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**GCSAA**

GOLF COURSE SUPERINTENDENTS ASSOCIATION OF AMERICA

**Heart Beat**

Volume 42, No. 3

THE OFFICIAL PUBLICATION OF THE HEART OF AMERICA GCSA

May 2010

## Media Day/Past Presidents' Event



### Sycamore Ridge Golf Course

May 5, 2010

- Member Profile
- When Do You Change Your Expectations?
- Internet Blogging - Another Tool of the Trade
- S&R Tournament and Sponsorships

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

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# PRESIDENT'S Message

By: Doug Melchior



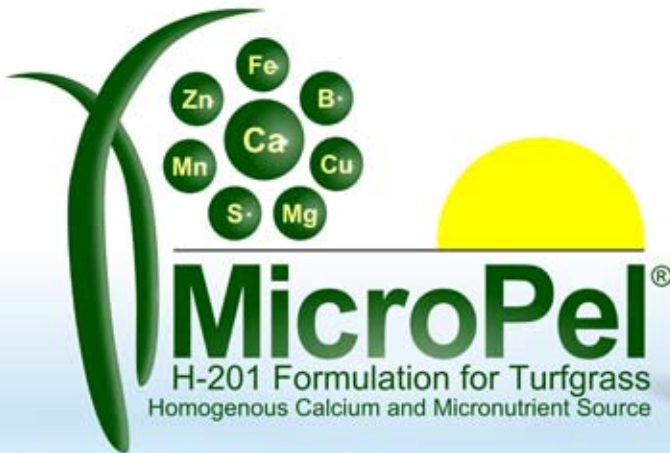
### Greetings Members,

Spring is in full swing, aerating greens is in the past, and the hand watering has begun with the above normal temperatures, high winds, and mother nature turning the faucet off. I hope that each and everyone of you have started the year off on a great note and good luck to all of you in 2010.

Thanks to all the members who attended the joint meeting at Deer Creek. A special "Thanks" goes to Brian McGreevey and Kansas Golf and Turf for their title sponsorship and to John O'Leary and John Deere Golf for their beverage sponsorship.

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, our professional image, and well being of the individual members and to unite golf course superintendents in the greater Kansas city area. As the season begins, our lives will become more hectic, time becomes the essence, and at times, our family and close friends take a secondary role in our lives. As HAGCSA members, no matter how good or how bad situations become at the course in the next few months, take the time, make the extra effort to stay connected to the individuals that make you who you are today. Make sure you are on time for practice or dinner, Make sure you attend the family picnic or reunion, Make sure you attend functions that you will regret later if you do not attend. This is part of being a role model, father, leader,

*Continued on page 8*



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# COMMON GROUND COMMITTEE REPORT

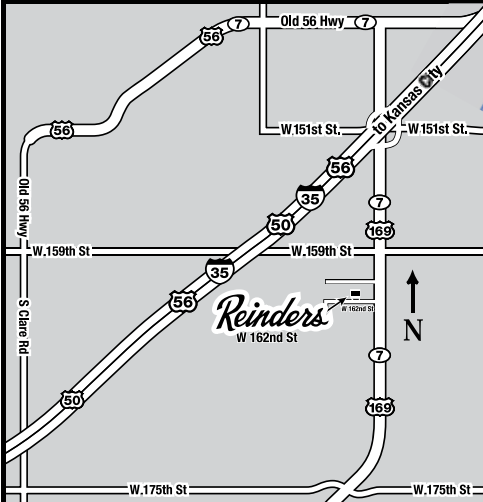
By Paul Davids CGCS, Director

It is only May and the Committee for the Common Ground Conference is already working toward yet another excellent educational opportunity for the membership. The conference is always evolving and this year will be no exception. I have had several great ideas for educational programs suggested to me but would love to hear more. If you have an idea please let me know. We will be finalizing the program in the next month so do not hesitate.



Once again we will be offering pesticide recertification for both Missouri and Kansas licenses. To all the vendors out there be sure to plan ahead and book early for your space because the best prices will be offered early. We are optimistic that we will have more vendors at this year's show so be sure to book your space early. If you have any ideas for ways to improve the trade show floor please let me know. My email address is: pdavids@excite.com.

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## MEDIA DAY/PAST PRESIDENTS' EVENT

**Superintendent Profile:** Paul Davids is a 1995 graduate of Kansas State University. From 1995-1996 he was 2nd Assistant Superintendent at Alvamar Country Club in Lawrence Kansas. He was the superintendent at Cedarbrook and Safaru Golf Courses in Iola and Chanute, Kansas from 1996-1999. From 1999-2004 he was the superintendent at Colbert Hills in Manhattan, Kansas. He was superintendent at Shaker Run Golf Club in Lebanon, Ohio from 2004-2007. In 2007 he took the Superintendent position at Sycamore Ridge.

**Assistant Superintendent:** Dylan Senn is a 2007 graduate of Kansas State University. Dylan worked at Colbert Hills in 2004 and did two internships - Shaker Run in 2005 and Wichita Country Club in 2006. He took the position of Assistant Superintendent at Sycamore Ridge in 2007.

**Directions:** Take I-35 south toward Kansas. From I-35 south take exit 215 for KS-7 S/KS-7 N toward US-169 S/ Paola. Turn left at S Harrison St./KS-7 S/US-169 S/S Woodland St. Continue to follow KS-7/US-169 S. Turn right at S Lone Elm Rd. Take the 1st left onto Clubhouse Dr. The address is 21731 Clubhouse Dr., Spring Hill, KS 66083

***A registration form is on the next page.***



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# MEDIA DAY & PAST PRESIDENTS' EVENT



*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:** Thursday, May 5, 2010

**LOCATION:** Sycamore Ridge Golf Course  
20280 Lone Elm Rd.  
Spring Hill, KS 66083

**HOST SUPERINTENDENT:** Paul Davids, CGCS

**SCHEDULE:** 7:00am - Registration  
8:00am - Shotgun  
12:30pm - Lunch  
1:00pm - Remarks & Awards

**FORMAT:** 4-person Scramble

**COST:** Members/\$50 per person; Past Presidents/Free; Media/Free

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

**RESERVATIONS:** Mail, Fax or Email Reservation no later than Friday, April 30.

**DIRECTIONS:** From I-35 South (Olathe); Left on US169/KS-7Hwy (Exit 215) toward Paola. Right on Lone Elm Rd.

---

**Yes, I/we plan to attend the Media Day / Past Presidents' Event!**

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

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

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

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

EMAIL: \_\_\_\_\_

**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.

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

\*\*\* You may cancel without penalty 24 business hours prior to event registration time.

Complete Form and Mail, Fax or Email no later than Friday, April 30 to:

**Heart of America Golf Course Superintendents Association**

P.O. Box 419264 . Kansas City . Missouri . 64141 . 816-561-5323 . 816-561-1991/fax . www.hagcsa.org

**President's Message - cont.**

coach, husband and a professional member that makes the association, the HAGCSA, what it is today, the well being of individuals and embracing golf course superintendents in the area.

Mark your calendars today and sign up for the Media Day/Past President's on May 5 event along with the Scholarship and Research Tournament on June 14.

**Doug Melchior**  
HAGCSA President  
doug.melchior@opkansas.org

Who Will Take Home the 2010 S&R Trophy?

Mark your calendars and start forming your teams. Details forth coming.



The Van Wall Equipment team takes first place in the 2009 S&R Tournament.

Monday, June 14, 2010

Mission Hills Country Club  
Shawnee Mission, Kansas

Brad Gray  
Host Superintendent

# 2010 S&R TOURNAMENT



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# PUBLIC RELATIONS COMMITTEE REPORT

By Jeff White, CGCS, Director

The PR Committee is busy getting ready for some upcoming events. We have the Junior Golf Academy coming up May 1. This event has grown out of the Watson's Clubs for Kids campaign. It is a full day event hosted at Heart of America Golf Academy (formerly Blue River). We would like some volunteer help with traffic control, etc at the event from 9 a.m. - 1 p.m. on May 1.

A call for volunteers is also needed to help fellow Superintendent Jim Naudet at Leawood South. He is again hosting an LPGA event the week of May 10th. He would like volunteers for morning and evening shifts on the 12th through the 15th and the morning of the 16th.

If you would like to help out with either of these events, please contact me: [jwhite@quiviralake.com](mailto:jwhite@quiviralake.com)  
913.631.8002, 913.231.8370

Have a great season!

## Mark Your Calendar

**May 5** - Media Day/Past Presidents' Event

**June 14** - S&R Tournament

**August** - Employee Tournament

**Oct. 4-5** - MO Cup Challenge

**Nov. 1** - Annual Meeting

**Dec. 3** - Holiday Party

**Dec. 14-15** - Common Ground Conference



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## LEAWOOD SOUTH HOSTS DURAMED FUTURES TOUR

The Duramed Futures Tour is making its fourth appearance at Leawood South Country Club from May 15th to May 17th. This is a great event featuring women golfers from around the world who are working hard to play their way onto the LPGA Tour.

Leawood South Country Club is looking for volunteers to assist Jim Naudet, Superintendent, and his staff in preparing the course for this event. There are **morning (5:00am-9:00am) and evening (5:00pm-9:00pm) shifts available on May 12-16.** Please contact Jeff White, CGCS, Public Relations Chairman (913-231-8370/cell) to volunteer your time.



## KANSAS CITY JUNIOR GOLF FESTIVAL

The First Tee of Greater Kansas City is presenting the **Kansas City Junior Golf Festival on May 1, 2010** at the Heart of America Golf Academy in Kansas City, Missouri. The First Tee Program impacts the lives of young people in the greater Kansas City area by providing learning facilities and educational programs that promote character development and life enhancing values through the game of golf.



The Heart of America GCSA has been a strong supporter of the First Tee Program for many years and would like to continue the support by volunteering to help the kids, direct traffic and assist the event coordinator. **The shift is from 9:00am – 1:00pm on May 1.** Please contact Jeff White, CGCS, Public Relations Chairman (913-231-8370/cell) to volunteer your time.



## EMPLOYEE GOLF TOURNAMENT

By Alex Tucker, Special Director

I hope everyone is having a great start this spring and are looking forward to this upcoming year. Our committee is still in the process of finalizing the site for this year's Employee Golf Tournament, which will be held on the first or second Monday in August. We are also working on tournament formats and ideas for prizes, contests and proximities. We are really looking forward to the Employee Golf Tournament and hope that we have a good turn out and everyone enjoys the golf. If anyone has ideas, please feel free to contact me at atuck101@yahoo.com or contact any other members of the Employee Tournament Committee. Any suggestions would be greatly appreciated.

### Has Something Changed?

**Be Sure to Report Job Changes and Other Moves to the  
Heart of America GCSA**

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# Heart of America Golf Course Superintendents Association Scholarship & Research Tournament/Auction

**Date:** Monday, June 14, 2010  
**Location:** Mission Hills Country Club  
 5400 Mission Dr.  
 Shawnee Mission, KS 66208

**Host Superintendent:** Brad Gray

**Schedule:** 8:00am Registration  
 9:30am Shotgun  
 Lunch At the Turn  
 2:30pm Live Auction, Hors d' oeuvres & Trophy Presentation



~ 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."*

**Format:** Five-person scramble  
 The golf professional's ball will be played as part of the team and not counted separately. Only one professional per team. You are not required to have a golf professional on your team. Please include all names on the entry form below, as it allows pre-printed score cards and cart assignments to be made.

**Cost:** \$150 per person or \$750 per team. Field is limited to 30 teams – singles will be placed by the S&R Committee.

**Dress Code:** Country Club Attire - Collared Shirts, No Jeans or Cargo Pants. Please clean your 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.

**Reservation Deadline: Tuesday, June 1, 2010.**

**YES! I/We plan to attend the 2010 S&R Tournament.**

Player: _____	Club/Company: _____
Player: _____	Club/Company: _____
Player: _____	Club/Company: _____
Player: _____	Club/Company: _____
Player: _____	Club/Company: _____

**CONTESTS (Pre-Pay options):** (Note: You will also have the opportunity to pay for these games/contests the day of the event.)

- Skins Game - \$20 per team (half the pot goes to the skins winner, the other half to the S&R Fund)
- 50/50 Pot - \$1 per ticket (half the pot goes to the ticket winner; the other half to the S&R Fund) \_\_\_\_\_ # of tickets
- Tiger Woods Drive - \$25 per team. Your team is given a 350+ yard drive!
- Hole in One hole - \$25 per team. You receive a hole-in-one if anyone in your group lands on the green.
- Additional Donation to S&R Fund: \$\_\_\_\_\_ (Thank You!)

Submitted by: \_\_\_\_\_ Club/Company: \_\_\_\_\_

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

Phone/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. A rain date has been set for Monday, June 21.*

**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.

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

\*\*\* You may cancel without penalty 24 business hours prior to event registration time.

Entry forms with payments must be received by **Tuesday, June 1, 2010.**  
 HAGCSA, P.O. Box 419264, Kansas City, Missouri, 64141 or Fax to: 816-561-1991

# S&R SPONSORSHIP FORM

June 14, 2010 at Mission 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 Sponsorships - \$2,500 (TAKEN)**

- 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 five some in the tournament.
- Verbal recognition as title sponsor by speakers during lunch and award presentations as a key component to the success of this event.
- Recognition in *Heartbeat* publication.

**K**ansas  
**C**ity  
**T**urf  
**S**upply, Inc.



**Food Sponsors - \$750**

- 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 (2-TAKEN; 2-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**

- 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:**

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(\*)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 JUNE 1, 2010**

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

## SCHOLARSHIP AND RESEARCH COMMITTEE REPORT

*By Duane Sander, CGCS, Director*

**M**ark your calendar for Tuesday, June 14 because you need to come join us at Mission Hills Country Club for the annual Scholarship and Research Tournament. The schedule this year is to have an 8:00 a.m. registration with shotgun start at 9:30 with lunch and a live auction following. The S&R golf tournament and auction was developed to fund scholarships for turf grass students, assist members' employees with continuing education expenses and support turf grass research. To help us provide this assistance we are asking for donations for our auction, its an opportunity to give something to your undustry partners, or share a personal treasure with your fellow HAGCSA members. Ideas include autographed memorabilia, vintage wines (which I'm sure Tony will bid on), golf clubs, etc. The more unique, the more it could bring.




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# TOURNAMENT REPORT

By Todd Bohn, Director

I would like to start off and thank Brent Stephenson and the staff at Deer Creek Golf Course for hosting our Joint Meeting with the Kansas Golf Course Superintendents Association on March 29th. We had a perfect day of weather, a great golf course, and a lot of fun. The Heart was victorious with a seven stroke win over the Kansas group and was lucky enough to win the inaugural trophy that was constructed by Kevin Fately and Trampis Nickel for this event which was made out of all the necessities a golf course needs to operate.

I would like to express my thanks to Kevin and Trampis on constructing this trophy and I look forward to seeing it at this event in the years to follow. The low team for the Heart was Brian Freeman and Jamie Chambers shooting a two man best score of 71 and the low team for Kansas was Barry Siems and Shawn Spann with a two man best ball score of 72. I hope everyone had a great time and I am looking forward to next year's event already.

Our next upcoming event will be one of the most important events of the year - the Media Day/Past Presidents' Event at Sycamore Ridge Golf Course on May 5. I hope everyone can make it out to this event and spend a day with some of our local media. I know Bill Irving and his committee is working on lining up quality education opportunities for our monthly events. They have done an incredible job already and I know they have some potential big hitters in the works to be at some of our upcoming events. So, I hope everyone tries to make it a priority to participate in these upcoming events. I look forward to seeing everyone at these events in the near future.

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## MEMBERSHIP REPORT

By Aaron Willing, Director

**H**urry, the deadline is rapidly approaching! If you would like to be in the 2010 HAGCSA roster, please get your dues payment with any updated changes to Kim Weitzel and the association office at (816) 561-5323. The absolute drop-dead deadline will be April 30, 2010 to have your information in the roster. This is also a perfect time for you to send in your registration for other staff members that you may want to get involved in the HAGCSA. There have been many additions to the HAGCSA membership, if you see a new face in the crowd, don't hesitate to introduce yourself.

I would like to welcome and thank our new members: **Chuck Bojanski** from Reams Supply Company, the Lenexa Branch Manager; **James Kennedy** from Ironhorse, the Golf Course Superintendent; **Dan Lloyd** from the University of Missouri, the Research Specialist; **Brent Racer** from Nicklaus Golf Club at Lions Gate, the Assistant Golf Course Superintendent; **Drew Wilson** from Atlanta Country Club, the Assistant Golf Course Superintendent; **Issac Miranda** and **Mitch Rice** from Commercial Capital Company, both Leasing Consultants; **Thomas Storey** from Metcalf Ridge Golf Club, the General Manager / Golf Course Superintendent; **Gary Sailer** from Nicklaus Golf Club at Lions Gate, Golf Course Superintendent; **Brian White** from Wichita Country Club, the Golf Course Superintendent; and **Steve Wilcox** from Reinders Incorporated, the Territory Manager.

A very special thank you goes out to our Vendors and Suppliers that have renewed their memberships this year, and for their continued support for events, advertisement, and participation in the PRP program.



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# **YOU DON'T KNOW JACK!?**

**By Tony Bertels**

How does a troubled, local kid living on the mean streets of old Overland Park in the 1970's grow up to become a nationally-respected turf scientist, Ph.D., and program head at a university? Well okay, maybe the streets in OP aren't that *mean* and the local kid was anything but *troubled*, surrounded by a supportive family but...*I got your attention!* It's funny. Those of you too young to know, or those of us removed from the area during this formative time in the life of this local kid, may only know him in his current capacity as Dr. Jack Fry, Ph.D., Professor of Turfgrass Science at Kansas State University.

Fry is a home-grown success story, raised in Overland Park – 61st and Robinson, to be exact. His father Claude, owned and operated Ranchmart Standard Service Station at 95th and Mission for over 30 years. A McDonalds now sits on that very site. There is still a member of the Fry family doing business locally. "My brother, Ken owns and operates the Fry Car Care Centers at the Ranchmart shopping center and at 97th and Nall." Ever the salesman, Fry adds, "Great customer service, stop in and tell them I sent you!"

"My mother, Marianne was a homemaker and a great cook", confides Jack as he reflects upon the blessings of being raised in a great hometown by a loving, supportive family. Working alongside his dad in the yard, Jack got his first inkling that nurturing living, growing plants was of great interest to him. In 1978, Fry graduated from Shawnee Mission North HS and soon found himself enrolled at Kansas State. Like many young men in his position, he had little clue what he wanted to do with his life. He gravitated toward horticulture, in no small part because of all



*Continued on next page*

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*Member Profile - cont.*

those days spent with his dad working the family plot. “I really liked the biology involved – studying the growth of plants,” reflected Jack.

Now with a major in his sight, Fry threw himself into his studies and began the process of choosing a career path once a diploma was earned. In the summer of 1981, Jack found himself performing an internship at Kansas City CC under Bill Spence, CGCS. “It rained all summer,” confesses Jack. Loren Breedlove, the current, longtime Supt. at KCCC, was the Assistant at the time. “Woody Moriarty was a 16-year old high school student on the grounds crew.” *I’m sure little Woody was a big help in steering you into your eventual career – away from GC maintenance!* Jack also worked a summer at Unity Village, splitting his time between the grounds crew, the golf course and the formal gardens. Those summers spent in the trenches gave him a taste of what life might be like on our side of the agromonic coin.

**A Road Less Traveled**

During his senior year at K-State in 1982, Jack won the prestigious GCSAA scholarship for 4-year students. Graduating that same year with a degree in Horticulture, Fry found himself at one of life’s crossroads. He had intentions of following the path that many of us have taken. That summer he interviewed for a few Assistant jobs and other positions within turf care. He never anticipated that he would remain in academia. His love of biology led him to apply to grad school at Nebraska, but unfortunately Dr. Bob Shearman didn’t have an immediate opening.

*Continued on next page*



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Member Profile - cont.



Jack accepting GCSAA Scholarship in 1982

As fate would have it, his application was forwarded on to one Shearman's colleagues.

Not only did Dr. Pete Dernoeden at the University of Maryland have an opening, he was offering Fry financial assistance! "It sounded like an adventure to me," relates Jack. "My brother was working for Mobil Oil in northern Virginia, so with family fairly close, I took the offer."

In 1984 Jack earned his second degree, a M.S. in Agronomy from Maryland. Along the way he was beginning to build a professional network, and most importantly, found that work in research was something he truly enjoyed. "I never thought I would go beyond a Masters degree, but the thought of being able to continue in research made the decision to seek my Ph.D. much easier." As luck would have it, his

mentor, Dr. Dernoeden had earned two degrees from Colorado State. "He helped me make the connection with Dr. Jackie Butler, the head of the program at CSU. Dr. Butler was the ultimate turf extension specialist and educator, plus quite a character! I have had some really good mentors and owe them all a lot!"

Working alongside Butler, Fry would learn much about what it takes to be a successful researcher, educator and administrator. In 1987, less than 10 years after leaving those *mean streets* of Overland Park, Jack Fry earned the title

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of Doctor of Philosophy, with a Ph.D. in Horticulture from Colorado State. He also would find another treasure while finishing his education in Fort Collins, his wife and eventual mother of their three children, Nathalie.

### Okay, Now What?

In the humble, somewhat off-centered opinion of this author, attaining a Ph.D. is an accomplishment that very few of us could ever reach. Being smart is simply not enough. One has to be driven. One has to love academia. One has to be willing to starve; scratch and claw their way through endless days of thankless tasks, doing research work destined for the glory of others, teaching less-than-motivated undergrads, grading less-than-stellar papers and somehow through it all, retain a focus on what the primary goal really is. Jack Fry made it through the meat grinder and found himself on the other side. A researcher at heart, an educator by trade, and 3 hard-earned degrees in his pocket, there was only one thing left for him to do. Find a real job!

Jack wasted little time. In 1987, he entered the work place as an Assistant Professor in the Department of Horticulture at Louisiana State University. "I basically did what I now do at K-State, only with a lot fewer students and much less support from the turf industry." He would remain on faculty at LSU for 4 years. "The people of Louisiana are wonderful. The food was great in Baton Rouge!" In 1991, his alma mater came calling and Fry jumped at the opportunity to return to KSU and home.

Over the next 18 years Dr. Fry would be instrumental in formulating and implementing the golf course management program at KSU. The program is offered as an option in the Department of Horticulture, Forestry and Recreational Resources. Students are Horticultural majors. "It is still quite a unique program in the U.S. in that we put greater emphasis on business and communications than other schools," explains Jack. "In addition, students are required to do two 3-month internships." Fry admits that most choose to do both internships outside (*learning from the likes of us*), but some have opted to get an inside-the-clubhouse experience for one of the two. "This allows our students who may desire, to pursue a position as a GM somewhere along their career path." Hotel and restaurant management courses give them some experience in this area as well.

"In the early 2000's, our enrollment was over 130 students. Now, we are at about 60," states Fry. (*Probably a good thing, Jack; jobs are a wee bit harder to come by in our arena these days!*) Realizing this fact, KSU has recently created a new option in sports turf operations management, modeled after the GCM program. "The program was assembled by getting input from professional sports turf managers (through the STMA board). We see this as a growing area, and are again offering a unique program to meet the needs of the industry."

Jack acknowledges the many K-State GCM graduates who call our area home. "We here at KSU are very proud of their accomplishments." He also knows that the university must adapt to our ever-changing needs, especially in today's climate. "A strong relationship with Superintendents and others in the industry helps me stay current with what's going on and what's to be expected of our students and where research needs are."

As we can see, Jack has been quite busy since his return to K-State, creating curriculum for the programs, administering the plethora of tasks that a program leader must contend with and of course, teaching several classes to boot! Did I mention that Dr. Fry currently serves 50% teaching, while the other 50% of his time is consumed in research contracts? He also serves as advisor for numerous M.S. and Ph.D. candidates, not to mention authoring over 80 scientific publications and co-authoring the textbook Applied Turfgrass Science and Physiology.



Clarke, Nathalie, Lydia, Jack and Caroline Fry

He also holds a faculty member position with the GCSAA, and co-teaches a full day seminar at the GIS with Dr.

**Continued on next page**

Bingru Huang (a former protégé now at Rutgers). If that weren't enough, along with Dr. Steve Keeley, Jack serves as an advisor for the GCSAA Student Chapter of the GCSAA. *WHEW! All work and no play make Jack a dull boy!*

### Introspective

I must confess that if my workload resembled Dr. Fry's, I would have gone on a professional sabbatical never to be heard or seen from again! Just another reason why I feel not everyone is cut out to be a Ph.D. in academia! There are many things that I'm sure I failed to mention in regard to Jack's responsibilities at KSU, but I think you get the picture. What is remarkable is the fact that he balances all of that with a wonderful home life full of many personal pursuits. He and his family have grown and prospered in Manhattan. His wife of over 20 years, Nathalie, is not only tending to their two daughters still at home, she also works as a Para-educator with autistic kids in the Manhattan school district.

Their son, Clarke, 20-years old, is a sophomore at Rockhurst University. Like his old man, Clarke really likes school. He is also member of the golf team. Jack, who loves to play but concedes, "Poorly," is excited by his son's accomplishments in the game. Clarke currently is leading the Great Lakes Valley Conference in scoring average at 71.3. His career highlights are impressive: PGA junior series Champ in Lincoln in 2008; Top 10 finish in PGA Junior Championship in 2008; runner-up in the Heart of America 4-ball Championship at the National in 2009; and won the Missouri Intercollegiate at Porto Cima in 2009 at -11 under par over three rounds. Jack is one proud dad and is happy that his son has found success in the game that is such a large part of his life. Fry even made the time last year to attend the USGA rules school so he could serve as a rules official at KGA Junior Golf events and at the Kansas Amateur last summer.

Caroline, 15-years old, is a sophomore at Manhattan HS. "Dance is her passion," gushes her dad. "She does ballet, jazz, etc." Like her parents, Caroline may have a future in education, at least in dance. "She helps teach the younger kids at the grade school level."

Then there's Lydia, 10-years old, who not only has an interest in golf, but also basketball! Her dad appraises her talents on the court, "She is like Dominique Sutton on the defensive end of the court, but unlike Dominique, she has a reliable jump shot!"

If it sounds like Dr. Fry has a passion for hoops, your right. He's a Wildcat season ticket holder and passionate about the team. *Bunch of front runners!* From the sounds of it, a game or two must have been had during his days working at KCCC. "Loren Breedlove used to have a good jump shot (not sure now though)!"

Raising his children and being involved in their activities continues to be very important to Jack. His love of golf, basketball, and all K-State sports is apparent. He's a big KC Chiefs fan and admits, "I used to be a Royals fan too, but until MLB levels the playing field, I'm kind of on strike!" He still enjoys the simple pleasures associated with working in his own yard and bike riding.

### A Natural Partnership

As Superintendents working in the KC area market we have much to be thankful for, not the least is having a land grant university with the turf stature of KSU at our back door. This natural partnership is certainly enhanced considering that one of our own is, in essence, bridging the gap between the industry and the university. Dr. Fry has had a long relationship with our associations, both locally and nationally.

It has been a give and take relationship. Beginning with a well-deserved GCSAA undergraduate scholarship in 1982, Fry now takes *his* students to the headquarters in Lawrence for tours and information. The GCSAA helped provide input for the GCM program. They have helped fund KSU research over the years. In return, Fry serves on committees, is a member of their faculty, teaches seminars and of course, shares results that their turf research

*Continued on next page*

*Member Profile - cont.*

uncovers. He is always available whenever help is needed. “The GCSAA has always been a great organization to work with.”

“The local chapters have been so supportive over the years. Both the Heart and the KGCSA have provided funding for research nearly every year since I returned to K-State.” Fry speaks of how funding has changed, “It used to be that 25 or 30 years ago, the states would provide funding for graduate students and research. That is no longer the case. Instead, nearly all of the students we support and the research conducted must be funded through grant money. We could not have accomplished what we have without the support of the Heart, KGCSA and GCSAA!”

Over the years Dr. Fry has had many dealings with members of the HAGCSA. Most have been positive, some amusing, while some surprising. He shared with me a few:

- Breedlove not only possessed a jump shot at some point in time, he is a very strong supporter of his alma mater (*That’s KSU for anyone living under a rock!*).
- Jim Naudet can keep students riveted to their seats for 3 hours – with chew in his cheek none-the-less! Bill Maynard does a good job too, but keeps it to about 50 minutes. (*Now we know why enrollment is down!*) Jim’s brother, Paul, rescued me last year during the MO Intercollegiate when the clubhouse ran out of carts. He allowed me to borrow his electric Workman.
- Just when I think the KTF team had a good day at -9 under at the Heart S&R, some team like Alvamar comes in with a 51! Deflating.
- Tony Bertels and Jeff Elmer are great writers. (*Surprising, I’m sure!*)
- Dick Stuntz is a great resource for information on zoysia and being *professional* as a Superintendent – he does a great job talking to students. When he and Randy Hunt team up, they give a great presentation on the state of the industry.
- Local superintendents Cliff Dipman (Manhattan CC), Mark McKain (Stagg Hill), Dave Gourlay and his son Matt (Colbert Hills), and Kevin Fateley (Wildcat Creek) go out of their way to help us with our teaching and research programs. We’re fortunate to have them close by.
- Many others have also stepped up to help communicate with students over the years and I’m very appreciative of that!

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Member Profile - cont.



KSU Turf Team (Dr. Fry on right)

Dr. Fry also has some advice that he shares with his students who may contemplate getting into our business. “First, visit with someone who does it for a living.

Second, get work experience ASAP to see if it’s what you really want to do. We’ve had some students come in and think they will like the profession simply because they like golf – it doesn’t always work that way!”

Finally, Jack speaks with great admiration and sincere regard for his fellow colleagues at KSU. “Much of K-State’s success in turf research and education is due to a great team that is assembled here. I don’t hesitate to say that I work with the best in the country. Specifically, Drs. Steven Keeley, Dale Bremer, Rodney St. John and Megan Kennelly make up a solid core. Christy Dipman is our guiding force who we

could not do without.” Fry also holds Drs. Ned Tisserat and Bingru Huang, who have moved on to other opportunities in the same regard. He adds, “Administrators have also been supportive of the program, and we’re thankful for that.” Jack also speaks of the effects that status and tenure can bring to a group such as this. “A lot of folks tend to have a problem with “head swelling” after the Ph.D. – we don’t! In fact, we are all good friends, and work well in teams to accomplish teaching and research goals.”

We are indeed very fortunate to have this dedicated group of turf scientists so close to home. I have told you of Dr. Jack Fry’s story. Each and every one of his peers mentioned above has similar ones to tell. They, like Jack, have been through the academia meat grinder and relish their real jobs as educators, researchers and partners to us all. They, in turn, are fortunate to have a local boy from the *mean streets* of Overland Park heading up the charge!





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## INTERNET BLOGGING ANOTHER TOOL OF THE TRADE

By Todd Bohn, Director

Technology is one thing that you simply cannot keep up with unless you have the desire to do so or the means to do so. If you take a nap on the new advancements in technology for just a little bit you are either way behind or it simply just passes you by. To some this may not be a bad thing as they are comfortable with what they already know and operate. Others this might be the difference in getting that promotion and having a successful career or simply settling for where they are comfortable and continuing to use and do the status quo. I know most superintendents don't have the luxury of spending valued dollars with shrinking budgets at their facilities on the latest and greatest pieces of equipment, computers, telephones, and etc. Intimidation and comfort level also plays a role in whether people are willing to try new technologies or not. I mean what good is it if you can't operate it or manage it? I am of the firm belief that utilizing the latest and greatest technology whenever you get the opportunity can be a very beneficial tool of our trade and can help us do our jobs at the highest possible level. I have to be honest I am kind of a technology geek and find myself sometimes longing for the opportunity to use or purchase a new piece of technology whether it is a computer, Ipad, Ipad, telephones, or turf equipment.

However in all of this I have found one piece of technology that has really benefited me and my job here at the Golf Club at Creekmoor and that is "internet blogging." A lot of times when I am talking with fellow superintendents about blogs they immediately start freaking out and telling me how they don't have the time to do it, or they don't know how to use a computer well enough, or they are simply just too busy, or simply don't want to be that transparent to all their readers and followers, which ironically ends up being most of their members or paying customers at their facilities. It is a great tool for me to communicate with my members and daily fee paying customers on what is happening behind the scenes with the operation of the maintenance staff and what the course conditions are.

Starting a blog is very easy and simple to do. There are several free sites that will allow you to set up your blog. I just so happened to Google "blog sites" and picked E Blogger for mine, but I have heard there are other good ones out there as well. Once you have picked your host site you will then have the opportunity to design it and put whatever information on it you would like. This sounds like a daunting task but the host sites make it very easy and pretty self explanatory to use. I would suggest starting out with some of the basic features and then progressing as you get more and more comfortable with the blog. My blog is very simple, but I feel it contains the important information that my readers and followers need to know. In the blogging world the different items you choose to put on your blogs are called Widgets. I am a rookie when it comes to a lot of these, but they make it pretty easy to use and setup once you decide what you want. One of the most important things you have to do to have a successful blog is be committed to updating it once you have designed and built it. If you simply aren't committed to updating it regularly it will fail and your audience will not utilize its value. I try to update mine at least twice a week. Sometimes this happens and sometimes it is only once a week. It usually takes me around 20 to 30 minutes to update the blog with a new post. I know some individuals that update theirs on a daily basis. I just don't have that much new information or time to commit to that, so I feel twice a week is pretty darn good.

A blog can also function as a daily or weekly log for you and can supply you with a way to show what you do on a daily or weekly basis to your boss, members, or board of directors. One of the best functions of the blog is being able to upload pictures to it so everyone can see exactly what is going on. I will admit I am not as good at this as I should be, but it does help to force me to concentrate on taking pictures and documenting things that go on around the golf course whereas before I never thought about it. The pictures can be very useful down the line for a number

*Continued on page 28*

# The Archives

**Editor's Note:** Here are a few more pictures of the last three decades. Still looking for old issues of the Heartbeat to draw from!

### JOB OPENINGS

The following superintendent positions are open and listed with the GCSAA Employment Referral Service. For more information, contact GCSAA Headquarters.

- **Inverness Club, Toledo, Ohio** – Salary \$33,000-\$35,000, 18-hole, private membership, bentgrass greens, tees and fairways. Crew, 18 summer, five winter. Annual maintenance budget, \$190,000.
- **Madison Golf Course, Peoria, Illinois** – Salary \$18,000, 18-hole, 6,800-yd. poa-greens. Crew, eight summer, two winter, municipal course. Annual maintenance budget, \$125,000.
- **Broadmoor Country Club, Indianapolis, Indiana** – Salary \$25,000 plus, 18-hole, private club, 55-yr.-old Donald Ross Golf Course. Crew of 10-12. Annual maintenance budget, \$225,000.

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**Internet Blogging - cont.**

of reasons, but the most common reason may be for documentation purposes, or proof that you completed a task, or you just want to show off your skills and abilities that you have. Nothing wrong with that every once in a while. I hope I have helped to spark your interest and to show you that internet blogging is a very beneficial and useful tool at your fingertips. I didn't explain a bunch of the details in setting it up and all the technical stuff that goes with it for times sake. The sites really do a great job of making it simple and self explanatory in getting started. If I can do it you can do it trust me! It is a time commitment, but I feel it is very useful of my time to share information and spread my message here at Creekmoor to my members and daily players. If anyone has any questions or interest in blogging and would like to get a hold of me feel free: t.bohn@creekmoorpoa.com. Also my blog address here at Creekmoor is www.creekmoormaintenance.blogspot.com. Check it out and let me know what you think.

**MEMBER REQUEST: "MY SON"**

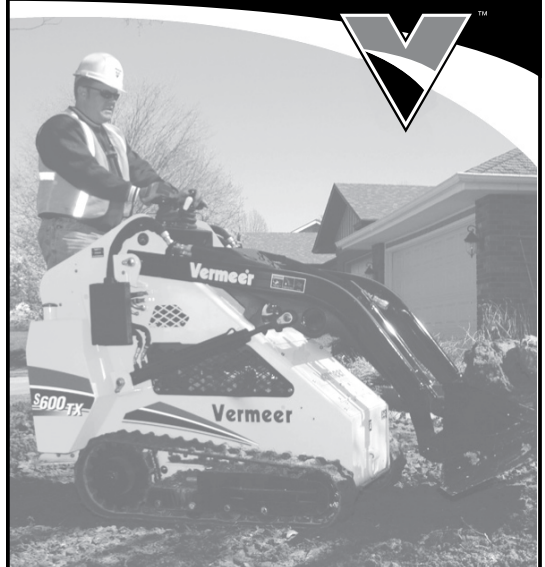
My oldest son, Zach, is having a very complex surgery on both of his legs on April 14 at Childrens Mercy. It is approximately a four hour surgery that will have him in full leg casts for approximately five weeks. He will then be re-admitted into Childrens Mercy for approximately two weeks of intense four to six hours a day of physical therapy. Then for another two-three months he'll have one-two hours a day of physical therapy.

Zach is my son that has Cerebral Palsy. He is 17 years old. He is a great kid and he mowed fairways for me last year. He has also wrestled in the Eudora School District for the last three years. This surgery is a volunteer surgery. It is only to correct problems now and to hopefully create a better quality of life for him as he gets older. I am asking anyone that is a Christian to keep him in your prayers. If you are not a Christian then please just keep him in your thoughts. This has been a very difficult decision for my family to make and I believe that we will need more help from other areas to pull this one off. Thanks in advance to everyone who helps us.

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## MO CUP CHALLENGE

By Gary Breshears, Special Director  
Ken Harding, Special Director

This year's Missouri Cup Challenge has been set for Oct. 4-5. It will be held at Lake Valley G.C. and Old Kinderhook G.C. again. We are finalizing plans on this year's event. If you have any thoughts or ideas on how to improve the event, please let us know. We will be starting our fundraising efforts next month. Hope you plan on attending again this year.

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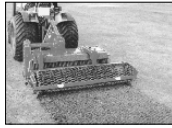
  
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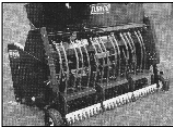
  
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## **ASSISTANT SUPERINTENDENT PROFESSIONAL DEVELOPMENT SESSIONS**

Business, communication, and leadership are just a few of the qualities that golf course superintendents acquire through a college education. However, real-world knowledge is often not known and understood by many assistant superintendents. Instead, these skills are learned through on-the-job training, chapter involvement, and development. We are looking for a way for local assistant superintendents to better prepare themselves to make that next step toward becoming a superintendent. One way to accomplish this would be to absorb as much insight and expertise of the local superintendents as possible. We have a huge advantage of having some of the best superintendents in the country in the Kansas City area and beyond. We would be missing out on a huge opportunity if we did not tap into that resource.

Assistant Superintendent involvement has painted a great picture of what the future of our profession will look like. Experienced superintendents know and realize the many difficulties that face our industry as we move forward. By promoting assistant superintendents involvement we will be fostering a large group of dedicated individuals poised to face those challenges and contribute to the success of the golf course industry. I hope by forming the “Assistant Superintendent Professional Development” discussion group we offer opportunities for assistant superintendents to grow and learn in all facets of their lives as they progress toward becoming golf course superintendents.

### **Format**

I envision having a bi-monthly “Assistant Superintendent Professional Development” session. Upon choosing a topic to discuss we would ask for a superintendent or superintendents to volunteer their time and experiences. Before each meeting with the superintendents we would have a compiled list of questions and an agenda prepared in order to keep the discussions productive. We would have the meeting area and time established well in advance. I hope by having these “Assistant Superintendent Professional Development” session we can attract local assistant superintendent that may not be members of the GCSAA and HAGCSA to realize all the benefits of our organizations.

### **Goals**

- Providing opportunities for networking with fellow assistants, superintendents and other industry leaders.
- Provide opportunities for professional development and growth of assistant superintendents.
- Encourage assistant superintendent involvement within chapter and attendance of local events.
- Increase the number of diversified assistant superintendents in the profession.

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A stylized, handwritten signature of "Holliday" in black ink, written over a horizontal line.

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## WHEN DO YOU CHANGE YOUR EXPECTATIONS?

By Bill Irving, Director

Last year while attending the Missouri Cup outing, I had a conversation with a couple of my peers that kind of got me thinking over the winter. We were sitting around the clubhouse at Lake Valley, kicking back a couple of brewskys and we got on the subject of what our standards were on our respective golf courses. When the subject of green speed came up, it was interesting to hear what all of the different target speeds on the Stimp-meter were and what we had to do to attain those respective speeds. At just that moment, my good friend Paul Davids jumped in and asked me a great question...Why? Why do we put so much emphasis on the green speed and why do we work so hard to get to some magic number that only means something to a small percentage of our customers or members? I replied that in my specific case the speed of the greens wasn't necessarily dictated by members as much as by what I thought was a realistic speed for our green contours and the average handicap of my membership. I then proceeded to take those in attendance through the greens mowing process at Lawrence Country Club and what a pain it can be from time to time – the double cutting, rolling, turning on boards, frequent hand-watering and all of the other things that we do to ensure great putting surfaces.

As the conversation concluded, Paul made the comment that he thought that my standards were too high for my golf course and that as I got older my standards were going to change. Green speed won't be as big of a deal in a couple of years as it is now and I probably won't work so hard to reach some magic number. That got me thinking – when do you change your expectations? After all, it is just a golf course. But really, when do you get to a point with your golf course that you feel like you can't get any more out of it and what you have gotten takes a lot of work? Maybe too much work. When will you reach the point of diminishing returns?

According to Golf Course Superintendent Association of America statistics, in 2009 the mean age of a golf course superintendent was 42 years old with almost 67% of all superintendents in the 30 – 49 years of age category. That is a 20 year stretch to make or break some habits. Or to put it another way, change your expectations. I have a hard time believing that after 20 years in the business, a superintendent is going to be doing their job the same way they were the day they started. Maybe having the greens roll at 10 feet or a perfect lie in every bunker becomes less important after 20 years. I don't know.

Odds are, a superintendent is going to change jobs at least once in their careers and expectations are going to change at each facility that they move to. But there is a good chance that those changes in expectations are mutual between superintendent and facility. They might be market or economy driven, or just an old superintendent being stubborn! I guess if you are going to change the standards for your golf course, you have to know what the standards are in the first place. At



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Continued on page 35



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## Recent Advances in Bermudagrass Breeding

Dr. Yanqi Wu, Assistant Professor at the Oklahoma State University, is going to visit our Turfgrass Program at the University of Missouri. Dr. Wu is directing the grass breeding program at OSU, where you will find one of the best bermudagrass breeding programs in the world. The effort on bermudagrass breeding at OSU can be traced back to the late 1960s, when Dr. Charles Taliaferro, who retired a few years ago, started to breed bermudagrass for the transition zone. Varieties released from their program include some of the best cold-tolerant turf bermudagrass in the market, such as “Riviera,” “Yukon,” and “Patriot.” New experimental lines, such as OKC 1119 and OKC 1134 are shining in the National Turfgrass Evaluation Program (NTEP) 2007 National Bermudagrass Test. In addition to the tour of our Turfgrass Research Center in Columbia,

*Continued on next page*

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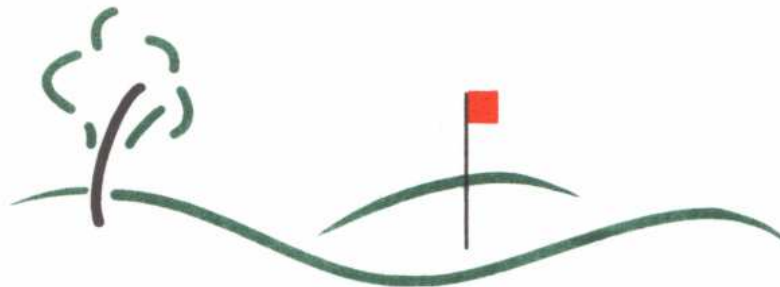



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**Recent Advances in Bermudagrass Breeding - cont.**

Dr. Wu is also going to give a presentation with title *Genetic Variation and New Cultivar Development in Bermudagrass*, to faculty and graduate students in the Division of Plant Sciences at 3:30 p.m. on Wednesday, April 21 at Monsanto Auditorium, Bond Life Sciences Center in Columbia.



Any of you who are interested to meet with Dr. Wu are welcome to attend his seminar. There is no charge for the attendance, and we also provide snacks and drinks starting at 3:00 p.m.

Contact me or Dan Lloyd if you need further information regarding Dr. Wu's visit or wish to have lunch with him.

*Dr. Xi Xiong, Assistant Professor of Turfgrass Science  
xiongx@missouri.edu*

**When Do You Change Your Expectations - cont.**

Lawrence Country Club, I have written maintenance standards for the golf course that I use as a guide and help direct me to what our agronomic goals and playability standards are going to be. But in all honesty, I think that I might be the toughest critic of the golf course that I oversee. There are times that the golf course has a mind of its own and just won't listen! I almost feel like a parent, knowing that there is a ton of potential there and that the golf course can always get better. You might say it is a labor of love.

With all of the extra free-time indoors this winter, I have come to the conclusion that I am not yet ready to lower my expectations on my golf course...yet! I changed facilities two years ago and, if anything, my expectations have gotten higher. I guess that I am still young enough to get that instant gratification that comes from a great looking golf course that, when the weather holds, plays fast and firm. The beauty of straight mowing stripes in the fairways and greens that roll true, fast and consistent still put a smile on my face. And I know that will never change!

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We have some pretty smart cookies out there that will be entered into the 2010 Tony's Teasers drawing for (4) \$250 gift cards:

April's Clue: National Ticker  
Answer: Heart of America

Here is a list of those that submitted a correct answer (as of 4-9-10):

- Gary Breshears
- Paul Davids, CGCS
- Matt Delventhal
- Graham Edelman
- Jay Fitch
- Matt Hemphill
- Chad Hinderliter
- Bill Irving
- Brad Lackey
- Tim Nielsen
- Dylan Senn
- William Southard
- Alex Tucker

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](http://www.hagcsa.org)) prior to the answer being supplied in the next edition. Correct responses will entitle an entry (one entry per correct response) into the drawing. If you solve each month's riddle, your name gets put in the hat that many times; increasing your odds at this fabulous shopping spree. **You must be present at the Holiday Party (December 3) to win**, so everyone better get in the spirit of the season! All members in good standing are eligible to enter.

**March's Teaser: Non-herbaceous Villainous Professor**

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

**Hint:** *It shouldn't take Sherlock Holmes to figure out who!*

## THE REWARD IS IN THE EYE OF THE BEHOLDER

By Robert Evans Wilson

In the early 1970s I was a young teenager who was completely caught up in the Zeitgeist. I admired the long-haired rebels and radicals who were engaged in protesting the establishment and developing the counter-culture. I didn't really know what any of that meant, but to me it was all about empowering youth and declaring our independence from the adults. My parents in particular.

As with any normal teenager, I was trying to grow up as fast as I could. And, because it annoyed my parents, wearing my hair long was its perfect expression. That, and it was de rigueur among all the teenagers who wanted to be cool. So, the longer the better – or in the immortal words from the title song to the 1968 Broadway Musical HAIR, “Oh, say can you see, My eyes if you can... Then my hair's too short!”

It drove my parents completely crazy. They could not understand why any male would want to wear long hair. We fought about it all the time.

Meanwhile, I was in my first year of high school and the transition to a new school was causing my grades to drop dramatically. My parents saw an advantage, and the law was laid down: keep my grades above a certain minimum or cut my hair. It worked. I brought home a dismal report card, and it was off to the barber shop. Not surprisingly, my next report card met the minimum.

The formula is simple: if you can find out what is valuable to someone, then you have the key to motivating them. For me, at age 13, the length of my hair became the coin of the realm.

A year later, I accidentally made the Honor Roll. I say it was an accident because I was only trying to meet the minimum grades required by my parents and I somehow exceeded that. When I received the engraved certificate with the embossed gold seal, I was surprised by the feeling it gave me. I felt important – especially when my teachers praised me. I liked that feeling, and I wanted to experience it again. Suddenly the coin of the realm changed, and it was no longer the length of my hair that was motivating me. It was high grades and the sense of pride they gave me. Oh, my hair continued to grow, but my grades were all about achievement. From that point forward until I graduated, I never failed to make the Honor Roll.

Find out what is valuable to the person you want to motivate. What hobbies do they have? What are they passionate about? How do they spend their spare time? Then when you learn what rocks their world, find a way to tie your goals to it.

If you're not sure what is valuable to someone, you can always make them feel important with an award or some other public acknowledgment. Everyone likes to hear their name announced in recognition at company or association meetings. Everyone likes to read their name in print in the organizational newsletter or website. Many business newspapers have a section where you can post your employees promotions and accomplishments. These low-cost to no-cost incentives truly have the power to motivate.

*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](http://www.jumpstartyourmeeting.com).*





# 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.  
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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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**Please include Annual Membership Dues with Application (Term: January to December):**  
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 Suppliers - \$130  
 Golf Course Employees - \$70  
 Students - \$25

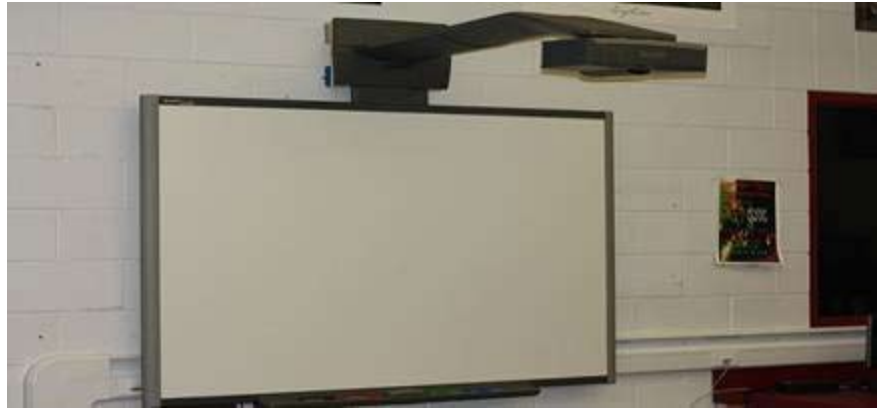


## Too Smart For Your Own Good



Every once in a while I find myself perusing through any number of slick, glossy trade magazines, bent in seeing how the *other half live!* You know what I'm talking about? It's that guy out there in La-La Land, who has so many resources at his disposal that he's purchased some cutting edge toy to replace another cutting edge toy. It is just way too cool for the fancy trade rag to pass up. They have to feature him and said boondoggle so we can feel just a little more inadequate about our situations.

Imagine my astonishment when I read the piece about the poor schmoe who not only got a brand new maintenance facility, but went ahead and spent \$8000 on an "88" computerized smart board to replace his \$29.99 dry erase



**The SMART Board (to replace the dumb one!)**

for the break room. Don't get me wrong, this baby sports its own LCD projector, is completely interactive with a computer, and can operate exactly like a dry erase board.

*Hub?* It can also be used like a typical daily assignment board, only *now* you can save it to your hard drive for future reference.

Additionally, it can also be used for training videos, going on the internet or doing any other computer functions interactively. CNN would be envious!

*Am I missing something here?* If you forgot that you mowed fairways left to right on Tuesday, I would suggest instead of reviewing your back up file, you just go out to the nearest fairway ... and look! A \$100 DVD player hooked up to a 21" Magnavox should suffice for training videos. If you need interaction, get out the dry erase pens and doodle crew assignments till the cows come home. Somebody is bound to bitch to you about their job for the day! Now that's interaction! You can get a box of 10 markers for \$5.99 at Wal-Mart. You and the crew plan on doing some surfing? If you need access to the internet, why not step into your office and utilize your perfectly good computer there?

I am absolutely sure that if I had \$8G burning a hole in my ownership's pocket, I could certainly find a better use for it than some fancy, multimedia play toy destined for the techno-dinosaur scrap heap 10 minutes after I bought it! Of course, the purchase price *did* include installation and SMART Board training. I think I'll just keep my dumb board. I hung it myself and already know how to use it!

**Tony Bertels,  
Editor**

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December 14-15

## EVENT

Media Day/Past Presidents' Event

S&R Tournament

Employee Tournament

MO Cup Challenge

Annual Meeting

Holiday Party

Common Ground Conference



**HEARTBEAT • Tony Bertels, Editor**

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