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Heart of America Chapter

GCSAA
GOLF COURSE SUPERINTENDENTS ASSOCIATION OF AMERICA

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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 46, No. 3

THE OFFICIAL PUBLICATION OF THE HEART OF AMERICA GCSA

May 2014

Footprints in Fairways



***Staley Farms Golf Club
May 19th, 2014***

S&R Tournament



***Blue Hills Country Club
June 9th, 2014***

- S&R Tournament
- Spanglish for Everyone
- The Golf Business

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TABLE OF CONTENTS

President’s Message..... 4

S&R Tournament..... 6

S&R Tournament Bios..... 7

Spanglish for Everyone..... 8

The Golf Business..... 9

Tournament Committee Report..... 10

Footprints iN Fairways..... 11

News From GCSAA..... 14

Registration Forms..... 21

Membership Application..... 26

Editor’s Column..... 27

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President's Message

I hope the spring has treated everyone well and your golf courses are filling up with golfers enjoying the weather and all of your great work. The Board of Directors continues to work on making the necessary changes to our event schedule and functions to try and help stimulate attendance. The Board hopes to continue to show that we are listening to the membership and trying to deliver on the responses that we got back on our 2013 membership survey. If you have been wondering or have looked at the calendar of events coming up in 2014 you will see some slight changes to the schedule.

Normally in April we have our Past Presidents/"Nine and Dine" event. However, this year we moved this event to a later date so that everyone could participate in the Wee One event on April 22nd at Staley Farms. Congratulations to Duane Sander and his committee for putting the inaugural HEART Wee One tournament and fund-raiser together. It was awesome to see so many people come together to raise money to pay forward the generosity that the Wee One showed by

giving to one of our own this past year, Mr. Mark Pierce. It was great to see Mark after all that he has been through this past year and to see him continue to fight and continue to have a great attitude and work ethic was just simply amazing and inspiring to me. Mark, you are a lot tougher than I would ever be! All the money raised at this event will go to a tremendous organization that voluntarily helps out superintendents who are in need due to unforeseen circumstances just like Mark and to continue to help offset some more of the medical expenses for Pierce.



Once again this year the HEART is participating in the 2014 Rounds4Research program. A brief description of the program for those that don't know: it is a program that has been

Continued on next page



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President's Message - cont.

adopted by the GCSAA through the EIFG that allows for us, the superintendents, to get rounds of golf donated by our facilities. Those rounds are then auctioned off on the website, www.biddingforgood.com to the general public around the time of the US Open in June and the PGA Championship in August. The money that is generated from the auction of rounds then comes back to the HEART from the EIFG to redistribute to our local universities to help continue to fund much needed turf grass research. Ultimately, the money raised benefits the end user, the golfer. We have had a tremendous amount of support in 2014 for this and our donated rounds to date have increased from last year which is awesome! If you would like more information on this please visit our website, www.hagcsa.org or www.eifg.org.

Lastly, I hope everyone is looking forward to the second annual "Footprints iN Fairways" (formerly the SuperPro) golf

event on May 19th at Staley Farms Golf Course as much as I am. I am very excited for this event as it is bringing together all the allied associations in the Kansas City area for one cause and that is to raise money for SNAG (Starting New At Golf). SNAG is a program designed to grow the game of golf by teaching the game to students in elementary schools. It gets students engaged in the game at an early age. This is going to be an event that you don't want to miss and I hope you consider being a part of it. There is more information about this event in this newsletter so take a look and plan to be a part of this exciting new event.

As always if you have any questions, comments or suggestions we want to hear from you. Please feel free to contact me at any time at todd@wolfcreekks.com or 913-592-3329. I hope to see you at an upcoming HEART event!

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S&R Tournament

By Andy Klein, Director

The 2014 S&R Tournament will be held at Blue Hills Country Club on June 9th. This year's tournament offers a new format at a lower cost, so sign your team up soon! This new format will consist of a four person scramble at a new cost of \$125/person or \$500/team so be sure to gather a team with others from your club. This year the tournament will start at 10:00, lunch will be served at the turn, and a live auction and hors d'oeuvres will follow at around 3:00 p.m.

I would like to thank the vendors that have already signed up to sponsor this year's event. If you have not yet done so, there are still sponsorship opportunities available. I would also like to thank Woody Moriarty and his staff for helping to plan this event and I hope to see everyone out there on June 9th.



The S&R Tournament was developed to help fund scholarships for turfgrass students; assist employees of members with their continuing education expenses; and to support turfgrass research. In 2013, \$25,400 was given to benefit these causes and we hope to raise the bar this year. The live auction at the end of the tournament helps the committee raise funds for these causes, so please come ready to make some bids. The S&R Committee will soon begin to reach out to members to donate items for the live auction; if you would like to donate beforehand, please submit a donation form to Kim Weitzel at 816-561-5323.

This year the S&R Committee will be updating the Heart members on the progress of the research projects we are currently supporting throughout the year. The projects we are currently supporting are: Large Patch in Zoysiagrass, Turf Colorants/Water Conservation, and Glyphosate/Turf Colorant from Kansas State University; and Pythium Root Dysfunction, and Irrigation Wetting Agents from the University of Missouri.

2014 S&R TOURNAMENT

Monday, June 9, 2014



Blue Hills Country Club

Host Superintendent: Woody Moriarty

NEW FORMAT - 4 Person Scramble
REDUCED COST - \$125 per Player

You are encouraged to form a club team with colleagues, members and valued customers from your facility.

~ Sign-up TODAY! ~

S&R Tournament Blue Hills Country Club

Date: Monday, June 9, 2014

Location: Blue Hills Country Club
777 W. Burning Tree Dr.
Kansas City, MO 64145

Host Superintendent: Woody Moriarty

Schedule: 8:30 a.m. - Registration
10:00 a.m. - Shotgun Start
At the turn - Lunch
3:00 p.m. - Live Auction & Hors d' oeuvres

Format: Four-person scramble - NEW

Cost: \$125 per person or \$500 per team - Reduced Cost!
Encouraged to sign up as a team. Singles will be placed by the S&R Committee

Woody Moriarty

Woody grew up in Kansas City attended Bishop Miege High School, work at Kansas City Country Club. Graduated from Kansas State University with a Bachelor of Science in Horticulture. Has been a superintendent at Hillcrest Country Club from 1991-2001 and then moved to Blue Hills Country Club in 2001. Woody is married to his High School sweetheart and they have three children Megan 17, Alison 15 and Matthew 13. They will be celebrating their 24th wedding anniversary this year.

John Yuill

I am a recent graduate from Kansas State University. During my time at KSU I completed an internship at Cherry Hills Country Club in Denver, CO and Blue Hills Country Club here in Kansas City. I grew up in Jefferson City, MO where I learned to play golf at an early age. I went on to work at Eagle Knoll Golf Club throughout high school which propelled my career today.

David Rector

Born and raised in Fennimore, Wisconsin. When I graduated from Southwest Wisconsin Technical College with a degree in Turf Grass Management, I came to Kansas City to work at Loch Lloyd Country Club. I worked there for six years then took a job working at BHCC as the assistant superintendent in 2008. I have enjoyed helping to maintain Blue Hills Country Club and keep it as one of the top places to play in Kansas City. I am married to Molly and together we have two kids Henry (6) Hailey (3) and another boy due in July.

Registration forms are included in this newsletter.

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Spanglish for Everyone

By Juan M Barragan, Director

When speaking in English to a Spanish speaking employee about an assigned task, do you ever wonder if he fully understands what you are asking of him? Will he nod his head saying “yes” indicating he understands and then you find the employee later in the day doing the task incorrectly? Should the employee be at fault for not fully comprehending what they are being asked, or should you take the fault for the ineffective communication? Or, is neither person 100 percent to blame? This is due to the language barrier between the employer and the employee that’s very common in many of our work environments.

A large amount of golf courses employ non-native Spanish speaking individuals that don’t quite understand or speak English. The ability to properly communicate with their Spanish speaking employees is a very common problem for Golf Course Superintendents and Golf Course Assistant Superintendents... Without knowing or understanding the

Spanish language, it can be very difficult to explain to a Spanish speaking employee how to do their jobs, train them on new equipment, follow safety guidelines and other necessary tasks to provide a safe and professional work environment. This provides many challenges for both the management team and the employee when trying to accomplish tasks each day. It can make it very difficult to make the Spanish speaking employees feel comfortable and a part of the team.

For most individual’s it’s a challenge to try and learn Spanish the busier they get and older they are. It’s also just as hard for Spanish speaking employees to learn English. You don’t have to become fluent in Spanish outside of work, but having a “Spanglish” working knowledge will help you communicate to your employees more efficiently and will make your life and their life at work much easier. If you employ or hire Spanish speaking individuals you shouldn’t have to rush to

Continued on page 12

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The Golf Business

By John O'Leary, Special Director

How lucky are we to be in the golf business?

For as long as I can remember, I've had a passion for the game of golf. Growing up, I would sneak down into our basement to escape. The old tile floor (a stimpmeter would likely measure it close to 25) had a small hole in it – the perfect cup size. For hours, I'd pretend to have the putt to beat Watson or Nicklaus in one of the majors. I didn't win too many of those dream championships (those who've seen me putt aren't surprised), but those days – still vivid memories today – were the best. When not in the basement, I was playing all the usual sports of a kid; football, basketball, baseball and even hockey. In high school, I played freshman football and weighed about 100 pounds with pads on. It didn't take me long to realize that my football playing days were numbered. So, I went back to my first love and seriously began to play golf my sophomore year in high school. I've been playing and working in golf ever since. Outside of a job at a bowling alley in the winter, I've always worked in the golf business. I can't imagine doing anything else.

As a golf sales manager for John Deere, I travel pretty much every week. I cover the Northwestern part of the U.S., a total of 17 states from Missouri through Alaska and Hawaii. I have well over 2000 golf courses in my area and get to see some of the most incredible courses around. Typically flying somewhere, I will strike up a conversation with the person sitting next to me to pass the time. We go through the normal chit chat and before too long we start talking about what we do. They tell me they're an IT person or architect or whatever. Interesting, yes, but not something I'm in awe of. Then they ask me what I do for a living. I tell them I'm in the golf business. The reaction is basically the same. It doesn't matter if they are male, female, black, white, or anything in between...I get, "Wow! Really? That must be fun? Guess you play a lot of golf?" (How many times have you been asked that?). My answers are always, "Yes, it's fun. And, I would love to play more than I do."

In my travels I get to meet some truly incredible people who have a different version of my story. There are the industry life timers and those who have tried other occupations. But, no matter where they are in their career, where they came from, or where they work, there's always one thing that's the same – a passion. They have same passion for the game that I have and we all can't imagine doing anything different.

Sure, a career in golf isn't perfect. Like all jobs there are negative sides. It's small. Courses aren't as abundant. It's sometimes slow to advance your career. But even when you ask those guys that are on the side of trying to find another position, they don't want to do anything else. What is it about the golf business that keeps us so passionate? Is it the people? Being outside, not stuck in some cubicle? Is it the game itself? In all my conversations with my colleagues in the business, I've learned it's a combination of all these. But, what stands out most to me are the people.

While I've always felt lucky to be in the golf business and appreciated the camaraderie that resonates throughout this industry, it took something big for me to realize what a truly unique business it is and how blessed I am to be involved. As most of you know, a great superintendent friend of ours was diagnosed with cancer this past year. During the winter, a group gathered to spend time with him. But, it wasn't a sad gathering. It was full of laughter and fun, memories and jokes. Yes, there was sympathy towards him. But what got me was how many showed up and made it a meaningful, joyous day. If this was another business I don't think we would've seen the support like we saw that day.

But, that day wasn't unique – not really. We see this same support and solidarity every day in the golf business. Sometimes it's as simple as loaning the neighboring golf courses a piece of equipment. Or, sending a crew over to help out with a big project. Maybe it's volunteering time at the local PGA stop. Did I mention these same people you are helping out are in direct competition with you? Sacrificing your own work for someone down the road. What other business would do this? Do you think Sprint runs over to Verizon and offers up their ideas? No, they don't. But, we do. Someone comes up with a better way to do

Continued on next page

The Golf Business - Cont.

something and we share it. Someone needs help and we pitch in. Golf is a close knit community; we help out whether its work related or personal. You just don't see this anywhere else.

At this year's Golf Industry Show, the HAGCSA and MVGCSA held their first joint hospitality night. It was awesome. Close to 200 attendees got together (with their competitors) and had a great time talking about golf and whatever else came to their mind. The interactions between the two associations was like nothing I've seen. It's events like this, and the Missouri Cup Challenge, that allows us to meet and get to know others we may not normally associate with. It doesn't matter what course you are at or how much money you make – we are one in the same at these type of functions. (If you don't attend either of these events I encourage you to do so. You can thank me later.)

If you're in the golf business, you owe it to yourself to play as regularly as possible. Many people think it's a game you have to master to enjoy. Not so. I've played with guys who couldn't break 150 and they have as much fun playing as I do. Are you playing as much as possible? Is your crew? You should, and so should they. Understanding the game and seeing it from a golfer's (their customer) point of view, will help you and them do your jobs better. After they've hit out of difficult situations a few times, it's likely they'll take the time to get off the mower and disperse a clump of clippings, or properly rake the bunker.

If you take the time and make the effort to help them see the game from the golfer's point of view, it'll pay back in the work. Back when I was a superintendent, my crew would challenge the clubhouse staff to a match a couple times per year. It was like the Ryder Cup the week of. Guys were practicing after work and the smack talk was abundant. During the match people would follow us around and as each of us finished our own match we would follow as well. The bragging rights were awesome when we won, and even when we didn't win it was still fun. Other options for team building and development included night golf or visiting other courses to play. Establish a handicap. If everyone – non-golfer and avid golfer alike – established a handicap it created a competitive, enriching atmosphere. Ultimately it created a better team and a better course.

I hope you all feel the same as I do about this truly great and unique job we're in. I encourage you to stop once in a while and take it all in. There are people who go in everyday to their cubicles wishing they were us. We're lucky. Let's make the most of it – by continuing to help each other out, networking and sharing ideas, and doing our part to get more people playing the game. I know you feel the passion. Live it and have fun.

Tournament Committee Report

By Ethan Shamet, Director

The golf season is finally upon us! The tournament schedule is in full swing and we hope you make plans to attend our events. This month is the Footprints iN Fairways (formerly the SuperPro) benefitting SNAG golf. Don't forget, in June is the annual S&R Tournament at Blue Hills. We are still trying to secure a place and speaker for the "9 and Dine" event in September. I hope to see as many members out at these events as possible. Once again, thanks for the sponsors for making these tournaments successful.

Footprints – iN – Fairways Pro Am



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In 2006, the Kansas City Golf Alliance was formed to “bring together” all four associations (PGA, GCSAA, CMAA and KCGA) for the purpose of better communications and educational opportunities. The alliance has been silent for many years; however, now more than ever these associations need to work together on various issues, most notably – Growth of the Game.

The Footprints iN Fairways event is a cooperative effort between the Midwest Section PGA and the Heart of America GCSA, to educate and/or update all in attendance regarding the SNAG–iN– School program, as well as a fundraiser for.

Date: May 19, 2014
Venue: Staley Farms Golf Club
Time: 11:00 Registration
12:00 Lunch
1:00 Shotgun
Cost: \$100 per player

Format

Scramble Format

2 Flights

Places – 1st through 3rd

Team – 2 Options:

1. 1 PGA, 1 GCSAA, 1 CMAA or Decision Maker & 1 Sponsor
2. 1 PGA and 3 Amateurs

Limited to (30) Teams



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Spanglish for Everyone - Cont.

the newest version of Rosetta Stone to help you learn Spanish. Talk with your employees. Have them teach you golf course related Spanish every day. Talking with your employees more will allow you to get to know the individual more. At the same time this will help them feel comfortable around the work place. These individuals can be great tutors as well. By interacting with them and learning their lingo, you can learn a lot from them and vice versa. All it takes is time and willingness to ask questions and listen to the Spanish language.

Don't be afraid to communicate and speak with them even if it's Spanglish and you're a little uncomfortable. It will make for some good laughs at first, but the fact that you're trying will gain you more respect from your employees. They will appreciate your willingness and will feel more comfortable around you and the workplace.

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News From GCSAA

GCSAA Grassroots Ambassadors – July will see the official launch of the GCSAA Grassroots Network. Within the larger Network, we are looking for 535 GCSAA members (Class A, SM, C) to serve as GCSAA Grassroots Ambassadors. Our Ambassadors will be paired with a Member of Congress. We will educate and train our Ambassadors to build positive, proactive relationships with their Members of Congress. We want to make sure our elected officials understand and appreciate the golf course management profession and make decisions that protect golf facilities. Learn more about GCSAA Grassroots Ambassadors at <http://cqrcengage.com/gcsaa/Ambassadors>.

Recruitment Survey – Tomorrow afternoon, a short recruitment survey will be sent to all Class A, SM and C members via a letter from Government Relations Committee chair and co-chair Pete Grass, CGCS, and Darren Davis, CGCS. Through the survey, we are hoping to identify potential Ambassadors – those with an interest in government relations or who have existing relationships with Members of Congress or want to work with Government Relations staff to build lawmaker relationships. Please encourage your chapter members to complete the short survey and also let us know who you think might make good candidates.

GCSAA Grassroots Ambassador Recruitment Standing Operating Procedure -- We will need your help in the future vetting potential Ambassadors. The attached SOP explains how we will use you to provide on the ground intelligence as part of the Ambassador vetting process.

Continued on next page

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News From GCSAA - Cont.

GCSAA Government Relations Online – Government Relations Online launched last week. Your chapter members now have quick and easy access to critical and relevant advocacy and compliance information and resources in one location. To preview the site, visit <http://cqrcengage.com/gcsaa/>.

Greens & Grassroots e-newsletter – April 24, we launched Greens & Grassroots, our new monthly government relations e-newsletter. This publication can be a great resource for you to populate your chapter website or newsletter. Please make sure to sign up for the e-newsletter at <http://cqrcengage.com/gcsaa/app/register?2&m=18360>.



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GCSAA Grassroots Ambassador Recruitment Standing Operating Procedure

1. **Purpose.** To establish a process for the recruitment and selection of GCSAA Grassroots Ambassadors in the GCSAA Grassroots Network. GCSAA would like to match one GCSAA professional member with all Members of Congress and proactively build strong relationships between them to elevate GCSAA's government relations advocacy efforts.
2. **Recruitment of GCSAA Grassroots Ambassadors.** The following steps will be taken to recruit GCSAA Grassroots Ambassadors on an annual basis:
 - 2.1. Postcards will be developed to use for sign up of members at the GCSAA Education Conference and Golf Industry Show, chapter events and other places where GCSAA staff have contact with members.
 - 2.2. The program will be promoted through GCSAA communication vehicles such as *GCM*, *GCSAA This Week*, *Greens & Grassroots* newsletter and social media products.
 - 2.3. Information will be available in the government relations area of gcsaa.org to recruit GCSAA Grassroots Ambassadors.
3. **Selection of GCSAA Grassroots Ambassadors.**
 - 3.1. All GCSAA professional members (Class A, SM, C) will be asked to take a survey which captures their government relations activity and interests, which will be provided to them by GCSAA.
 - 3.2. Members that indicate an interest in being a GCSAA Grassroots Ambassador through the postcards or survey will be vetted through both quantitative and qualitative analysis. Candidates that move forward in the process will have their names forwarded to GCSAA field staff, chapter presidents and executives for review and consideration as part of the qualitative analysis. They will be asked if there are reasons why the listed individual would not make an appropriate GCSAA Grassroots Ambassador. Reasons for a no answer may include:
 - 3.2.1. The member has a personal agenda and cannot support GCSAA positions.
 - 3.2.2. The member can't stay on message and/or is not a good communicator.
 - 3.2.3. The member is not active at the chapter level.

Continued on next page

- 3.3. Any other insider information the GCSAA field staff or chapter president or executive may be aware of.
- 3.4. If a name comes back with approval from the GCSAA field staff, chapter president and/or chapter executive, an official appointment letter with a welcome packet will be sent to the new GCSAA Grassroots Ambassador.
- 3.5. The GCSAA Grassroots Ambassador will sign an agreement which lists roles, responsibilities and rules for serving in this position.

4. Selection of GCSAA Grassroots Ambassador if more than one candidate for a Congressional District exists.

- 4.1. In the event there is more than one GCSAA member in a Congressional District qualified for the position, the final decision will be made based on the following criteria:
 - 4.1.1. Data collected from the recruitment survey.
 - 4.1.2. Previous advocacy actions taken by the member (number of GCSAA action alerts the member responded to, participation in federal or state lobby days, etc.).
 - 4.1.3. Consultation with the GCSAA field staff, chapter president, and/or executive.
- 4.2. A denial letter from the chair of the GCSAA Government Relations Committee will be sent to individuals who are not selected to serve as a GCSAA Grassroots Ambassador.

5. Term limits

- 5.1. The GCSAA Grassroots Ambassador position is a two year term.
- 5.2. The GCSAA Grassroots Ambassador may renew his or her position for an additional two year term.
- 5.3. Anyone who is not an official GCSAA Grassroots Ambassador can still be part of the GCSAA Grassroots Network and assist GCSAA with all of its advocacy efforts.

6. Removal of GCSAA Grassroots Ambassador

- 6.1. In the event that a GCSAA Grassroots Ambassador is not able to fulfill his or her duties, the GCSAA Government Relations Committee reserves the right to remove him or her from the position at any point.



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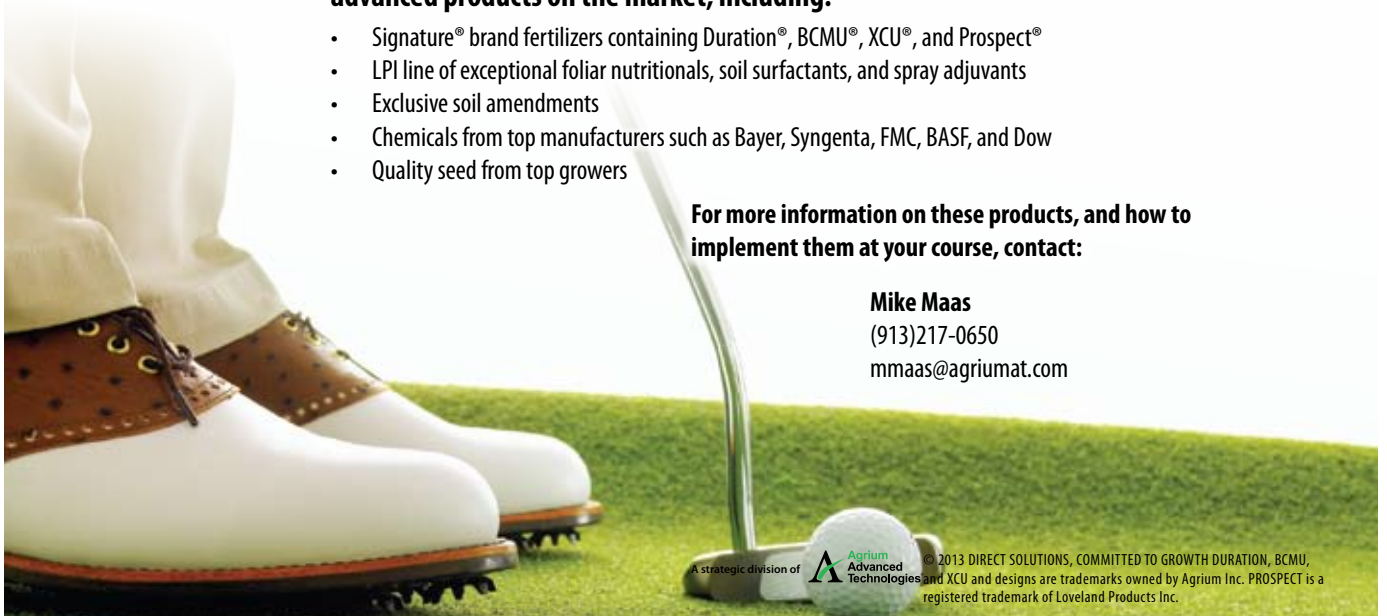
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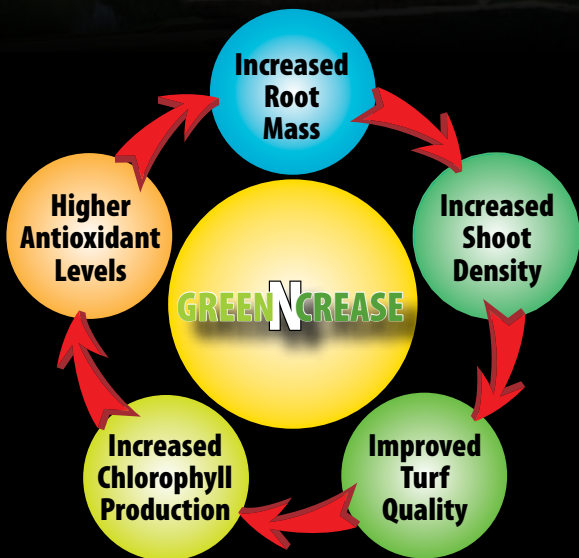
Mike Maas
(913)217-0650
mmaas@agriumat.com



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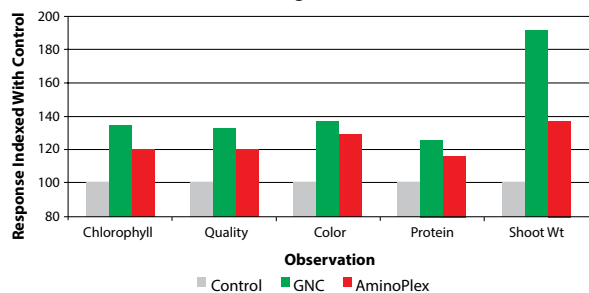


GreenNcrease rate effects on creeping bentgrass drought resistance. 2009. Ervin, E.H. and X. Zhang. Virginia Tech.

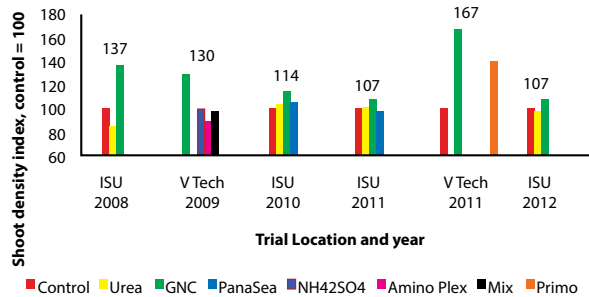


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Turf response to GreenNcrease applications averaged for 3 months. 2009. Virginia Tech.



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FOOTPRINT iN FAIRWAYS
Golf Tournament

Staley Farms Golf Club

May 19, 2014

REGISTRATION INFORMATION:

Facility: _____

Contact Name: _____

Contact Phone #: _____

Address: _____

City: _____ State: _____ ZIP: _____



REGISTER AS:

_____ Team / Facility (\$300)

_____ Hole Sponsor (\$500)

*For information on hole sponsorships please contact
Tim Nielsen at timjnielsen@hotmail.com.*

RETURN FORM TO:

Midwest Section PGA
1960 NW Copper Oaks Circle
Blue Springs, MO 64015
Fax: (816) 229-9644



PLAYER INFORMATION:

Pro Name: _____

Super Name: _____

GM Name: _____

**or Key Facility Decision Maker*



PAYMENT INFORMATION:

**Make Checks Payable to: Midwest Section PGA
Foundation**

Credit Card Information:

Name on Card: _____

Card Type (circle one): American Express Visa Mastercard

Card #: _____ CVS #: _____

Exp. Date: _____ Signature: _____



Scholarship & Research Tournament

~ S&R Mission Statement ~

"Organize and generate the financial means to enrich the game of golf through funding regionally based research and scholarship to qualified applicants."

Date: Monday, June 9, 2014

Location: Blue Hills Country Club
777 W. Burning Tree Dr.
Kansas City, MO 64145

Host Superintendent: Woody Moriarty

Schedule: 8:30am - Registration
10:00am - Shotgun
At the Turn - Lunch
3:00pm - Live Auction & Hors d'oeuvres

Format: Four-person scramble - **NEW!**

Cost: \$125 per person or \$500 per team. - **REDUCED COST!**
Encouraged to sign-up as a team. Singles will be placed by the S&R Committee.

Dress Code: Country Club Attire - Collared Shirts, No Jeans or Cargo Pants, Soft spikes.

Donation: Please help us reach our fund-raising goal by donating additional funds. Our long-term goal is to raise enough money to allow us to fund an entire research project relevant to golf courses in our region. Your generous help is key to attaining this goal.

TAKE ADVANTAGE!

- New Format
- Reduced Cost
- You are encouraged to form a club team with colleagues, members and valued customers from your facility.



Reservation Deadline: Friday, May 30, 2014

 YES! We plan to attend the S&R Tournament:

Player: _____ Club/Company: _____

Player: _____ Club/Company: _____

Player: _____ Club/Company: _____

Player: _____ Club/Company: _____

GAMES/CONTESTS (Encouraged to sign-up in advance to reduce your time in line. We can invoice separately if needed):

- Skins Game - \$20 per team (half the pot goes to the skins winner, the other half goes to the S&R Fund)
- Bubba Watson Drive - \$25 per team. Your team is given a 350+ yard drive. - Hole #18
- Hole in One Opportunity - \$25 per team. You receive a hole-in-one if anyone in your group lands on the green. - Hole #8
- 50/50 Pot - \$1 per ticket (half the pot goes to the ticket winner; the other half to the S&R Fund): _____ # of tickets requested.
- Additional Donation to S&R Fund: \$ _____ (Thank You!)
(Note: You will also have the opportunity to pay for these games/contests the day of the event.)

Submitted by: _____ Club/Company: _____

Full Address: _____

Cell #: _____ E-mail: _____

NOTE: If a cancellation occurs due to the weather, the "submitted by" contact will be notified. It will then be that person's responsibility to notify the remaining players on the team listed above.

PAYMENT:

Check Enclosed Invoice (By indicating you wish to be invoiced, you agree to pay total invoice upon receipt.)

All "No Shows" will be billed. You may cancel without penalty 72 business hours prior to event registration time.

HAGCSA, P.O. Box 419264, Kansas City, Missouri, 64141, 913-561-5323; Fax to: 816-561-1991

S&R SPONSORSHIP FORM

June 9, 2014 at Blue Hills Country Club

"Organize and generate the financial means to enrich the game of golf through funding regionally based research and scholarship to qualified applicants."



The HAGCSA's Scholarship and Research Tournament is considered our most important function of the year. This tournament is the pinnacle of our fund raising endeavors and provides the optimum opportunity to have your company's name honored and recognized by our membership for your support of this well-attended event.

☐ Title Sponsorship - \$2,500 (1-TAKEN; 0-AVAILABLE)

- Company name and logo recognition on main signage at the registration table.
- Prominently displaying of your firms name and logo in all lunch and meeting areas.
- Name recognition on all tournament material (i.e. rules sheets, sign-up sheets, etc.)
- Complementary entry and lunch for a four-some in the tournament.
- Verbal recognition as title sponsor by speakers during lunch and award presentations as component to the success of this event.
- Recognition in *Heartbeat* publication.



☐ Food Sponsors - \$750 (2-TAKEN; UNLIMITED AVAILABLE)

- Verbal recognition as the benefactor of our meal and appetizers during lunch and the awards ceremony.
- Company name on signage at the buffet table and on table tents positioned around the room.
- Firm's name recognition on the main banner at registration table with other participating sponsors.
- Verbal recognition for your company.
- Recognition in *Heartbeat* publication.



☐ Beverage Stations - \$500 (1-TAKEN; 4-AVAILABLE)

- Sponsorship of one of the four on course beverage stations that are positioned around the golf course.
- Perfect opportunity to greet event participants on the golf course and get your name out there as an important contributor to the success of the event.
- Company name on signage at the beverage station you are assigned.
- Name recognition on the main banner at registration table with other participating sponsors.
- Recognition in *Heartbeat* publication.



☐ Tee/Green Sponsorships - \$300 (UNLIMITED AVAILABLE)

- Affords your company to be recognized by each player with signage posted prominently on an assigned tee box.
- Company name will be displayed with other important affiliate partners on the main banner located at registration table.
- Recognition in *Heartbeat* publication.

☐YES! Count us in to Support HAGCSA Scholarship & Research Efforts!

Company: _____

Contact Name: _____

Full Address: _____

Phone: _____ E-mail: _____

PAYMENT:

- Check Enclosed Invoice (*)

(*)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.

RETURN COMPLETED FORM BY Friday, May 30, 2014

HAGCSA • P.O. Box 419264 • Kansas City, Missouri 64141 • FAX to 816-561-1991

If you have questions, please contact Kim Weitzel at 816-561-5323.

S & R Auction Donation Form

Monday, June 9, 2014
Blue Hills Country Club – Kansas City, Missouri



The S & R Golf Tournament and Auction was developed to fund scholarships for turfgrass students, assist members' employees with continuing education expenses and support turfgrass research. Please help us provide this assistance, and to make a greater impact on the lives of those who will be the future of our industry.

The HAGCSA S & R Committee will again sponsor our annual fund raising auction to be held during the S & R Tournament at Blue Hills Country Club. It's a fun opportunity to give something to your industry partners, or share a personal treasure with your friends in your industry. Donate an item that you think will draw some interest from among the HAGCSA members. Ideas include equipment, autographed memorabilia, artwork, vintage wines, golf clubs, electronics . . .you name it! The more unique, the more it could bring in for the S & R program. Last year we raised \$10,500 and we hope to beat that record in 2013. Please help us to accomplish that goal!

Please join the efforts to raise money for the S & R program by completing the form below and returning it to the Association office on or before **Friday, May 30, 2014:**

We **Thank You** in advance for your support!

Name _____

Company Name _____

Full Address _____

Contact Phone _____ E-mail _____

Your donation(s) will be listed to the membership prior to the event and listed on the auction program. Please provide the following information to help promote the live auction:

Item Donating _____ Estimated Value: \$ _____

Description _____

Item Donating _____ Estimated Value: \$ _____

Description _____

Item Donating _____ Estimated Value: \$ _____

Description _____

****You will be responsible for bringing the item(s) to the Association Office by Friday, May 30, 2014, or providing a certificate and appropriate picture representing the donated item(s).*

If you have any questions regarding the auction process or event, please feel free to contact Kim Weitzel at the Association Office: 816-561-5323.

PLATINUM PARTNERS



GOLD PARTNERS



SILVER PARTNERS





MEMBERSHIP APPLICATION

Name _____ GCSAA Membership #: _____

Club or Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____ Spouse's Name _____

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

Home Address: _____ City _____ St _____ Zip _____

JOB INFORMATION: LIST CURRENT EMPLOYMENT FIRST

DATES EMPLOYED		EMPLOYER NAME & CITY/STATE	TITLE
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. Announce your HAGCSA or GCSAA membership 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 two Heart of America GCSA members.

Attested _____ Date _____

Attested _____ Date _____

Applicant's Signature _____ Date _____

Please include Annual Membership Dues with Application (Term: January to December):
 Superintendents/\$130 - Assistant Superintendents/\$70 - Supplier/\$130 - Golf Course Employees/\$70 - Student/\$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

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From The Editor

By Tim Nielsen, Editor



If you read the mission statement of the HAGCSA I'd say the focus of today's Board of Directors is largely doing its part in accomplishing what was the initial vision of the founding superintendents. As a matter of fact, I'd be willing to bet that in the history of the HAGCSA there has never been more effort being put forth to accomplish the mission.

With the help of allied associations, the GCSAA and our members, the HAGCSA is leading the way into what, hopefully, will propel the game and our profession to a level not yet seen. Through many avenues, we are participating in ventures that we are banking on to improve not only our reputation within the industry but also the participation in the game of golf itself.

With our involvement in Rounds4Research and SNAG-A –School, I see the HAGCSA as being a crucial partner in not only advancing turfgrass research but also growing the number of golfers who will become our customers. Though these are not the only two programs we are using to accomplish our mission, these are two of the big hitters.

If you haven't or simply can't donate rounds for Rounds4Research you can still be involved by promoting the auctions to your clientele. You can stay up to date about auction dates (June 9-22 and Aug. 1-10) and where bidders can go to bid on the auction (www.rounds4research.com). Soon, you will receive literature about the auctions that we would love for you to post in your locker rooms, restrooms, or on a news bulletin at your facility. If you can help, turfgrass research could be taken to new heights.

Also, in the works (just like last year) is the annual Footprints in Fairways golf tournament. Originally founded as the SuperPro and an avenue to connect Superintendents and Golf Pros, the tournament has taken it up a notch and started to fund SNAG in schools. With the help of the Midwest Section PGA and the Club Manager's Association, we are raising funds to buy SNAG sets for a large amount of area school districts. Through the SNAG program, the numbers of kids being introduced to golf is astounding. In Kansas and western Missouri alone there are approximately 100,000 kids who have already made it through the SNAG program. By the end of 2014, the program hopes to have reached 200,000 students. There are programs set up in so many different school districts it would take forever to list them all.

One way or the other, it has obvious that the old way of doing business is long gone. We must use new avenues to fund research and get people playing golf. As someone whose livelihood depends on turf research and the number of people making your paycheck possible, don't you think it would be in your best interest to do everything you can to help grow the game as well?

**HAGCSA Editor,
Tim Nielsen**

INDEX of ADVERTISERS

Ajinomoto North America	19	Midwest Pump and Fountain.....	3
Bayer	15	Professional Turf Products.....	5
Commercial Turf & Tractor.....	18, 20	Reinders.....	14
Direct Solutions.....	18	Supreme Turf.....	13
Herfort Norby Golf Course Architects	4	Turfwerks.....	20
Kansas City Turf Supply.....	12, 15	Urban Tree Specialists.....	18
PBI Gordon	8	Vermeer Great Plains.....	7



FUNCTION FORECAST

DATE

April 22

May 19

June 9

November 5

December 15-16

January 9

EVENT

Wee One Tournament (Staley Farm GC)

Footprints in Fairways Tournament (Staley Farm GC)

S&R Tournament (Blue Hills Country Club)

Annual Meeting (Meadowbrook Country Club)

Common Ground (Overland Park Convention Center)

New Year Party (Boulevard Brewery)

HEARTBEAT • Tim Nielsen, Editor

Heart of America GCSA • P.O. Box 419264 • Kansas City, MO 64141-6264