

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

Since 1933

Heart of America Chapter

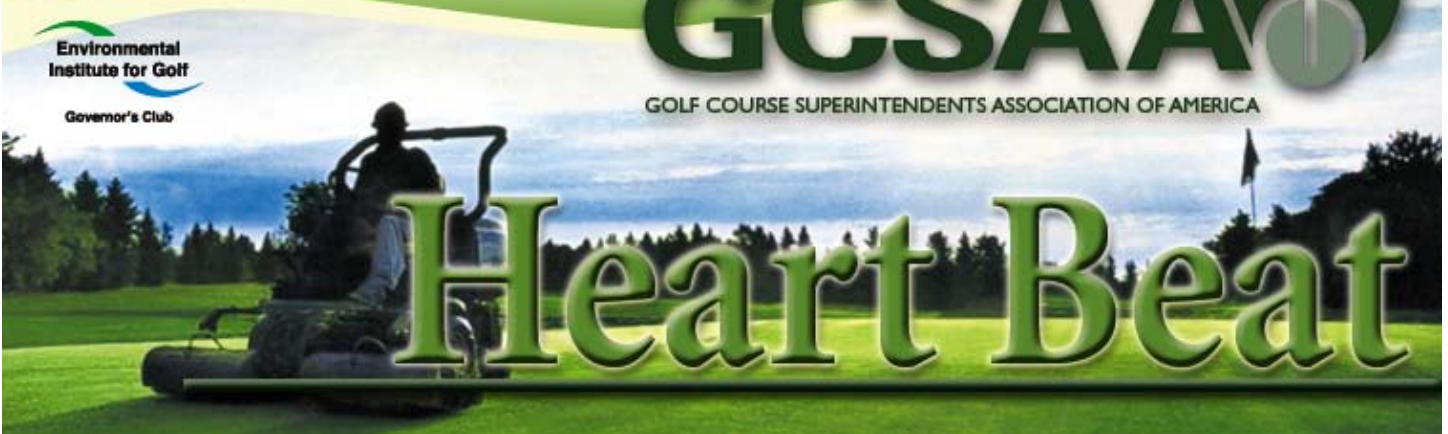
GCSAA

GOLF COURSE SUPERINTENDENTS ASSOCIATION OF AMERICA



Environmental
Institute for Golf

Governor's Club



Volume 42, No. 10

December 2010

*Common
ground*



Heartland Green Industry Expo - Common Ground

***Overland Park Convention Center
Overland Park, KS***

Tuesday - Wednesday, Dec. 14-15, 2010

***See You There!
(Registration Form Included on page 5)***

Heart of America GCSA Officers and Board of Directors:

President: Doug Melchior
Overland Park Golf Course
913.897.3805

Vice President: Tim Nielsen
Drumm Farm Golf Club
816.350.9900

Secretary/Treasurer: Todd Bohn
Creekmoor Golf Club
816.331.3306

Immediate Past President: Scott Johnson, CGCS
Shadow Glen, The Golf Club
913.764.6531

Directors:

Paul Davids, CGCS
Sycamore Ridge Golf Course

Brad Gray
Mission Hills Country Club

Danny Kaleikau
Rockwood Golf Course

Duane Sander, CGCS
Shoal Creek/Hodge Park Golf Courses

Jeff White, CGCS
Lake Quivira Country Club

Aaron Willing
Indian Hills Country Club

Special Directors:

John Sheehe
Helena Chemical Co.

Dave Fearis
Agrium Advanced Technologies

Jon Bakalar
Overland Park Golf Course

Chapter Delegate Liason:

Todd Bohn
Creekmoor Golf Club

GCSAA Secretary/Treasurer:

Sandy Queen, CGCS
City of Overland Park Golf Division

GCSAA Director:

Bill Maynard, CGCS
Milburn Country Club

HeartBeat Editor:

Tony Bertels
Swope Memorial Golf Course

Executive Director:

Kim Weitzel, 816.561.5323

President's Message

Greetings HAGCSA Members,



I look forward to representing the association again for another year as President. I appreciate your vote of confidence and the challenges that await us in 2011. The Annual Meeting was well attended and congratulations to all of the elected officials for the 2010-2011 term. I know the new Board of Directors will work very hard to continue the momentum that has been gained by our partnership recognition program but also our rich tradition that is known prominent on the national board.

As the year begins to come to a close and the summer becomes a distant memory, I would like to thank all of the vendors for their support of our association and your financial commitment through the PRP program. Your next opportunity to sign up for next year's programs will be Dec. 1 at 9 a.m. Please mark your calendars and let us help you be recognized.

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 it unite golf course superintendents in the greater Kansas City area. I will continue to promote our mission statement again this year.

Sign up for the Holiday Party on Friday, Dec. 3. The national GCSAA Board of Directors will be in attendance again this year and it promises to be a great time at the Sheraton Hotel in Overland Park. Also, make plans to attend the Common Ground Conference Dec. 14-15. The educational tracks will be fantastic and the camaraderie will be priceless.

I hope everyone has a safe and wonderful holiday season.

Doug Melchior
HAGCSA President
Doug.Melchior@opkansas.org

HOLIDAY PARTY

at the
Overland Park Sheraton Hotel



December 3, 2010

6:00pm/Registration

7:00pm/Dinner

7:45pm/Program

8:30pm/Casino Night

\$60 per person

(spouses & significant others are welcome)

**GCSAA Board of Directors
will be attending.**

Take this opportunity to meet and
mingle with your national board.

HOLIDAY PARTY



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

DATE: Friday, December 3, 2010

LOCATION: Overland Park Sheraton Hotel
Room: Leatherwood 1 & 2 (lower level)
6100 College Blvd.
Overland Park, KS

SCHEDULE: 6:00 p.m. - Registration
7:00 p.m. - Dinner
7:45 p.m. - Program & Awards
8:30 p.m. - Casino Night & GIVE-A-WAYS

COST: \$60.00 per person (Spouses and significant-others are welcome to attend.)

ROOM BLOCK: The Sheraton has extended a discounted room rate of \$89 for a block of 10 rooms if you wish to stay the night. Make your own reservation by calling 1-866-837-4214 and stating you're with the "Golf Course Superintendents".
Room Block Deadline: November 12, 2010.

FREE HAGCSA Membership - A separate drawing will be held for three free HAGCSA 2011 Memberships in categories A/B, C, AF. Must be present to win.

DRESS CODE: Business casual

RESERVATIONS: Mail, Fax or Email Reservation no later than Monday, November 29.

**GCSAA Board of Directors
will be attending.**
This is a great opportunity to meet and
mingle with your national board.
SIGN-UP TODAY!

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

Attendee(s): _____ Spouse/Significant: _____

Head Superintendent or person to invoice and/or contact: _____

Company: _____

Address: _____

Phone: _____ Fax: _____

Email: _____

PAYMENT:

Check Enclosed Invoice(*) Credit Card: No.: _____

Security Code (now required): _____ Exp.: _____

Name on Card: _____

(*)By indicating you wish to be invoiced, you agree to pay the total invoice **upon receipt**.

Invoices will be sent electronically when an email is provided.

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

Complete form and Mail, Fax or Email no later than Monday, November 29 to:
Heart of America GCSA
P.O. Box 419264, Kansas City, MO 64141-6264
816-561-5323/phone; 816-561-1991/fax; www.hagcsa.org

CONFERENCE SCHEDULE



December 14	TREES & ORNAMENTAL	SPORTS TURF	RECERTIFICATION	GOLF
7:00am – 8:00am	Registration & TRADE SHOW	Registration & TRADE SHOW	Registration & TRADE SHOW	Registration & TRADE SHOW
8:00am – 9:00am	Pruning Young Trees for Structure Matt Evans, Ryan Lawn & Tree	NTEP Dr. Rodney St. John, KSU	Ornamental Pests and Their Control Jeff Haley, EPIC Landscape 3A = 1hr.	Fairy Ring on Golf Course Putting Greens Dr. Lee Miller, University of Missouri
9:15am – 10:15am	Spanish in a Pinch Deby Jones, Second Language Success (Courtyard 1)	Field Rotation Dr. Dave Minner, Iowa State University	9:00am – 10:00am Turf Pests and Their Control Dr. Lee Miller, University of Missouri 3B = 1hr.	Spanish in a Pinch Deby Jones, Second Language Success
10:30am–11:30am		Weather 101 Brad Jakubowski, Doane College	10:00am – 11:00am New Developments, Labels Dr. Brad Fresenburg, University of Missouri 3A, 3B = 1hr.	
11:30am – 1:00pm	TRADE SHOW & Lunch	TRADE SHOW & Lunch	TRADE SHOW & Lunch	TRADE SHOW & Lunch
1:00pm – 2:00pm	Equipment Safety Mitch Ricketts, Kansas State University	Soil Sample Steve Fleck, Ag Source, Harris Lab	Pesticides and Pesticide Waste Bill Norris, Reinders, Inc. 3A, 3B = 1hr.	Fertilizer Talk Brad Jakubowski, Doane College (1:00pm – 2:30pm)
2:15pm – 3:15pm	Tree & Landscape Issues Ivan Katzer, Consulting Arborist	Water Quality for Turf Representative from Ag Source Harris Lab	2:00pm – 3:00pm Safety Bill Norris, Reinders Kansas Core Hour	Personal Branding: Managing Up Lyne Tumlinson, Career Lift, LLC (2:45pm – 4:30pm)
3:30pm – 4:30pm		Round Table Discussion: Turf Problems & MOKAN Updates Panel	3:00pm – 3:30pm Kansas State Laws State of Kansas Rep. Kansas Core Hour	
4:30pm – 4:45pm	TRADE SHOW & Networking Reception	TRADE SHOW & Networking Reception	TRADE SHOW & Networking Reception	Scholarship Presentation
4:45pm – 6:00pm				
December 15	IRRIGATION & ENGLISH in a PINCH	MANAGEMENT (BUSINESS OWNERS)	RECERTIFICATION	GOLF
7:00am – 8:00am	Registration & TRADE SHOW	Registration & TRADE SHOW	Registration & TRADE SHOW	Registration & TRADE SHOW
8:00am – 9:00am	English in a Pinch Deby Jones, Second Language Success	Overhead Recovery Charles Vander Kooi, Vander Kooi & Assoc.	Common Scale Insects of KC Matt Evans, Ryan Lawn & Tree 3A = 1hr	Why Test Your Water? Tony Thorpe, Lakes of Missouri, Jim Darlington, Leisure Ponds
9:15am – 10:15am	Send your Hispanic Staff. Two Hour Session Only \$20 per person Indicate on Registration Form		Integrated Pest Management Dave Murphy, Hughes 3A, 3B = 1hr	Alternative Energy Sources: Bio Diesel Dennis Hupe, Kansas Soybean Association
10:30am–11:30am	Field Hydraulics Jim Borneman, Ewing Irrigation	Landscape Design & Tips: Using Trees & Turf to Protect our Water & Soil Larry Ryan, Ryan Lawn & Tree; Dr. Rodney, St. John, Kansas State University; Dennis Patton, Johnson County Extension Office	10:00am – 11:00am Pest Identification: A Cookbook Approach Karen Kerkhoff, OP Arboretum & Botanical Gardens 3A = 1hr	
11:30am – 1:00pm	TRADE SHOW & Lunch	TRADE SHOW & Lunch	TRADE SHOW & Lunch	TRADE SHOW & Lunch
1:00pm – 2:00pm	Electrical Troubleshooting Jim Borneman, Ewing Irrigation	Tips & Pitfalls in HR Tim Huston, Humans Resource Solutions	Japanese Beetles Brad Fresenburg, University of Missouri 3B = 1hr	USGA: Rules Presentation Bill McCarthy, USGA
2:15pm – 3:15pm	Fundamental of Irrigation Scheduling Jim Borneman, Ewing Irrigation	Can't We All Just Get Along? Frank Male, CLT, CLP, Lawrence Landscape; Dalton Hermes, Hermes Landscape; Bill Gordon, Signature Landscape, Curby Hughes, Curby's Lawn & Garden, Rick Howell, ASLA	2:00pm – 3:00pm Water Quality Todd Phillips, EPA 3A, 3B = 1hr	
3:30pm – 4:30pm	Advanced Irrigation Scheduling Jim Borneman, Ewing Irrigation	DOT – The Real Scoop Curt Marchand, Ryan Lawn & Tree	3:00pm – 4:00pm Turf Disease Update: A Look Ahead Rodney, St. John, Kansas State University 3B = 1hr	USGA: Year in Review Ty McClellan, USGA

REGISTRATION FORM

Heartland Green Industry Expo: "Common Ground"
December 14-15, 2010 • Overland Park Convention Center • Overland Park, KS

ASSOCIATION

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

- Heart of America Golf Course Superintendents Association (HAGCSA)**
- Mid-America Green Industry Council (MAGIC)**
- MO-KAN Sports Turf Managers Association (MOKAN)**
- Other:** _____

TYPE OF BUSINESS (please check one)

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

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

Name _____ Organization _____

Organization Address _____

City _____ State _____ Zip _____

Daytime Phone _____ Fax _____ E-mail _____

REGISTRATION & FEE



	Member	Non-Member	
<input type="checkbox"/> Full Conference	\$180	\$230	\$ _____
<input type="checkbox"/> One Day Only: <input type="checkbox"/> December 14 <input type="checkbox"/> December 15.....	\$100	\$150	\$ _____
<input type="checkbox"/> Half Day + Lunch: December 14: <input type="checkbox"/> AM+Lunch <input type="checkbox"/> Lunch+PM or December 15 <input type="checkbox"/> AM+Lunch <input type="checkbox"/> Lunch+PM	\$75	\$125	\$ _____
<input type="checkbox"/> "English in a Pinch" (December 15, two-hour session <u>only</u>)	\$20	\$40	\$ _____
<input type="checkbox"/> Student - Full Conference	\$50	\$50	\$ _____
<input type="checkbox"/> Student - One Day Only: <input type="checkbox"/> December 14 <input type="checkbox"/> December 15	\$25	\$25	\$ _____
<input type="checkbox"/> MAGIC Members – Recognition Reception (Dec. 13, 4pm, Sheraton Hotel)	\$20	\$20	\$ _____
<input type="checkbox"/> Late Fee (after December 1 = cost + fee):	\$25	\$25	\$ _____
<input type="checkbox"/> Walk-In Fee (Onsite Registration = cost + fee):	\$50	\$50	\$ _____
TOTAL			\$ _____

TRACK PREFERENCE (please select one)

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

PAYMENT

- Check Enclosed (check made payable to: Heartland Green Industry Expo). Payment must accompany registration form.
- Invoice my Organization (By invoicing, you must be a member of one of the co-host associations and agree to pay total amount due by December 6, 2010. Invoicing not permitted after December 1.)

CANCELLATION / REFUND POLICY

If cancellation is necessary, substitutions are permitted. A written request for a refund must be received on or before December 1, 2010. The amount refunded will be less a \$25.00 processing fee. No refunds will be made after this date. Mail your request to the Mgmt. Office: P.O. Box 419264, Kansas City, MO 64141.

DEADLINE

Mail or Fax Registration with Payment on or before **December 1, 2010**, to the: Heartland Green Industry Expo, P.O. Box 419264, Kansas City, MO 64141, Fax: 816-561-1991

TAKE ADVANTAGE

- Register three or more people *from the same company* and receive **10% OFF** your total registration fee!
- Members can sign-up their **staff at the member pricing.**
- Pre-Register for the "Full Conference" or "Day-One; Full Day" (Dec. 14) by registration deadline (Dec. 1) and you'll receive a raffle ticket which will enter you into the drawing for a plasma TV, digital camera, gift cards and more! (Raffle will be held December 14 at 5:30pm. *Must be present to win.*)



CALLING ALL VENDORS

(Three Associations – One Location – Be There!)

The Heart of America Golf Course Superintendents (HAGCSA) and the Mid-America Green Industry Council (MAGIC); along with their participating partner, MOKAN Sport Turf Managers Association (MOKAN), have joined forces for the sixth annual Heartland Green Industry Expo. Uniting all three associations is for the betterment of the turf industry, its members and affiliates. This expo and conference will attract record numbers of lawn and landscape companies, golf course superintendents, irrigation contractors, and sports turf managers.

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

Be where your customers will be on December 14-15, 2010
at the Overland Park Convention Center!

We look forward to seeing you there.

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



CONTRACT FOR EXHIBIT SPACE

Heartland Green Industry Expo: "Common Ground"

December 14-15, 2010 • Overland Park Convention Center • Overland Park, KS

INSTRUCTIONS

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

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

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

Company Name _____ Contact Name _____

Address _____

City _____ State _____ Zip + 4 _____

Phone (____) _____ Fax (____) _____ E-mail _____

List Representatives Attending (Booth=2; Mini-Island=4; Island=5) 1) _____ 2) _____

3) _____ 4) _____ 5) _____

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

List any company you do not wish to be near your display: _____

BOOTH ASSIGNMENT AND PAYMENT SCHEDULE

Exhibit Space Requested: 1ST _____ 2ND _____ 3RD _____ 4TH _____

BEFORE NOVEMBER 22

_____ # of Islands x \$3,500 \$ _____

_____ # of Mini-Islands x \$2,850 \$ _____

_____ # of Booths x \$750 \$ _____

_____ # of Additional Booth Reps. x \$75 ea. \$ _____

TOTAL AMOUNT DUE \$ _____

NOVEMBER 22 or LATER

_____ # of Islands x \$4,000 \$ _____

_____ # of Mini-Islands x \$3,200 \$ _____

_____ # of Booths x \$900 \$ _____

_____ # of Additional Booth Reps. x \$75 ea. \$ _____

TOTAL AMOUNT DUE \$ _____

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

PAYMENT:

Check (Full Payment) Credit Card (Full Payment) 50% Deposit now and I agree to pay remaining balance on or before December 6, 2010.

Check Enclosed (made payable to Heartland Green Industry Expo)

Card No. _____ Exp.: _____ Security Code: _____ Name on Card: _____

ACCEPTANCE OF RENTAL TERMS AND ACKNOWLEDGEMENT OF RULES AND REGULATIONS

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

For: Exhibiting Firm

Signature _____

Name (printed) _____

For: Heartland Green Industry Expo: Common Ground

Space no(s). _____ Date _____

Signature _____

Mail or Fax Exhibit Contract with your payment to: Heartland Green Industry Expo, P.O. Box 419264, Kansas City, MO, 64141; Fax: 816-561-1991
on or before December 1, 2010.

Conference and Trade Show Report

By Paul Davids, CGCS

The 2010 Common Ground Conference and Trade Show is just around the corner. Everyone should have received notification of the registration and information brochure. If you cannot find yours, you can find all of the information on the HAGCSA website.

The conference will be held on Dec. 14-15 at the Overland Park Convention Center. Once again the conference will offer recertification for pesticide applicators in both Missouri and Kansas. We will have great speakers on a variety of topics. I assure you that you will not be disappointed by the line-up. We will again have a raffle during the reception on Tuesday evening with several fantastic prizes.

Be sure to eat breakfast before you get to the conference this year because we will not be providing the continental breakfast. The lunches however will be as great as always. There will again be many vendors to see during the trade show hours, be sure to allow enough time to meet with them and learn about the new products coming out. Vendors, if you do not have your booth space reserved, you need to get it done. There are just a few good spots remaining.

Support Your 2010 HeartBeat Advertisers

Bayer Environmental Science

913-205-5381

Commercial Turf & Tractor

800-748-7497

Floratine Midwest

816-331-3659

913-642-7202

Helena Chemical Company

913-541-1310

Herfort Norby Golf Course Architect

952-361-0644

John Deere Golf & Van Wall Equipment

816-695-8715

Kansas City Turf Supply

913-915-2994

Kansas Golf & Turf

1-800-260-6095

Mid-America Golf & Landscape

816-524-0010

Midwest Laser Leveling

785-608-0195

Professional Turf Products

952-887-7142

ProSource One

636-614-6587

Redexim Turf Products

816-309-6500

Reinders, Inc.

913-238-0869

816-977-9853

816-225-7235

Supreme Turf Products

913-829-3611

Turf Werks

515-270-8300

Urban Tree Specialist

816-214-8327

Williams Lawn Seed, Inc.

816-863-1372

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



Heartland Green Industry Expo

Common ground

December 14-15, 2010
Overland Park Convention Center

GCSAA Conducts its 2010 Chapter Delegates Meeting – Oct. 22-24

A total of 91 GCSAA chapters, represented by 87 delegates participated in a highly-engaging GCSAA Chapter Delegates meeting, Oct. 22-24.

The meeting began with an orientation session for first-time delegates at GCSAA headquarters in Lawrence, Kan., followed by a networking reception and dinner. The meeting continued with solid discussion on a variety of subjects for two days at the Airport Hilton in Kansas City, Mo.

A Positive Experience

“Awesome is all I can say,” said Larry Balko, CGCS at Park Ridge Golf Course in West Palm Beach, Fla. We had great discussion and learned about the outstanding work that is being done on behalf of the members. If a delegate did not leave with a greater appreciation for the association and its members, then they just weren’t listening.

The meeting included an update on GCSAA including financial metrics, new association initiatives, GCSAA candidate presentations, a town hall question and answer session, and chapter case study presentations. The responsibility of a delegate at this meeting is to represent their members and to take back information to share with them.

“I received several comments from delegates indicating the meeting went well,” meeting chair GCSAA Vice President Bob Randquist, CGCS at Boca Rio Golf Club in Boca Raton, Fla., said. “They came prepared to ask good questions and offer constructive feedback. The meeting is a key element of our governance system and the board and staff got a clear picture of what the members want from their association. At the same time, it allowed us as a board to share information that we need them to take back to their members. The meeting may have ended, but the process continues in pushing the information to all levels of membership.”

Member Dues Increase Discussion

Certainly, the most discussed item was a proposed GCSAA member dues increase which would take effect with May 2011 renewals and new member applications. Class A and SM dues would increase \$20 annually and Class C dues \$10 annually.

Proposed GCSAA member dues are established through a process that was created by the delegates that uses the Consumer Price Index as a guide. The members then vote upon the proposal at the association’s annual

meeting in February. The process calls for the association to consider a dues adjustment every two years as a means of ensuring a sustainable organization. The process is not automatic, and the GCSAA Board of Directors may elect not to bring forward dues adjustments according to schedule. Such was the case last year when the Board opted to forgo consideration of an increase. Randquist said the board supports a dues increase for 2011 because it represents an opportunity for members to help ensure the success of their career and their facility. Dues account for 27 percent of the GCSAA budget, which is below the average of 38 to 40 percent for associations of similar size. “The board fully realizes raising dues in this current economic climate is difficult,” Randquist said. “But, we see this as necessary investment by members. The increases allow us to make up the ground lost to inflation, which has been at 5.8 percent since our last dues increase three years ago. It allows us to continue to offer programs the members have deemed valuable to them and their facilities. We also believe the process developed by the members to implement dues increases does not create the hardship of larger increases in the past. Ultimately, the members determine whether the dues will increase or not by voting on the proposal in February.”

Randquist noted that GCSAA has seen a decrease in revenues of \$5 million over the last three years due to a struggling economy, but proactive expense management by the Board and staff has resulted in a reduction of expenses by \$5.4 million during that same period. GCSAA will have projected revenues of \$15.6 million by the end of 2010.

Field Staff Gains Traction

Popular with the delegates was the presentation of an expanded field staff program first announced earlier this year. The board has made public its desire to have all nine GCSAA regions staffed by a regional field staff representative as soon as possible. It is expected GCSAA will have five field staff employees by the end of 2010 (one at headquarters and four in the field), and seven by the end of 2011 (one at headquarters and six in the field). No timetable for staffing all of the regions has been created, but Randquist noted the success of the program has been duly recognized by the board.

The objective of the field staff program is to create a tie between chapters and GCSAA so that programs are utilized at a higher rate, communication is enhanced and

membership is grown. The feedback from chapters who have utilized the program has been overwhelmingly positive.

Additional Discussion Items

- The search for a new GCSAA CEO was outlined. The position description has been posted on the GCSAA website and interviews are targeted for January 2011.
- Six chapters made presentations on programs they have instituted with the assistance of GCSAA resources in the areas of government relations, corporate partnerships, consolidation/sharing of resources and communications.
- New program initiatives in the area of web services environmental programs, marketing communications, surveys and data and media public relations were shared.
- Considerable advancements were noted in the area of professional development resources with the new job board, self assessment tool and webcasting software.
- Outlined were new features for Conference and Show including education programs, networking opportunities and cost-saving options available to attendees.
- Candidate presentations for offices of president, vice president and secretary/treasurer and a minimum of two and potentially three directors.

Presentations Available Online

The meeting's presentations are available online at: <http://www.gcsaa.org/chapters/delegatemeeting.aspx>.

Meeting and Programs Report

By Bill Irving, Director

The HAGCSA Annual Meeting was held on Tuesday, Nov. 2 at Blue Hills Country Club. For those that took the opportunity to get in one last round of golf for the year, you were rewarded with an awesome fall day on a fantastic golf course. The program that evening provided the Board of Directors an opportunity to recap all of their work and accomplishments over the last year. One of the main points of interest to note is that the Heart of America GCSA is a profitable entity. Many areas and actions of the Board have been streamlined and adjusted to ensure that our association is not spending money blindly and our events break even. In the current economic climate, having reserves in the bank is a very good thing! Thank you to all of the members that came out to support the Heart!

Our next program for 2010 will be the Holiday Party at the Overland Park Sheraton on Friday Dec. 3. The Board of Directors for GCSAA will be joining us again for all of the fun and festivities. It would be great to see as many members in attendance to celebrate the holiday season and re-live the highs (and lows) from the past season. Come on out and join us!

Has Something Changed?
Be Sure to Report Job Changes and Other Moves to the Heart of America GCSA

Phone: 816-561-5323
Fax: 816-561-1991 or
e-mail: kweitzel@swassn.com

FUNCTION FORECAST

<u>DATE</u>	<u>EVENT</u>
December 3	Holiday Party
December 14-15	Common Ground Conference
February 7-11	GCSAA National Conference
February 9	HAGCSA Hospitality Suite



MEET YOUR 2010-2011 BOARD of DIRECTORS



PRESIDENT

Doug Melchior – Overland Park Golf Course

VICE PRESIDENT

Tim Nielsen – Drumm Farm Golf Course

SECRETARY/TREASURER

Todd Bohn – Creekmoor Golf Club

IMMEDIATE PAST PRESIDENT

Scott Johnson, CGCS – Shadow Glen, The Golf Club

DIRECTORS

Paul Davids, CGCS – Sycamore Ridge Golf Course

Brad Gray – Mission Hills Country Club

Danny Kaleikau – Rockwood Golf Course

Duane Sander, CGCS – Shoal Creek/Hodge Park Golf Courses

Jeff White, CGCS – Lake Quivira Country Club

Aaron Willing – Indian Hills Country Club

SPECIAL DIRECTORS

John Sheehe – Helena Chemical Company

Dave Fearis, Agrium Advanced Technologies

Jon Bakalar – Overland Park Golf Course

EDITOR

Tony Bertels, Swope Memorial Golf Course

CHAPTER DELEGATE

Todd Bohn – Creekmoor Golf Club

GCSAA Report

By Sandy Queen, CGCS, GCSAA Sec./Treas.

I would like to extend my apologies for not being able to attend the annual meeting. I understand that Bill Maynard did an outstanding job reporting on our GCSAA activities.



As all of you personally know, 2010 has been a difficult year. It's been hard, not only for maintaining golf courses, but also for the continued pressure on revenues and expenses. The tough growing conditions were common in most of the areas across the country and, as usual, the transition zone was the hardest hit. For the second year in a row, revenues have been negatively impacted and there is little relief in sight for 2011. GCSAA has taken a strong role in conjunction with the USGA to communicate with members and golfers the unique challenges that extreme weather conditions created for us this past year. Our close working relationship with the USGA pays us strong dividends. Because of their expansive database, they are able to communicate with clubs and with golfers. These communications have given the players and our employers a better understanding of the situations we faced.

As a board, GCSAA has been working on strategic plans. We continue to assess the needs of our members and continue to work on the best alignment of our assets as we deliver needed services in the most efficient manner. Golf rounds have contracted and revenues have been reduced not just at GCSAA but all across the industry. At GCSAA, it is critical that we continue to support members and in the most cost effective way possible. Tough decisions have been made on staff reductions at headquarters as we deal with the economic realities and continue to streamline the organization. Although overall revenues are way down, membership continues to be very strong, showing strong support for GCSAA and for our profession.

On a positive note, GCSAA is offering an excellent conference and show at the GIS in Orlando. I really hope you make plans to attend. Most of us know, the things learned at the show more than pay for the trip. It's a "can't miss" event and one your club won't want you to miss.

Something else that you don't want to miss is the GIS golf tournament this year. It's at the PGA courses in West Palm Beach, Fla. This is a great venue to play and a good opportunity to connect with other professionals. I am counting on the Heart to send a strong contingent to this year's event.

Thank you again for supporting my GCSAA board service and allowing me the opportunity to serve you. If you have any questions or concerns, please feel free to call me on my cell, (913) 634-4194 or send an email to sandy.queen@opkansas.org.



Nuttin' For Christmas

By Tony Bertels

I broke a pin on Number 3;
Somebody snitched on me.
I scalped some turf I didn't see;
Somebody snitched on me.
I leaked some oil on half the greens;
I gave Jose atrazine;
Put some diesel in a gas machine;
Somebody snitched on me.

Oh, I'm gettin' nuttin' for Christmas
Boss man and Jefe are mad.
I'm getting' nuttin' for Christmas
'Cause I ain't been nuttin' but bad.

I made some ruts and flipped my cart;
Somebody snitched on me.
I snagged a tree, tore it apart;
Somebody snitched on me.
I mowed right through the flower beds;
Aerated a row of heads;
Showed up for work on several meds;
Somebody snitched on me.

Oh, I'm gettin' nuttin' for Christmas
Boss man and Jefe are mad.
I'm getting' nuttin' for Christmas
'Cause I ain't been nuttin' but bad.



Assistant Superintendent Program Recap

By Alex Tucker, Special Director

This year was a good year for our committee. We were continuously working on bringing value to the position of assistant superintendent through continued education and networking among local superintendents and vendors. Thank you to all the committee members for all your help. Without your dedication toward this committee we would not have been able to get everything accomplished that we set out to achieve.

To all those assistants who want to become involved within the Heart of America, look for opportunities through volunteering on committees or attending local gatherings.



WELCOME

The Heart of America GCSA would like to welcome our
NEW MEMBERS

Jacob Hiatt
KSU Student
1200 Centennial Drive, Manhattan, KS 66502
913-231-3397; jah92@ksu.edu

Membership/Historical and Awards Annual Report

By Aaron Willing, Director

The HAGCSA membership committee tries to increase the number of involved members annually. This year, the committee focused on getting the word out about the HAGCSA to assistant golf course superintendents, sales associates, or your friend down the street who is a golf course superintendent that were not currently members. We initiated a membership drive in August that if were a first time member to the HAGCSA, you could join at the regular cost, and you would not have to renew until Jan. 1, 2012. There have been over 20 new additions to the HAGCSA membership since Jan. 2010. If you see a new face in the crowd, don't hesitate to introduce yourself and welcome them.

Awards

The Superintendent of the Year Award was established in 1970, and has been presented annually to the Golf Course Superintendent who has demonstrated dedication and outstanding service to his or her profession. The Mendenhall Award has been established to honor an individual who has devoted extensive time and effort to the promotion of golf, the art of greenskeeping and other related fields. Began in 1983, this award is named after a Golf Course Superintendent who dedicated his life to his profession. The Assistant Golf Course Superintendent of the Year Award will be presented annually to the Assistant who had demonstrated excellence at their job over the past year. The award recipients have been chosen for the "Superintendent of the Year," "Mendenhall Award," and for the "Assistant Golf Course Superintendent of the Year." They will be announced at the Holiday Party on Dec. 3, 2010 at the Sheraton Overland Park Hotel.

The Archives - Circa 1980



Reflecting the gas crunch in 1980



Cartoon from December, 1979

"C'mon. We can go right off—no wait."



Looks like we're starting the year off with some clever people who'll be entered into the 2010 Tony's Teasers drawing for **(4) \$250 gift cards**.

November's Clue: Single Bed

Answer: Monocot

Here is a list of those that submitted a correct answer (as of 11-15-10):

- Dylan Senn
- Paul Davids, CGCS
- Kevin Kiehnhoff
- Danny Kaleikau
- Tim Nielsen
- Bill Irving
- Graham Edelman
- Mike Kipper

Remember, each answer will pertain to something related to our industry, terminology we would recognize, a golf course, or even a local member (or a play on their name). The answer can be a person, place or thing.

Again, 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 (December 3) to win**, so everyone better get in the spirit of the season! All members in good standing are eligible to enter.

December's Teaser: Dec-March Rock

Answer: _____

Hint: Merry Christmas! It's a place

Employee Tournament Committee Recap

By Alex Tucker, Special Director

The Employee Tournament Committee had several goals and ideas for this year. One of our main goals was to organize a fun and successful employee tournament and the other was to start an Assistant Superintendent Professional Development session. I believe that we achieved both of our goals for this year. The Employee Golf Tournament had a great turnout and had huge support from our vendors and local superintendents. Although the temperatures reached almost triple digits the day of the employee tournament, everyone seemed to still have a great time. We were also successful with starting the Assistant Superintendent Professional Development Session. We have currently had two sessions to date both with good attendance and great discussions. We will be arranging another session shortly with a new topic and speaker so look for a posting on the HAGCSA website for future sessions.

I would like to thank Winterstone Golf Course for providing us with a beautiful golf course to host this year's Employee Golf Tournament. A big thank you to golf course superintendent John Johnson and the Winterstone

staff for all that they did to make this tournament possible. I would also like to thank all the vendors and sponsors of the tournament; without their support we would not be able to provide excellent prizes, beverages and food for the event.



**MONEY
BACK IN YOUR
POCKET**

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

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

Deadline is January 31, 2011.

Chill Out

By Robert Evans Wilson

The boys slumped against the wall of the dugout; you could read the despair on their faces. "What's the point?" mumbled the right fielder, "We're just going to lose again." The team was on an eight game losing streak, with a record of three and eight and five games left to play.

As the coach for the nine-year old Little League Orioles, I was frustrated. We had some of the finest talent in the league including the best pitcher and the best hitter, but the boys had already given up. I thought, "What can you do when there is no hope of winning?" It was then that I remembered one of the biggest upsets in figure skating history.

I squatted down in front of them and said, "Lean in boys, I want to tell you a story about a 16 year-old girl who got to go to the 2002 Winter Olympic Games as an ice skater.

Her name is Sarah Hughes and she barely made the team. She was one of the youngest members, and she would be competing against the biggest names in figure skating – women who had already won world titles. No one expected her to win. No one expected her to even place in the top three. Sarah wasn't expecting to win either.

"So," I asked the boys, "What is the point of competing when you know you cannot win?"

"Well, it would be pretty cool just to be in the Olympics," offered the first baseman.

"And, that's what Sarah thought," I replied. "She was just thrilled to be there; and she made it her goal to simply do her best and have fun. When it was her turn to skate, she chose to do some of the hardest spins, jumps and footwork that an ice skater can do. Why not, she thought, because no one expected her to win. There was no pressure on her to win, and because there was no pressure she did all of those difficult moves perfectly."

After Sarah skated, all the big name skaters took their turns. Each one of them tried the difficult moves, but each one was nervous – trying too hard to win – and each one made mistakes. They fell on the ice. And, you can't fall down in the Olympics and win. In the end, only Sarah skated without falling down, and she won the gold medal.

Sarah won, because she didn't believe there was a chance for her to win. She went out on the ice to have fun. Boys, that is where you are today. You no longer have to worry about winning. Our record is so bad, that even if we win the next five games, we still won't place first, second or even third. So, what is the point of playing? The point of playing right now is to have fun. There is no pressure on you anymore. I want you to go out on the baseball field today and just have a good time.

They went on to win that day. In fact, they won the last five games. The boys finally started playing at their full potential. At the end of the season, as we entered the playoffs, the top three teams were looking nervously at the Orioles. I'd like to tell you we placed in the playoffs, but once again with the pressure back on, the Orioles choked and got knocked out in the first round.



Robert Wilson

The trick is to take your mind off the prize, and focus instead on enjoying the project at hand. We've all heard: It's the journey, not the destination." There is a lot of truth in that cliché. The idea being that we should experience the task as an end in itself. Poet, Crystal Boyd, said it best in her book, *Midnight Muse*: "Work like you don't need money, Love like you've never been hurt, and dance like no one's watching."

Robert Evans Wilson, Jr. is a motivational 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's programs please visit www.jumpstartyourmeeting.com.

2011 Partner Recognition Program

This enhanced sponsorship program will allow our affiliate members to "Be Recognized" for their contributions toward chapter functions and advertisement; while budgeting for the entire year.

Please take this time to review the program (attached) and design the sponsorship package that best fits your company's needs.

HAGCSA will start accepting sponsorship opportunities on Wednesday, December 1, 2010, at 9:00am (no sooner). Be the first to reserve your spot by contacting or submitting your form to: Kim Weitzel at the association office: Phone/816-561-5323; Fax/816-561-1991; Email/kweitzel@swassn.com. All affiliate members have been notified simultaneously and a hard copy of the program will be arriving in the mail soon. All events are equally available on a first-come-first serve basis.

We thank you in advance for your support and look forward to RECOGNIZING YOU in 2011!

GCSAA NATIONAL CONFERENCE & TRADE SHOW



National Conference & Trade Show

February 7-11, 2011

Orlando, Florida

Information: <http://www.gcsaa.org/conference/default.aspx>



HAGCSA Room Block:

Embassy Suites (8978 International Drive, Orlando, FL, 32819, 407-352-1400)

Rate: \$199 (plus tax/fee)

Make your reservation online (New process. Preset for HAGCSA Members):

<https://www.tphousing.com/r/startres.asp?eicode=1980&attcode=1110>

or call Holly Gallagher, Golf Industry Travel: 212-532-1660, ext. 2057;

hgallagher@tphousing.com

Deadline: November 24, 2010



Hospitality Suite (Networking)

February 9, 2011

8:00pm – 11:00pm

Rosen Centre (GCSAA Headquarters)

Room: Salon 5/6





MEMBERSHIP APPLICATION

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

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

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

JOB INFORMATION: LIST CURRENT EMPLOYMENT FIRST

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

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

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

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

Print Name: _____ Signature _____ Date _____
 Print Name: _____ Signature _____ Date _____
 Print Name: _____ Signature _____ Date _____

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

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

Heart of America Golf Course Superintendents Association

P.O. Box 419264 . Kansas City . MO . 64141-6264 . 816-561-5323 . Fax/816-561-1991 . www.hagcsa.org