

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

Since 1933

Heart of America Chapter

**GCSAA**

GOLF COURSE SUPERINTENDENTS ASSOCIATION OF AMERICA

Environmental  
Institute for Golf

Presidential Club



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

Volume 43, No. 8

October 2011

## ***Annual Meeting***



***Lake Quivira Country Club  
Tuesday, Nov. 8, 2011***

- **Do You Remember?...I Know I'll Never Forget!**
- **Common Ground - Reduced Booth Pricing**
- **Holiday Party - Dec. 2**

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

**Heart of America GCSA  
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Overland Park Golf Course  
913.897.3805

**Vice President: Tim Nielsen**  
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816.350.9900

**Secretary/Treasurer: Todd Bohn**  
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816.331.3306

**Immediate Past President: Scott Johnson, CGCS**  
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913.764.6572

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Sycamore Ridge Golf Course

**Brad Gray**  
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**Danny Kaleikau**  
Rockwood Golf Course

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

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

**James Kennedy**  
Ironhorse Golf Club

**Special Directors:**

**John Sheehe**  
Helena Chemical Co.

**Dave Fearis**  
Agrium Advanced Technologies

**Spencer Roberts**  
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**Chapter Delegate:**

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

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**GCSAA National Director:**

**Bill Maynard, CGCS**  
Milburn Country Club

**HeartBeat Editor:**

**Tony Bertels**  
Swope Memorial Golf Course



**By Tony Bertels**

We know we're in a desperate pickle  
When we read reports by Eric Bickel  
His datum is dreary, yet numbers don't lie  
And the truth of the matter is turf's gonna die!

You can tear down poor Katie and beat up old Brian  
It don't really matter when your course is a fryin  
As all that new turf that was planted last fall  
Seems to puke on itself in a spiral death thrall

Is it jet stream or green house or Santa Marias?  
Or poisonous gas spewed by Mazdas and Kias?  
Was it mojo or fate or a dash of bad luck?  
Or just the sad fact that the year's gonna suck?

Whatever the reason, the cause or concern  
It's a very hard lesson that we all had to learn  
But take a tough season then times that by two  
You soon hit rock bottom and ain't jack you can do!

<u>DATE</u>	<u>EVENT</u>
October 3-4	MO Cup Challenge @ Lake of the Ozarks
October	Vendor Appreciation
November 8	Annual Meeting @ Lake Quivira Country Club
December 2	Holiday Party @ Argosy Casino
December 13-14	Common Ground Conference @ OPCC
February 27 – March 2	GCSAA National Conference in Vegas
February 29	HAGCSA Hospitality Suite in Vegas

# Annual Meeting

**Date:** Tuesday, Nov. 8, 2011

**Location:** Lake Quivira CC

**Schedule:** 12:00 p.m. (noon).....Golf (optional)  
5:00 p.m.....Registration/Cash Bar  
6:00 p.m.....Dinner  
6:45 p.m.....Annual Meeting & Election of Officers

**Superintendent Profile:** Jeff White, CGCS, has been the Course & Grounds Manager at Lake Quivira CC since December 2005. He served in the same position from 1998-2000. Leaving the Lake for "Corporate Golf America" Jeff was superintendent of Falcon Ridge GC from 2000-2005. He also held assistant positions at Alvamar GC & CC and Lake Quivira CC. Jeff is a 1993 graduate of Iowa State University receiving a BS in Horticulture. He has two beautiful daughters that occupy his "off-course" time; Madison (13) and Elle Grace (6).

**Assistant Superintendent Profile:** Randy Heintz joined the Lake Quivira staff in the spring of 1997. Through hard work, solid attitude, and dedication he became assistant superintendent in 2001. Randy has two sons, Curtis (21) and Cory (19) that occupy his free time along with his wonderful wife, Joel.

## Mizzou Football Game and Tailgate Party - Oct. 15th - Mizzou Tigers vs Iowa State Cyclones!

Join the University of Missouri turf team in Columbia, Mo. on Oct. 15th for the 100 year homecoming anniversary game between Iowa State and Mizzou! Bring your colleagues, friends and family and enjoy a day of college football and complementary pre/post game tailgating done right with a pig roast and your favorite game day beverages.

Tickets are \$55 and a limited number are available. More information can be found at [www.HAGCSA.org](http://www.HAGCSA.org) or by contacting Dr. Xi Xiong at (573) 882-1824.



**Assistant Superintendent Profile:** Brad Lackey received degrees in horticulture and marketing from Kansas State University in 2003. He joined Lake Quivira in the spring of 2006. He has also served as assistant for Falcon Ridge GC & Meadowbrook CC. Brad met his beautiful wife, Gretchen, while attending KSU. They have a little boy Evan and are expecting their second child in February.

**Course History:** Lake Quivira CC was established in 1931. It has seen numerous renovations and improvements through the years. The course underwent a greens renovation in 2004 and irrigation update in 2008.

**Directions:** I-435 West/North/South to Exit 8A (Holiday Drive). Turn right onto Holiday and travel east for 1.5 miles. The entrance is on the right hand side of the street just past the gas station. Proceed to the left lane of the guard gate for instructions.

**NEW WEBSITE**  
(Same Address – New Look)



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

**MONEY BACK IN YOUR POCKET**



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

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

Deadline is January 31, 2012.

# ANNUAL MEETING

**DATE:** Tuesday, November 8, 2011

**LOCATION:** Lake Quivira Country Club  
100 Crescent Blvd.  
Lake Quivira, KS 66217  
913-631-8002

**HOST SUPERINTENDENT:** Jeff White, CGCS

**SCHEDULE:** 12:00noon - Golf (optional)  
5:00pm - Registration / Cash Bar  
6:00pm - Dinner  
6:45pm – Meeting & Election of Officers

**COST:** Meeting Only / \$40 per person  
\*\*Golf (optional) / \$10 per person

**\*\*GOLF:** If you would like to play golf at Quivira Lake Country Club prior to the meeting (at 12:00pm), the cost is an additional \$10. In order to play golf, you must attend the meeting. Please reserve your spot by completing the form below.

**DRESS CODE:** Golf / Country Club attire (collared shirts, spikeless shoes, no jeans or cargo pants) Meeting / Business Casual

**RESERVATIONS:** Mail, Fax or Email Reservation no later than Wednesday, November 2.



*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.*

Yes, I/we plan to attend the Annual Meeting!

Meeting & Golf - \$50    Meeting Only - \$40

Attendee(s): _____	Company: _____	<input type="checkbox"/>	<input type="checkbox"/>
_____	Company: _____	<input type="checkbox"/>	<input type="checkbox"/>
_____	Company: _____	<input type="checkbox"/>	<input type="checkbox"/>
_____	Company: _____	<input type="checkbox"/>	<input type="checkbox"/>

Contact: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**PAYMENT:**

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

**POLICY:**

- > By indicating you wish to be invoiced, you agree to pay total invoice upon receipt. Invoices will be sent electronically when an email is provided.
- > Cancellation refunds will not be provided within 24 hours of event.
- > "No Shows" will be billed.

Complete form and Mail, Fax or Email no later than Wednesday, November 2 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





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

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

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

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

We look forward to seeing you there.

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

### **REDUCED RATES!**

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



# EXHIBIT RATES & FLOOR PLAN

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

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

### EXHIBIT RATES

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



### REPRESENTATIVES

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

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

### EXHIBIT RATES INCLUDES:

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

### SHOW HOURS

#### Move In

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

#### Show Hours

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

#### Networking Opportunities

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

#### Dismantle

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

### EXHIBIT HALL DECORATOR

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

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

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

816-221-0525 www.georgefern.com

751 Wyoming Street Kansas City, Missouri 64101

### FREE SEMINAR REGISTRATION

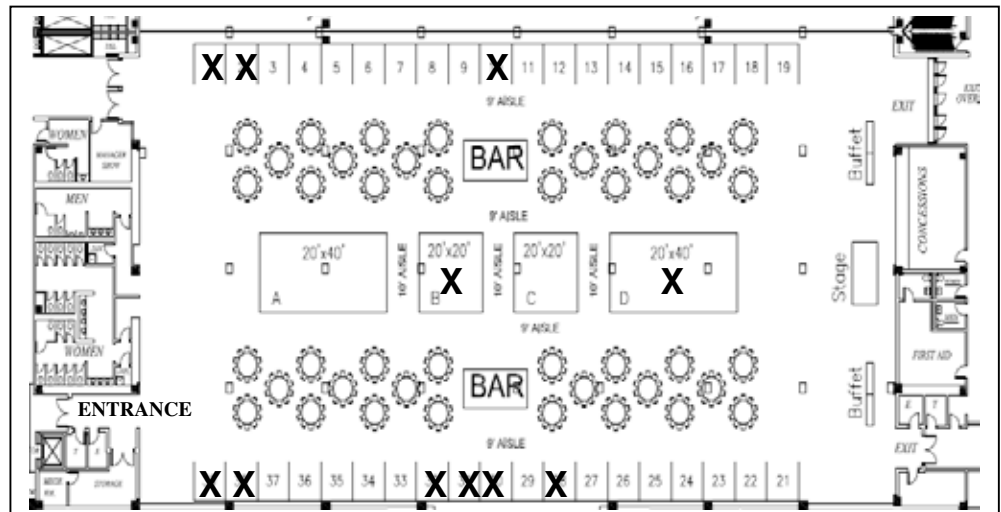
As an exhibitor, you're provided the opportunity to attend the education sessions FREE of charge. Please indicate on your exhibit contract if you plan to attend, so we can make accommodations for seating and materials.

### SOLICITATION

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

### ATTENDEE LIST

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



# CONTRACT FOR EXHIBIT SPACE

## Heartland Green Industry Expo: "Common Ground"

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

### INSTRUCTIONS

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

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

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

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

Address \_\_\_\_\_

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

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

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

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

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

### BOOTH ASSIGNMENT AND PAYMENT SCHEDULE

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

### BOOTH COST

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

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

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

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

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

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

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

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

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

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

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

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 1, 2011.

Check Enclosed (made payable to Heartland Green Industry Expo)

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

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

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

#### For: Exhibiting Firm

Signature \_\_\_\_\_

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

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

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

Signature \_\_\_\_\_

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

# SPONSORSHIP & ADVERTISING OPPORTUNITIES

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

Don't miss this opportunity for full exposure to several hundred attendees and multi associations at one time; plus help to assure the success of the Heartland Green Industry Expo: Common Ground Conference with your support. These are non-exclusive opportunities – more than one supplier can choose the same event. For cost of exclusive sponsorship (covering full cost of specified event), please call the Expo Management Company 816-561-5323.

**PLATINUM SPONSOR - \$2,500**

- One *Reception* recognition with tent cards that include your company name at each table.
- Your company literature on the tables at the Tuesday Reception in the Exhibit Hall (You may provide 200 copies by December 1)
- One-fourth page ad in conference program.  
(3 1/2" x 5", camera ready artwork, sent electronically)
- Free conference registrations to all booth reps.
- **One 10x10 Exhibit Booth = \$650 or \$650 off mini-island / island** (complete exhibit form)
- Logo & Link on conference website
- Recognition Signage at sponsored event
- Black & White Logo in conference program
- Recognition on Conference Signage
- Introduction and recognition during Conference Reception

**GOLD SPONSOR - \$2,000**

- One *Lunch* recognition with tent cards that include your company name at each table.
- Your company literature on the tables at the Tuesday or Wednesday Lunch in the Exhibit Hall. (You may provide 200 copies by December 1)
- Business card ad in conference program.  
(3 1/2" x 2"), camera ready artwork, sent electronically)
- Free conference registrations to all booth reps.
- **One 10x10 Exhibit Booth = \$650 or \$650 off mini-island / island** (complete exhibit form)
- Logo & Link on conference website
- Recognition Signage at sponsored event
- Black & White Logo in conference program
- Recognition on Conference Signage
- Introduction and recognition during Conference Reception

**SILVER SPONSOR - \$1,500**

- One *Continental Breakfast* recognition with company literature available. - (You may provide 200 copies by December 1)
- Free conference registration to all booth reps.
- **One 10x10 Exhibit Booth = \$650 or \$650 off mini-island / island** (complete exhibit form)
- Logo on conference website
- Recognition Signage at sponsored event
- Black & White Logo in conference program
- Recognition on Conference Signage
- Introduction and recognition during Conference Reception

**BRONZE SPONSOR - \$750**

- One *Coffee Break* recognition with company literature available.  
(You may provide 200 copies by December 1)
- Logo on conference website
- Recognition Signage at sponsored event
- Black & White Logo in conference program
- Recognition on Conference Signage
- Introduction and recognition during Conference Reception

**FRIEND SPONSOR  
A La Carte**

Monetary Donation: \$ \_\_\_\_\_

Lanyards: You have in stock (\$250) \*\*\*  
Need to Order (Cost + \$250) \*\*\*

\*\*\* Your company name/logo imprinted on product.  
Distributed to each attendee at registration (qty. 500)  
Logo & Link on conference website

*All options include:*

- Black & White Logo in conference program
- Recognition on Conference Signage
- Introduction and recognition during Conference Reception

**ADVERTISING INSERTION**

Each convention registrant will receive a program booklet providing the convention schedule and conference highlights. This will be their guide to what's happening at the Heartland Green Industry Expo: Common Ground Conference, December 13-14, 2011. Now YOU have the opportunity to place an ad in this booklet. Use your space to focus attention on a new products or services, or to express support for the Association.

There is limited spacing, so reserve your ad today (first come, first served). Camera ready ad with correct dimensions must be sent "electronically" to the Association Office by December 1. Email to: kweitzel@swassn.com

Business Card Ad (3 1/2" x 2") - \$150  
 One Fourth Page Ad (3 1/2" x 5") - \$300

Company: \_\_\_\_\_  
 Full Address: \_\_\_\_\_  
 City, St, Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_

Authorized Representative: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Website/Link: \_\_\_\_\_  
**\*\*I will submit (per my package):** •Logo •Ad •Literature

**PAYMENT:** • Check Enclosed • Invoice • Credit Card: No.: \_\_\_\_\_

\*\* Please submit Logos, camera-ready Ads and Literature no later than December 1 to:  
 Kim Weitzel, P.O. Box 419264, Kansas City, MO 64141 or kweitzel@swassn.com  
**(no reminder notices. no extensions)**

Security Code: \_\_\_\_\_ Expiration #: \_\_\_\_\_  
 Name on Card: \_\_\_\_\_

Mail or Fax Sponsorship/Advertising Form with Payment to: Heartland Green Industry Expo,  
 P.O. Box 419264, Kansas City, MO 64141; Fax: 816-561-1991 on or before December 1.



## Do You Remember...I Know I'll Never Forget!

By Jeff White, CGCS, Director

9/11/01: Could 10 years have really passed? Where were you? What were you doing? Did you lose any friends or loved ones? Did you fear "The End" was coming? I'm sure all of us can remember that fateful day. The day that brought America to our knees and together simultaneously.

I had just become a father for the second time just six days earlier. My daughter, Elle Grace, is now 10 and remembers nothing about it. How could she? I had just returned to work that morning. It was an awesome fall day. Full sun and not a cloud in the sky. I was mowing the 9th fairway at Falcon Ridge which runs from north to south. I was running on very little rest and daydreaming about my new baby girl. When all of the sudden, I noticed jets making u-turns in the sky. I didn't know if what I was seeing was real or just lack of sleep. Upon finishing the hole, I stopped in the clubhouse. Everyone was glued to the televisions. That is when I too knew that the day would never be forgotten.

What or how have you changed in the past 10 years? How has America changed? Lately, the economic times have changed. The golf business sure has changed as well. Are the changes for the good or bad? Only time will tell.

The days of 400+ course openings a year are long gone. We're lucky to not have at least that many closing each year. The big budgets have seen cuts and the small budgets are even smaller. Most private clubs are down members and public facilities are fighting tooth and nail for every dollar. Assistants are staying in jobs longer or leaving the business. Superintendent jobs are scarce at best. Jobs that used to field 15-20 applicants now have over 200.

We have had back to back extreme weather summers. Some turf managers have fared better than others. We collectively like to piss and moan, bitch, complain, whine, etc. "It's too hot, too cold, too wet, too dry, etc." I, like many of us, fall into this group. I guess we should all grow grass in areas like northern Michigan or southern California.

After all, we chose our path, our location, our own destiny. It didn't choose us. We chose to fight the fight here, deal with the extremes, and conquer

whatever obstacles come our way. Those affected by the 911 tragedy were not so lucky. Their destiny was chosen by terrorists. They woke and went to work like it was any other beautiful fall day.

Looking back at 9/11/01, I can't even begin to understand the feelings, pain, or helplessness those people must have felt. We'll never comprehend the amounts of loss and suffering endured. So, as we head into the fall season, and "life is good" again back on the course, let's keep things in perspective. We all take great pride in our work. We all deal with angry and nagging members or customers. We all work long and hard hours. Yet we weren't there, and can only imagine what life is like after such a tragedy.

After all, "it's just grass." It will grow back. As I think of those affected by the terrorist attacks, I thank the Lord every day for what I have, and that I'm still here fighting the fight. It's often times of remembrance that we all can gather strength to push through the "hard times."

We are all so lucky to share in the fraternity of "the turf heads." I am so thankful and grateful for all of the personal and professional relationships that I have gained through our collective "ups and downs."

"Let's Roll" into another not long enough off season, and hopefully not so brutal upcoming season!

## AWARD NOMINATIONS

Deadline: October 3, 2011

Who will take home this year's awards? Now is the time to submit your nominations for Assistant Superintendent of the Year, Superintendent of the Year and the Chester Mendenhall Award for 2011.

Complete the enclosed form and submit nominations no later than October 3, 2011. Recipients will be awarded at the Holiday Party on December 2, at the Argosy Casino.

**2010**  
Superintendent of the Year



**SCOTT CUMMINS**  
Dub's Dread Golf Course

## Meetings and Programs Committee Report

By Duane Sander, CGCS, Director

We have two big events coming up this fall besides the fall outing at the lake. First will be the annual meeting which will be hosted by Jeff White, CGCS, at Lake Quivira Country Club on Tuesday, Nov. 8th. The golf starts at noon followed by cash bar, dinner and meeting at 6 p.m. Anyone wishing to run for election please contact one of your Board members.

The second event I'm excited to announce is our Holiday Party - which will be held on Dec. 2 at the centrally located Argosy Casino in Riverside, which will be close for everyone. The entertainment for the night is nationally known comedian Mike Baldwin. Should you decide to stay the night, the Argosy has extended a discounted room rate of \$129. Just state that you're with the Golf Course Superintendents group. Use the registration forms provided to get signed up early so you won't be left out.

## Support Your 2011 HeartBeat Advertisers

### **Agrium Advanced Technologies**

913-424-3626

### **Commercial Turf & Tractor**

800-748-7497

### **Helena Chemical Company**

913-541-1310

### **Herfort Norby Golf Course Architect**

952-361-0644

### **John Deere Golf & Van Wall Equipment**

816-695-8715

913-397-6090

### **Kansas City Turf Supply**

913-915-2994

### **Professional Turf Products**

952-887-7142

### **Pump Station Service**

816-210-8140

### **Rasmuson Contracting Services**

913-568-7797

### **Reinders, Inc.**

913-238-0869

816-977-9853

816-225-7235

### **Supreme Turf Products**

913-829-3611

### **Turf Werks**

515-270-8300

### **Urban Tree Specialist**

816-214-8327

### **Vermeer Great Plains**

1-800-932-3655

### **Winfield Solutions**

816-457-0786

### **Williams Lawn Seed, Inc.**

816-863-1372

## RASMUSON contracting services LLC.

With over 25 years of experience we offer a wide range of golf course irrigation needs from small repairs to total irrigation renovation:

- Lateral and mainline repairs
- Wire trouble repairs
- Sprinkler head change out
- Control system change out
- Pump station repairs

Personal and professional references available upon request.

Mike Rasmuson - owner

(913) 568-7797

Overland Park, KS

"We turn everything GREEN"



# RECOGNIZING OUTSTANDING MEMBERS

Each and every Heart member deserves credit for surviving a hectic spring and summer, but there are ones among us who deserve special recognition for the job they have done this year or over their careers.

As a member, you know who these individuals are. **Now is the time** to send your nominations for The Assistance Superintendent of the Year, The Superintendent of the Year and The Chester H. Mendenhall Award. These prestigious awards will be given out at the Annual Holiday Party on December 2. Please submit your nominations by completing the reverse side and forwarding to the HAGCSA office.

## Eligibility and Qualifications

### **Assistant Superintendent of the Year**

This award will be presented annually to the assistant who has demonstrated dedication and excellence at their job over the past year.

The guidelines are as follows:

1. Must be a member of the Heart of America.
2. Must be an assistant that represents their profession to the highest degree.
3. Must be at their present course for no less than two seasons.
4. This award shall be governed by the assistant's achievements in any of the following.
  - Competency in agronomic skills
  - Ability to efficiently run the daily operations of the course
  - Effectively running course projects
  - Assisting in the preparation of their course for regional or national events
  - Involvement with local, regional, or national turf related associations
  - Strong involvement in course renovations and new course construction
  - Goal oriented and striving to become a superintendent
  - Exceptional contributions to this association through involvement
5. These accomplishments must have occurred in the current year.

### **Superintendent of the Year**

This award, established in 1970, has been presented annually to the golf course superintendent who has demonstrated dedication and outstanding service to his or her profession.

The guidelines are as follows:

1. Must be a "Class A or Superintendent Member" in good standing.
2. Must be a superintendent that represents the organization and himself to the highest degree.
3. This award shall be governed by the superintendents achievements in either:
  - Excellence in golf course management
  - Preparation of his or her course for regional or national golf tournaments
  - Achievements for renovation or new golf course construction
  - Involvement with local, regional, or national turf related associations
  - Exceptional contributions to this association through involvement
4. These accomplishments must have occurred in the current year.

### **Chester H. Mendenhall Award**

This 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. Begun in 1983, this award is named after a golf course superintendent who dedicated his life to his profession.

The guidelines are as follows:

1. Must be a HAGCSA member in good standing.
2. Must be an individual that represents the organization and him or herself to the highest degree.
3. This award shall be governed by the individual's achievements over an extended period of time:
  - Outstanding service to this organization
  - Involvement with local, regional, or national turf related organizations
  - Continued support and service to the golf industry or his/her community

# HAGCSA AWARD NOMINATION FORM

## HEART OF AMERICA GCSA AWARD WINNERS



### *Assistant Superintendent of the Year*

- 2005 Greg Milligan
- 2006 John Sheehe
- 2007 Jeff Stoecklein
- 2008 Johnny Brockus
- 2009 Matthew Delventhal
- 2010 Andrew Jones

### *Superintendent of the Year*

- 1982 Carl Beer
- 1983 Chet Mendenhall
- 1984 Jack and Bill Robison
- 1985 Del King
- 1987 Duane Patton, CGCS
- 1988 Nels Lindgren, CGCS
- 1989 Cary Tegtmeyer, CGCS
- 1990 Ed Huggins
- 1992 Loren Breedlove
- 1993 Jeff Eldridge, CGCS
- 1994 Pat Finlen, CGCS
- 1995 Jon Francis
- 1996 Chuck Hybl, CGCS
- 1997 Jeff Elmer, CGCS
- 1998 Jim Naudet
- 1999 Mark Pierce
- 2000 Paul Tormanen
- 2001 Tony Bertels
- 2002 Duane Sander, CGCS
- 2003 Brian Ruder
- 2004 Rusty Hamman
- 2005 Jimmy Angelotti
- 2006 Doug Melchior
- 2007 Brad Minnick, CGCS
- 2008 Terry Rodenberg
- 2009 Daryl Pearson
- 2010 Scott Cummins

### *Chester Mendenhall Award*

- 1987 Gil Collins
- 1988 Sandy Queen, CGCS
- 1989 Tom Kohout
- 1990 Dave Fearis, CGCS
- 1991 Duane Patton, CGCS
- 1992 Dick Stuntz, CGCS
- 1994 Meril Vanderpool
- 1995 Jud Coester
- 1996 Jim Sheilds
- 1997 Pat Finlen, CGCS
- 1998 Dave Fearis, CGCS
- 1999 Gene Eldridge
- 2000 Nels Lindgren, CGCS
- 2001 Dick Stuntz, CGCS
- 2002 Jeff Elmer, CGCS
- 2003 Melvin W. Anderson
- 2004 Loren Breedlove, CGCS
- 2005 Gary Higbie
- 2006 Tony Bertels
- 2007 Bill Maynard, CGCS
- 2008 Jeff Eldridge, CGCS
- 2009 Woody Moriarty
- 2010 Jeff White, CGCS

Please use this form to nominate individuals for the Assistant Superintendent of Year, Superintendent of the Year and the Chester H. Mendenhall Award. Qualifications and criteria for each award are listed on the back of this form. Please feel free to add sheets if additional room is needed.

### *Assistant Superintendent of the Year Award*

Individual Nominated: \_\_\_\_\_

Reasons for Nominating: \_\_\_\_\_

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### *Superintendent of the Year Award*

Individual Nominated: \_\_\_\_\_

Reasons for Nominating: \_\_\_\_\_

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### *Chester H. Mendenhall Award*

Individual Nominated: \_\_\_\_\_

Reasons for Nominating: \_\_\_\_\_

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*Please submit your nomination to HAGCSA by **OCTOBER 3, 2011.***

*P.O Box 419264 . Kansas City . MO . 64141*

*816-561-5323 . 816-561-1991 (fax) . kweitzel@swassn.com*





**GCSAA Celebrates 85 years  
Association founded Sept. 13, 1926**

On Sept. 13, 1926, 60 dedicated greenskeepers gathered at Sylvania Country Club in Toledo, Ohio, to lay the groundwork for the Golf Course Superintendents Association of America. Led by Col. John Morley, the greenskeeper of Youngstown (Ohio) Country Club, the group formed the National Association of Greenskeepers of America (after several name changes, it became GCSAA in 1951). Morley had found benefit in uniting members of the profession after helping establish the Cleveland District Greenskeepers Association in 1923. A year later, at the first annual meeting of NAGA in Chicago, 72 superintendents signed on as charter members. Today GCSAA has grown to 19,000 members throughout the world.

**SCHOLARSHIP FUNDS AVAILABLE**

**Deadline: November 1, 2011**

The Heart of America GCSA Scholarship Program offers educational aid to deserving students in the turfgrass program at an accredited college or university in Kansas or Missouri.



Applications will compete based on the or overall qualifications determined by the Scholarship and Research Committee. Please help us get the word out by directing students to our website ([www.hagcsa.org](http://www.hagcsa.org)) to download an application the criteria. All applications must be received by November 1, 2011.

**Has Something Changed?**

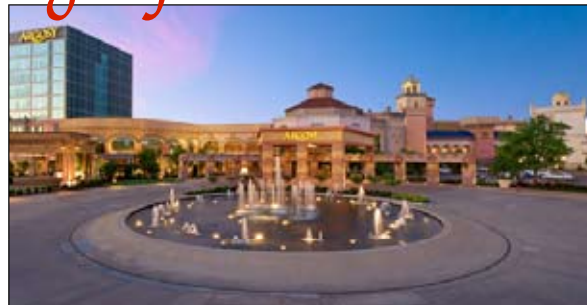
**Be Sure to Report Job Changes and Other Moves to the Heart of America GCSA**

**Phone: 816-561-5323  
Fax: 816-561-1991 or  
e-mail: [kweitzel@swassn.com](mailto:kweitzel@swassn.com)**



**HOLIDAY PARTY**

*Argosy Casino & Hotel*



**December 2, 2011**

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

~ Registration Form Enclosed ~

**\$50 per person**

(spouses & significant others welcome)

**TITLE SPONSORS**



# HOLIDAY PARTY

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

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

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

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

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

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

**DRESS CODE:** Business casual

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

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

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

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

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

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

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

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

**PAYMENT:**

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

**POLICY:**

- > By indicating you wish to be invoiced, you agree to pay total invoice upon receipt. Invoices will be sent electronically when an email is provided.
- > Cancellation refunds will not be provided within 24 hours of event.
- > "No Shows" will be billed.

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



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

**PLATINUM PARTNERS**



**JOHN DEERE**  
 GOLF



**GOLD PARTNERS**



Bayer Environmental Science



Supreme Turf Products, Inc.



**SILVER PARTNERS**



## The Magic of Commitment is No Mystery

By Robert Evans Wilson

"Who want to be chairperson of the Fundraising Committee?" asked the President.

The room became very quiet, and as I glanced around the table, I saw a dozen perfect poker faces. No one wanted this responsibility. No one was going to commit.

After a moment the President continued, "This is our most important committee, without funding we cannot put on our program to teach leadership skills to high school students."

It was my first year on the executive committee of the Georgia chapter of the Hugh O'Brian Youth Foundation (HOBY). I had no idea how they previously raided the \$50,000 a year that was necessary to operate. As an advertising consultant, I'd helped raise millions of dollars for several national non-profits with direct mail advertising. So, I thought, "How hard can this be?"

I raised my hand and said, "I'll do it." A collective sigh issued from the group and several congratulated me on accepting such a big responsibility. I basked in the accolades and beamed an appreciative smile back to everyone.

It didn't take but a few days before I was lementing, "What the heck was I thinking?"

I learned that my predecessors has solicited most of the money in a handful of big donations from a small group of donors. Unfortunately, those donors were feeling tapped out, and were no longer willing to give. I couldn't back out of the job - I'd made a commitment! All I needed was a Plan B.

I quickly got on the phone and started telling everyone I knew what I was trying to accomplish. Someone suggested that I apply for grants from the charitable foundations of large corporations. Three dozen applications later, I had nothing to show for my hours of work. I now needed a Plan C.

When I volunteered, I had a vague notion that I would simply raise all that money with a direct mail campaign. The campaigns I'd worked on in the past had mega-budgets in the hundreds of thousands of dollars and major advertising agencies involved. I had no budget and only five or six volunteers to help out. Even if I had a budget, I didn't know to whom I should send my direct mail solicitations. I knew from experience that retirees are among the best donors, but purchasing a list of generous givers was expensive! About that time a fellow in the concession business who I worked with when I was president of my neighborhood association, called me to see if I knew any groups that could operate a beer stand at an annual weekend-long outdoor rock concert. I said, "Do I ever!"

We raised \$10,000 in three days. We did such a good job,

we were asked to come back every year. It was a big job that required more people than we had, so we recruited help from outside of the organization.

That turned out to be easy because the people who volunteered got into the concert free for that day. Many of them had so much fun, they volunteered to help put on the youth leadership seminars for which HOBY is known. As an unexpected side benefit, it became our best vehicle for recruiting volunteers for the next several years.

I still had \$40,000 to raise. I learned from one old-timer that in years past HOBY received donations from the Kiwanis clubs. I called a friend who was a member. He told me that HOBY was on the Kiwanis International approved list of charities. This was huge! It meant we already had a foot in the door. He then helped me acquire a mailing list of all the clubs in the state.

I now had what I needed for a direct mail campaign. I wrote to every club and asked them to sponsor one child from each high school in their area. I then set up a phone bank of volunteers to call the clubs and ask them directly for a donation. We raised more than we needed! Best of all, we now had two programs in place for raising funds year after year.

I have found over the years that when you commit to a project whether it is starting a business, a new relationship or learning a new skill, opportunities arise that you ordinarily would not have noticed.

William Hutchinson Murray, from his 1951 book entitled, *The Scottish Himalayan Expedition*, says it best, "Until one is committed, there is hesitancy, the chance to draw back. Concerning all acts of initiative (and creation), there is one elementary truth, the ignorance of which kills countless ideas and splendid plans: that the moment one definitely commits oneself, then Providence moves too. All sorts of things occur to help one that would never otherwise have occurred. A whole stream of events issues from the decision, raising in one's favor all manner of unforeseen incidents and meetings and material assistance, which no man could have dreamed would have come his way."

I've always called this initiating the Discovery Process because when you combine your commitment - your powerful desire - to solve a problem or satisfy a particular



Robert Wilson

Continued on next page



The Magic of Commitment is No Mystery - cont.

need, your subconscious mind will work on it 24/7.

To understand how this works, think of the last time you were in the market for a new car. After shopping the market, you selected a particular make and model. Up until that time you hardly ever noticed that car on the road, but now that you have committed to it – suddenly you see them everywhere! Opportunities present themselves in the same way.

Commitment has a way of creating its own motivation. Go for it - and see what comes your way!

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 program please visit <http://www.jumpstartyourmeeting.com>.



**ANNUAL MEETING**

**November 8, 2011**

**LAKE QUIVIRA COUNTRY CLUB**

12:00 noon – Golf (optional)  
 5:00 p.m. – Registration / Cash Bar  
 6:00 p.m. – Dinner  
 6:45 p.m. – Annual Meeting & Election of Officers



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

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

**September's Clue:** Area in a bank drawer  
**Answer:** Dollar Spot

- Winners for September:
- Paul Davids, CGCS
  - Bill Irving
  - Mike Kipper
  - David Smith
  - Dylan Senn

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

**October Teaser: Big Fish On a Small Zebco**

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

**Hint: Better set the drag!**



# CONFERENCE & TRADE SHOW

## National Conference

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



Las Vegas



One Block from the Convention Center

## Hospitality Suite

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

## Room Block

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

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

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



# MEMBERSHIP APPLICATION

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

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

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

### JOB INFORMATION: LIST CURRENT EMPLOYMENT FIRST

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

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

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

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

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

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

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

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

**Heart of America Golf Course Superintendents Association**

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