer, I found myself attracted to the beauty of golf courses and their maintenance. I love working in my own yard. It is a release for me. I find this a bit surprising considering my limited experiences with buffalograss, cedar trees and petunias in western Kansas! But once I got my own house I thought it was important to have a nice yard. I consider myself an amateur agronomist.”

**Best Seat in the House!**

Needing to fill his spare time in the evenings and on weekends in the winter is no problem for Jeff! If you follow KU Men’s Basketball, you will see Bollig’s smiling face at the scorer’s table at practically every game. “I am the television timeout coordinator for KU home games and the Big 12 Tournament.” While at the Big 8, he served in that capacity at all the schools televising games once or twice a week as well as the NCAA Tournament. Once the Big 12 expanded their TV packages they asked Jeff to take care of the KU home games and he obliged.

“It doesn’t interfere with my work at GCSAA and I do miss an occasional game due to work. I know many of the CBS and ESPN guys and they will slip in a GCSAA reference every once in a while!” Jeff sits at the scorer’s table near center court with headset on, connected to the producer in the television truck. His job is to tell the producer when to go to commercial and inform officials when play can resume. “I also direct the producer to certain aspects of the game they might not see. My perspective from my mid-court seat is sometimes better than the 25 monitors in the production truck. I will not deny it is a great seat and a great experience!”

Bollig also wants to clear up a little misconception.



**Jeff @ scorer’s table (Left of Manning!)**

“People will see me on TV because the officials go to me and my monitor for replays. A lot of people think I must have screwed something up, but the refs use the monitor to check issues that are not my responsibility!” Sure, whatever Jeff!

“The Big 8/12 Tournaments are also great. The coaches, players, fans and media are awesome. I have been to every one of them since 1985-86.”

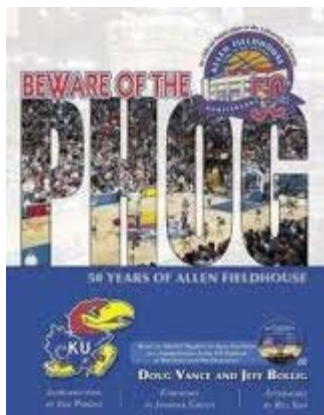
**Idle Hands are the Devil’s Workshop!**

The last time I checked, there are exactly 24 hours in every day. Apparently Jeff has found more than enough time in his busy schedule to also become a published author in his spare time. SHEEESH!

“I have always loved to write,” admits Bollig who has done extensive writing on articles, letters and speeches. But he had never written a book. “I say there are three things a man should do once in his life: paint his house, write a book and run a marathon. I have been dumb enough to write two books and paint my house a couple of times. I have run a 10K, but don’t look for a marathon from me!”

**Continued on next page**

Co-writing both books with a former boss, they were approached by a publisher to do a history book on Allen Fieldhouse (Beware the Phog – 50 years of Allen Fieldhouse) because the 50th anniversary was approaching.



“It was fun to do, but it took a lot of weekend work and late nights. There is so much history in that building, not so much about the games, but how it was built and what happened there. Jim Ryun set a world record there on a dirt surface. Bobby Kennedy spoke to a crowd of 20,000 during his presidential campaign.

The other book, “What it Means to be a Jayhawk” was a compilation of short stories of 45 Jayhawk sports legends. “It was great to talk to people like Gale Sayers, the grandson of James Naismith, Jim Ryun, Nick Collison, Todd Reesing and others.”

Jeff is not exactly buying a vacation home on St. Thomas from the royalties. “No one gets rich writing these kinds of books. I would hate to divide the royalties by the hours worked. It is likely lower than minimum wage. But again, it was great to talk to people and hear their stories.”

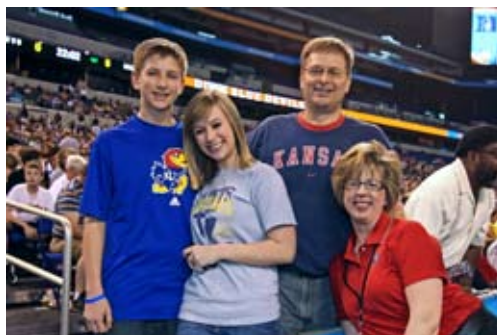
**Introspective**

So with a crazy busy job, working most home games for his alma mater, and writing books, our hero has just enough time to sleep and eat, right? Wrong! We have

hardly touched on the most important thing in Bollig’s life; his family.

Jeff and his wife, Laurie met at KU while both were graduate assistants. “She is a sports fan as well, so we are quite compatible.” Laurie continues in her chosen profession with a sports marketing company in Kansas City. “I cannot say enough good things about her as a mother and a person. She is a person of great integrity and sense of humor,” says Jeff.

Their daughter, Courtney is a junior at St. Thomas Aquinas HS in Overland Park. She is a three time state qualifier in forensics – humorous interpretation, and loves to act and sing. Courtney is quite accomplished, having performed at Theater in the Park, Starlight and Musical Theater for Young Professionals in Kansas City. “I have no idea where that talent comes from as neither her mother or I possess it!”



Kyle, Courtney, Jeff & Laurie Bollig @ Final 4

Their son, Kyle is an eight grader at Prince of Peace School in Olathe. “Kyle is a sports geek! He plays football, basketball, baseball and runs track.”

“We are a close family. We love to go to sporting events and make it a point to have family activities as much as we can. We spend Friday nights at high school football and basketball games. We also go to as many KU games as we can find tickets. My mother always said you never stop being a parent. As my kids grow, I have come to

**Continued on page 24**

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understand that more. My family means everything to me.”

Jeff learned the importance of family from his parents, who he looks to as important role models. “Family means so much to them. Both are very compassionate and caring.”

**Give a little back**

Okay! So between work, officiating, writing and family, *THAT* is a full plate. But Jeff still finds time for a few other pastimes. *Oui!*

It seems Mr. Bollig also manages the youth basketball program for Prince of Peace School. “We have 250 kids on 29 teams. I have to organize team selections, uniform distribution, practice scheduling, etc.” Did I mention that Jeff also helps coach football and basketball for his son’s team? “I did it for my daughter too, but she has since retired to the stage!”



**Coach Bollig with team from Prince of Peace**

Jeff volunteers his time as much as he can. “I help with a variety of fundraisers at school. I was PTO vice president and president for two years. I have also volunteered for Catholic Charities, Knights of Columbus and other school/church based activities.”

This can’t be right! Nobody has got that much time. Needing some verification, I contacted Doug Melchior, HAGCSA President and parishioner at Prince of Peace. He would know.

Doug emphatically states, “Jeff Bollig is very dependable and has tremendous people and organizational skills. He truly believes in what is best for all the kids in the CYO program and our Prince of Peace athletes.” *Do we have a St. Jeff yet?*

**Message to the Members**

For me, Jeff Bollig is easily one of the most recognizable faces of the GCSAA, at least locally. Many of us know Jeff. He lives in our community. He actively seeks us out as we do him. “I think GCSAA members are amazing. I get great satisfaction in putting our members in position to be recognized for their work. It doesn’t matter if it is the New York Times or the Hays Daily News. The more our members get recognized for their contributions, the better!”

Bollig has a perspective that is shared by many others on staff in Lawrence. “I don’t look at GCSAA as a building in Lawrence, Kansas. I see GCSAA as the totality of the membership. The members are GCSAA. Staff carries out the wishes of the membership. I encourage the members to embrace the programs and services that are offered to benefit their careers and facilities.”

Living among us, Jeff is familiar with the Heart and recognizes our value to his career. “I have thoroughly enjoyed my time at GCSAA and especially the relationships I have formed with Heart of America members. I don’t spend as much time with them as I used to. They have been a great resource to me and very professional.”

I looked up the phrase, *Carpe Diem* (seize the day) just

**Continued on next page**



MEMBER PROFILE - CONT.

to make sure Jeff Bollig's picture did not accompany it. It was not there for good reason. You see, when the poet, Horace wrote this line he was inferring that one should live life to the fullest every day due to an uncertain future. I don't think Jeff is motivated by such unknowns. I also truly believe that he has at least 2 clones running around because NOBODY has that much time! *Keep up the good work Jeff!*



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.

**June Teaser:** Rudely startle turf

**Answer:** Goosegrass

**Teaser Winners:** Steve Wilson, CGCS      Dylan Senn  
Bill Irving                                      Paul Davids, CGCS

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) 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.

**July Teaser:** The acme of gowns

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

**Hint:** Wile E. Coyote loved the Acme Company

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## **KA-BOOM! The Explosive Pain of Shame**

By Robert Evans Wilson

Twelve years ago, I phoned a prospective client that I'd been courting for months. The last time we'd spoken, only a few weeks earlier, she expressed interest in my conducting a seminar for her company. This time she said, "I was in the audience at the Fox Theatre last week; we won't be needing your services."

My face burned red with shame, as her words forced me to recall the most challenging experience I've ever had as a humorist.

It was my second year working as a presenter when I was hired to serve as the Master of Ceremonies for a landscape design association's award dinner. The job was easy enough, just read a description of what the recipient did to win the award, call them up to the stage and give them a trophy. Grateful for the opportunity, and wanting to provide additional value to my service, I offered to open the program with a 10 minute comedy routine. My client graciously accepted.

On the morning of the program I woke up with the flu. I had a sore throat, congestion, 103 degree fever, chills and aches. I was miserable. Recalling the adage, "The show must go on," I dosed myself with the maximum allowed quantities of several over-the-counter medications. Throughout the day, I pumped myself up with chicken soup and hot tea. By show time I was feeling pretty good.

I stepped onto the stage and told my first joke. To my shock no one laughed. So, I moved right onto my next one. Again, no one laughed. I'd never experienced this before and I started to feel a sense of panic. Nevertheless, I forged ahead and told joke number three. Silence! I couldn't understand it, I'd told these jokes dozens of times to dozens of audiences and they always laughed.

Joke number four fell flat. I was now in full panic, and at one point I couldn't even remember my next joke. I didn't know what to do. I didn't know how to recover. I plodded on hoping they would laugh at the next one. They never did. My throat became parched, and I had nothing to drink. With each unlaughed at joke, my throat became dryer and more constricted until I could barely speak. I skipped to the end, and delivered my very best jokes ... still nothing. I finally finished, and received no applause - not that I expected any at that point. The whole thing lasted only five minutes - the longest five minutes of my life.

Remarkably, the rest of the program went without a hitch. I read the descriptions, gave out the awards and completed the evening. Needless to say, I never wanted to experience the humiliation of bombing so badly again. On the other hand, I didn't want to give up delivering humorous presentations - the joy of making people laugh is wonderful. I was determined to discover what went wrong, and how I could fix it.

In hindsight, I could see that my timing was off. I could easily blame that on being sick, but the real problem was that I didn't have the experience or know-how to turn it around. The first thing I did was make sure I always had a glass of water. The second thing I did was talk to several comedians and humorists to learn what they did when a joke bombed. Before long I had the answers I needed.

Now, when a joke tanks I make fun of it. First, by making a whistling sound of bomb dropping followed by the sound of explosion, then I say, "Whew, that joke didn't just bomb - it stunk!" I, then, wave the air where I was standing as if to blow away the smell, while stepping away from that spot dramatically as if the area, itself, was contaminated by nuclear fallout. That almost always gets a laugh. It also humanizes me in the eyes of the audience; I'm fallible and can make light of it. Usually the very next joke I tell will get a laugh, if only out of sympathy. I've learned many other techniques and as a result I haven't bombed since.

I was motivated by shame, one of the worst feelings an individual can have. I never wanted to feel that again.

People confuse shame, guilt and embarrassment because they are very similar feelings, but the roots of these feelings are very different. We experience embarrassment, when we accidentally make a mistake such as spilling a drink down the front of our shirts. We suffer guilt, when we do something we know is wrong. Shame, however, is born of ignorance or of not having mastered a concept - such a social behavior - that we think we have mastered.

We feel shame when we are unexpectedly condemned or criticized for something we didn't know is incorrect. The shame comes when we recognize the obviousness of our error. It makes us feel stupid. If we know in advance that it is incorrect, the

Continued on next page



feeling we experience instead is guilt or embarrassment.

I recall being shamed by my classmates in elementary school when I shared a belief that women get pregnant by kissing. Hey, I came by it honestly! Remember that little song, “Johnny and Suzy sitting in a tree, K-I-S-S-I-N-G. First comes love, then comes marriage, then comes Johnny with a baby carriage.”

So, if shame was such an effective motivator for me, would I recommend using it to motivate others? ABSOLUTELY NOT! Shame is extremely motivating when it comes to eliminating unwanted behavior, but at the same time it is also a de-motivator. Shame is so powerful it can make someone feel worthless and completely shut them down. Shame hits like a fist, and when it comes during childhood, some people spend the rest of their lives trying to recover from it. Motivate instead with understanding and kind explanation.

*Robert Evans Wilson, Jr. is an author, speaker and humorist. He works with companies that want to be more competitive and with people who want to think like innovators. For more information on Robert, please visit [www.jumpstartyourmeeting.com](http://www.jumpstartyourmeeting.com)*



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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.

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## Editor-For-A-Day

So it has come to this. One HeartBeat editor goes temporarily down, and the ONLY person this magnificent organization can find to fill in is me. My, my, my. Sad, sad, sad. I have suggested that the position of HeartBeat editor be an H or A Board of Directors Committee, with a chairman, a.k.a. the HeartBeat editor. Give everybody a chance I say. Couple of years at a time, you know, like the S&R Chairman, the Meetings and Programs Chairman; and all the other too many to mention chairman. Fold the HeartBeat into an existing committee. How hard can it be? Kim won't let you fail. I trust Kim won't let me fail. That's the reason it was easy to say yes when asked to contribute.

I would like to apologize for not knowing many of you Superintendents and Assistants, etc. See, I went underground. After I was able to hand off the reigns of the HeartBeat editorship to Tony in 2004, down I went. Sixteen years of active H or A participation led to these most recent seven years of digging in. Sorry about that. I must admit I have not been to a monthly meeting for a couple of years. I wonder if Tony goes to all of the meetings, and is that part of my assignment. Hmm? Are the meetings still as riveting as ever? I'm sure they are. This hiding in plain sight of mine came slowly. I didn't quit being a part of the H of A cold turkey. I eased out so as nobody would notice. I think it worked. Jeff Who? Eldridge? No, the other one. White? No the other one. But see, Tony always knew where I was. That turned out to bite me in the ass.

According to Tony and Kim, I get to write one, maybe two more columns over the next several months. One, they say, maybe two. Where do I begin. Let me say some nice things about the Heart of America GCSA. I am glad I have had this organization to lean on and learn from the past 23 years. It has always been there. How old is the H of A now? I should know that. Let me say something nice about the Board of Directors. Nice job! Keep up the good work. And Tony, what can I say. Who knew you would be editor eight years and going strong. I did, that's who! Tony Bertels Editor for Life, I say. Do I hear a second?

And as for me, I am going to try to dig out, maybe just a little. Get out, you know, see and be seen. I make no excuses, only choices. I don't get out because I like it that way. I like it the other way too, but this has been nice.

So, Tony, thanks again for asking. I'd love to be editor-for-a-day. I'm back for a few weeks and then I'll be gone again. And believe me when I say, that will be enough, for you and for me.



**Jeff Elmer,  
Interim Editor**

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# FUNCTION FORECAST

## DATE

June 27  
August 8  
October 3-4  
October  
November 8  
December 2  
December 13-14

## EVENT

S&R Tournament  
Employee Tournament  
MO Cup Challenge  
Vendor Appreciation  
Annual Meeting  
Holiday Party  
Common Ground Conference



**HEARTBEAT • Tony Bertels, Editor**

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