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THE OFFICIAL PUBLICATION OF THE HEART OF AMERICA GCSA

March 2013

KGCSA & HAGCSA JOINT MEETING





March 25, 2013 Firekeeper GC, Mayetta, Kan.

- · Overseeding in the Desert
- These Guys are Good
- 1st Annual Super-Pro
- Thinking Out of the Box



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President's Message

I hope everyone was able to enjoy the holiday season with your family and friends and all those that attended the 2013 Golf Industry Show had safe travels and are now looking forward to 2013. I can't believe it is already the month of March. It seems like just yesterday that I was licking my wounds from the summer of 2012 and looking forward to the much anticipated winter months to sit back and analyze my agronomic programs and strategies of the past year targeting areas that I can improve for 2013. Now it is time to once again get back after it as the spring and summer months are right around the corner and in no time aerifiers will be running at full throttle. Before we get to all of that I once again want to express to everyone how honored I am to be President of this great Association and to have the opportunity to represent all of you.

Members of the Heart are some of, if not the best, superintendents in the country dealing with extreme weather conditions on a regular basis and continuing to supply their customers/members the best golf course conditions day-in and day-out. I am honored to represent such a great group of hard-working individuals. The same goes for your



elected board of directors as well. They are working extremely hard for 2013 to supply all of you some new and improved opportunities to further your education and also provide

Continued on page 8



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Tournament Report

By Andrew Jones, Director

Hello and welcome to another year of HAGSCA tournaments! We have some exciting events this year to announce. First I will start off by introducing myself and my committee. My name is Andrew Jones and I am the Superintendent at Swope Memorial Golf Course. We have a strong committee of new superintendents and assistants. They are as follows:

Co-Chair: Andy Klein - Superintendent, Falcon Lakes GC Matt Delventhal - Superintendent, Minor Park GC Sam Bailey - Superintendent, Heart of America Golf Academy Marc Szablewski - Assistant Superintendent, Overland Park Golf Course

We will be having a 9-hole event on April 22 at the Heart of America Golf Academy. It will be a 4-person scramble limited to 18 teams. We hope the shorter time commitment will entice some more participation, and it is only going to cost \$15 per player! As the season progresses, we will continue to host popular events such as the S&R Tournament, the Employee Tournament, the MO Cup Challenge and the Vendor Appreciation event.



Overseeding in the Desert

By James Kennedy, Director

I found inspiration for writing this article while watching the Phoenix Open at TPC Scottsdale. As I was admiring the striped fairways and lush ryegrass rough I realized that desert overseeding seems to peak curiosity when conversing with fellow superintendents. Certainly I am no expert, however I have felt that pressure of knowing my finished product could have detrimental effects on the success of our golf season. The practice of desert overseeding is a back breaking tradition that can literally make or break you.

My first experience with overseeding was here in Missouri. The main focus was minimal; spreading seed on tees, driving range tops, and high traffic areas. Our goal was to add a bit of color and provide some protection to our Bermuda. We did little to no preparation. We used the average 300 lbs per acre rate and applied our seed with the equipment we had. The golf course would remain open as we topdressed and irrigated among players. It was a big deal and I took a lot of pride in the work I did to get that pallet of seed to germinate.

From Missouri I moved to the Phoenix, AZ where annual wall-to-wall overseeding is a common practice. My first year was an eye-opening experience to say the least. A thirty-six hole facility would take 6 to 8 weeks from start, to grow-in, to the grand re-opening. It was an exciting and stressful time of planning out processes to ensure efficiency and precision. The preparation would begin several months in advance with regards to reserving seed amounts and planning chemical applications. Our typical orders included 150,000 pounds of seed. That equates to 75 pallets of seed, delivered by four tractor trailers, stacked two-high inside my maintenance shop. Move out the million dollar fleet of equipment, the seed takes precedence. We also needed extra space for a multitude of growth regulators, fungicides, fertilizer, and cases of turf marking paint.

Although the facility would be shut down for several weeks, the applications would begin weeks in advance. Pre-emergent herbicide applications were made on fairways for poa annua control. We also sprayed desert perimeters and bunker faces to keep clean of wandering ryegrass seed. The week prior to, growth regulators were applied and the water was turned off. The reduction of water kept the Bermuda down and aided the scalping process too.

Finally the day would come. The course was closed, and it was mine. It was my responsibility to make it as ugly as possible and rebuild it back to its most pristine condition. Seed preparation began with scalping the Bermuda to 3/8." Manicured turfgrass was double-verticut and scalped in order to open the canopy. Debris was cleaned with blowers, several pull behind vacuums and hauled to dump areas for disposal. The greens were prepared in similar fashion, but scalped to .90 to .110 and verticut at least 2 directions until the canopy was open.

Once the preparation crew had 2 to 3 holes completed we would begin preparing to lay seed. All calibrations were checked and re-checked. The greens were seeded with poa trivialis at 10-12 pounds per 1000 ft2 using a drop spreader in at least two directions. The fairways, tees and collars were seeded with 650 lbs of perennial ryegrass seed per acre using



Photo courtesy of James Kennedy Talking Stick Golf Club in Scottsdale, AZ

drop spreaders on perimeters, rotary spreaders in several directions, and Lely's covering large expanses of turf. Roughs were seeded with perennial ryegrass at 450 lbs per acre. Tracking pounds of seed thrown and ensuring nothing was missed was a

Continued on next page

Overseeding in the Desert - cont.

stressful part of the process. To run out of seed before the project was finished was unthinkable. And if you did, you better have a good buddy because giving up a pallet of seed isn't too high on anyone's list during a southwest October. But to put your seed down too light was the other side of a double-edged sword. To be too light would mean months of spot-seeding and battling uniformity.

After all the seed was laid and the course was inspected for missed coverage it was time to begin the grow-in process. We would only water during the daytime so that we could keep an eagle's eye on any potential problems. Every sprinkler would run for 3 minutes every 90 minutes, 7 to 10 times per day just to keep the seed bed moist, but not too moist. Our irrigators would carry seed and spreaders to repair spots where sprinkler heads had malfunctioned. From sun up to sun down we would

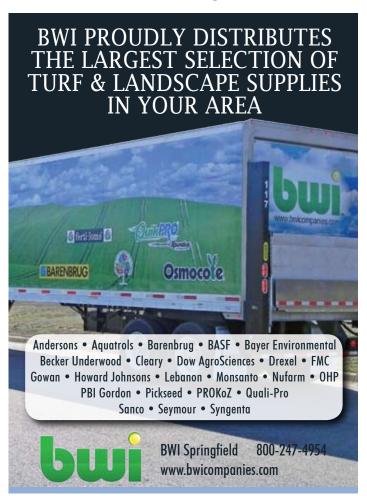




Photo courtesy of James Kennedy Talking Stick Golf Club in Scottsdale, AZ



Photo courtesy of James Kennedy Talking Stick Golf Club in Scottsdale, AZ

patrol for problems and make adjustments on areas too wet or too dry. Once seed began germinating we would inevitably take that sigh of relief. We would rejoice in backing off irrigation cycles and begin the task of perfecting before re-opening.

The day of "first cuts" was always my favorite day. It's hard to beat the definition that stripes give a brand new ryegrass fairway. We would start our cuts high and drop them over a four week span. The finish of overseeding began the start of our coveted winter golf season in the desert. It was the last big hoorah of the year. And after a few moments of thankfulness and celebration we would begin planning the process of transitioning back to our Bermuda grass base...

President's Message - cont. Continued from page 4

some great networking opportunities at more affordable prices by working with our unbelievable vendor support.

I would like to encourage everyone to go to our website (www.hagcsa.org) and check out our calendar of upcoming events. James Kennedy and Andrew Jones have put together a great lineup of educational opportunities and events with some of them being new that I think everyone will be able to enjoy and benefit from. One that we are excited for is the first annual "Shop Talk" which will take place at the Wolf Creek maintenance facility on March 5th. This is going to be a relaxed and informal event that will provide a good education opportunity and networking at a very affordable price - FREE! I mean who can beat that. Details will follow in this issue with the Meetings and Programs report or on our association website (www.hagcsa.org). Last, but not least, I would like to thank those vendors that have stepped up and committed their sponsorship dollars to the 2013 Partner Recognition Program. As we always say we couldn't do what we do as an Association without the unbelievable support of our vendors. You all have heard me say it a lot lately but I can't control who or what you buy when you are making your purchases but I would like to encourage all our members to take a look at the PRP and try to support those vendors that have committed to supporting us.

Again I am looking forward to the year ahead with a tremendous amount of eagerness and excitement and I hope you are as well. If anyone has any comments or suggestions on how the Heart can better serve you in your profession, please feel free to contact me at 913-592-3329 or todd@wolfcreekks.com or any board member. We are always looking for feedback good or bad and would welcome the opportunity to discuss it with you.

Todd Bohn, President





Communication/Public Relations Committee Report

By Ethan Shamet, Director

The committee is currently developing ideas for other ways to communicate our profession in an enlightened manner. As usual we will be working with Bryan Wright and his Midwest Golf Talk Show on 810 Sport Radio WHB. As the year progresses closer to the Nationwide event, we will be coordinating volunteers to assist with the course maintenance. We encourage member involvement with their ideas as well. Please contact one of us if need be.

The 2013 committee members are:

Ethan Shamet – Deer Trace Golf Course James Kennedy - Ironhorse Golf Club Kris Nelson - Meadowbrook Golf and Country Club Brad Lackey - Quivira Lake and Country Club John Clouse - Staley Farms Golf Club





Assistant Superintendent Committee Report

By David Rector, Special Director

I would first like to introduce the committee that will be assisting me throughout the year: Marc Szablewski, Dan Cutler, Chris Benisch, Greg Burdeck, Drew Wilson, Nick Kray, Chad Gilkison, and Jeff Stoecklein. We are going to have the Employee Tournament at Ironhorse Golf Club on Aug. 6 and the format will be a scramble. A few ideas and things that we are working on for the Assistant program include bringing in financial planners to talk about different items to invest in - planning for retirement and life insurance. There will be time for you to ask the financial planners questions.

In June, we are working to get a meteorologist in to talk about different weather patterns and possibly a first aid and C.P. R. class. In July we will be at the Nicklaus Golf Club at LionsGate to learn what goes into an event preparation and then lend a hand afterwards. Also, worthy of mentioning, we are going to try something new this year and move the time of our meetings from late afternoon to a 11 to 2 time slot to hopefully boost the turn out. Superintendents, please send your assistants.



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GCSAA Chapter Delegates Report

By Jeff White, CGCS, GCSAA Chapter Delegate

Another GCSAA Conference and Show has come and gone. It was nice to see everyone that made it out to San Diego! Once again this year, the HAGCSA will be represented on the national level. Although two of the three gentlemen listed below have moved on, they still take great pride in being members of the Heart. Who will be the next to step up and help lead our national association?

Certified Golf Course Superintendent Patrick R. Finlen, director of golf maintenance operations at the Olympic Club in San Francisco, Calif., since 2002, was elected president of the Golf Course Superintendents Association of America (GC-SAA) at the association's annual meeting Feb. 7 in San Diego, Calif.

Finlen's election continues a busy schedule for him as this past summer he hosted the U.S. Open at the Olympic Club's Lake Course and completed a renovation of its Ocean Course. A graduate of Rockhurst University in Kansas City, Mo., Finlen cut his teeth in the business in Kansas City at Lake Quivira Golf and Country Club, and has stops in Virginia and at the Bayonet and Black Horse Courses (1998-2001) in Seaside, Calif. A GCSAA member for 27 years, Finlen is a member and past president of both the California GCSA and the GCSA of Northern California. He is also a past president of the Heart of America GCSA.

Keith A. Ihms, CGCS at Country Club of Little Rock (Ark.) was elected vice president. John J. O'Keefe, CGCS, director of golf course management at Preakness Hills Country Club in Wayne, N.J., was elected secretary/treasurer.

Peter J. Grass, CGCS at Hilands Golf Club in Billings, Mont., Darren J. Davis GCSAA Class A member at Olde Florida Golf Club in Naples, Fla., & John R. Fulling Jr., CGCS at Kalamazoo (Mich.) Country Club were elected to 2 year terms on the GCSAA BOD.

Bill H. Maynard, CGCS, St. Alban's Country Club in St. Louis, Mo., and Rafael Barajas, CGCS, at Hacienda Golf Club in La Habra Heights, Calif., remain on the board with one year remaining in their two-year director terms. Sandy G. Queen, CGCS, manager of golf operations for the city of

Overland Park, Kan., will serve on the board for one year as immediate past president.

Another outcome of the annual meeting included a vote on the proposed dues increase. The hike in dues passed easily. Effective in 2013, Classes A & SM dues will go up \$25. All other member classes went up \$15. The dues increase was needed mostly to offset expenses related to life insurance premiums that GCSAA provides with your membership. If you'd like to learn more about what is happening at GCSAA, please visit the website: gcsaa.org. Thanks & GOOD LUCK IN THE 2013 Golf Season!



These Guys Are Good

By Jeff Eldridge, CGCS

A couple of years ago I went to work on the so called "dark side" of the golf course industry as an Area Sales Manager for a basic manufacturer after having served several years as a superintendent in the area. In my time as an ASM, I have been asked by many superintendents what its like on the other side of the desk. They've asked what I've learned, would I do anything differently as a superintendent knowing what I know now and for any advice from the hinterlands. Well, there is a ton I have learned – too much to mention here, and I would definitely make a few tweaks to my agronomic program, knowing what I know now, but probably one of the best suggestions I could give has to do with the Distributor Sales Representatives in the area.

As a superintendent at my last course I was somewhat limited by whom I could buy from and what I could purchase because of the national buying contracts in place with my company. Fortunately, the distributors I was able to buy from were fantastic and I had two or three that were absolutely great to deal with, yet I was still somewhat limited. This gets to my point regarding distributor reps. I think I was guilty, like some superintendents, of not opening up to other reps in

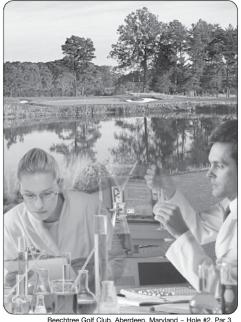
the area other than, "my guys." I was happy with "my guys" and again I was lucky to have some great ones, and didn't really step out of my comfort zone. In hindsight, I think it was a mistake. In my role I have had the pleasure to work with and converse with several of the DSR's in the territory and knowing what I know now, I realize I was missing out on a lot of knowledge and expertise accumulated over the years in the business. Knowledge that may have helped me and my staff as we worked to provide satisfactory playing conditions for our members.

So my advice is this – try to see as many of these guys as you can. Call them up, pick their brains and find out what they have to offer. With all the new combo products and new chemistries on the market today, utilize them as a resource to help sort through all the confusion and maybe even throw them a bone for their time! I realize it's a crowded field and time is precious, but unless you break out of your comfort zone you may be missing out on the next best thing that takes your course to the next level while making your job just a little bit easier. These guys are good.

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1st Annual Super-Pro

Strengthening the Relationship of Key Golf Course Decision Makers and Working
Towards Growing the Future of Kansas City Golf

Written By Tim Nielsen

Today is the day we need to make a decision. Are we going to continue to gradually allow golfers to find other activities to fill their free time or will we work to regain the golfing masses we once enjoyed? To me, the game of golf is my livelihood and my future. I don't want to have to make a decision to work in a different industry and I don't want you to have to be forced to make that decision either.

Together, the Midwest Section of the PGA, The Club Managers Association of America, the Kansas City Golf Association and the HAGCSA, we are forming an alliance and have committed to work together to build towards our future. We not only want to "grow the game of golf" but we want to help build on the relationship between those in the maintenance department and those in the clubhouse. We are in this together. We are a team.

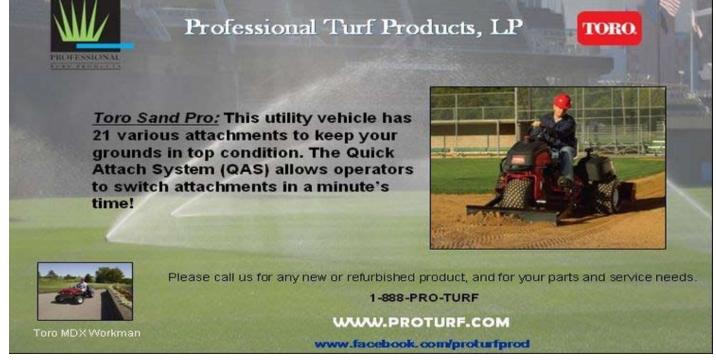
Where do we start? We spend time together. We listen. We form relationships. We provide the avenue by which others come to love the game as much as we do. We can provide that.

To start, we have put together a team building, fundraising-

golf tournament on May 20th.* The vision is to bring together the key decision makers at each golfing facility. The Golf Course Superintendent, the Head Golf Professional and the General Manager will make up the team along with a sponsoring vendor. If the Pro and the GM are one-in-the-same, we invite the F&B manager, the tournament sales person, or anyone employed as a decision maker at the facility.

Through this tournament we also raise money. We raise money to lay the groundwork for increasing numbers of patrons who will frequent our facilities in the future. We use this money to buy sets of SNAG (Starting New At Golf) equipment that are provided free of charge to Kansas City-area school districts. We provide the training and the administration of the SNAG program to the schools. The idea is to keep the tournament simple and fun. There will be fantastic door prizes, food and drink. There will be prizes given away that will make the tournament even more worthwhile. We want everyone to walk away from the event knowing that they had a good time while helping to build toward our future.

*Please note that initially the tournament was slated to happen at Shadow Glen but has since been moved to Creekmoor Golf Club.



Thinking Out of The Box

By Dave Fearis

Last April I wrote an article in *The Heartheat* entitle, "Re-Growth of the Game." In it I gave some statistics on how golf was losing 4.5 million golfers a year. I also gave some ideas on ways to attract more players to your facilities. According to the NGF's figures there were more rounds played in this past year than in previous years. Most of this was due to the mild weather that most of the country experienced.

Jack Nicklaus last year at the PGA Show made a comment that we have to "think outside of the box" in order to increase rounds. So, I started thinking about ways to do this:

- Work to get rid of that ongoing perception that golf is a rich, white man's game. Encourage programs to teach kids golf. Our chapter annually contributes to The First Tee and also now is helping the Midwest Section of the PGA to get SNAG (Starting New at Golf) into schools.
- Also, more marketing has to be done to women to get them involved in the game. Here are some ways I read in an article to do this:
 - → Have a section in the pro shop at least 500 sq. ft. with a selection of women's clothing and equipment and a dedicated women's department.
 - → Have both male and female staff in the shop both available for golf instruction. Juniors and women are the main sector to grow the game.
 - → The availability of childcare (big one).
 - → Have forward tees for the ladies.
 - → Time is a major consideration for women. So have some options where they can play 3, 6 or 9 holes.
 - → Have leagues or events where they can meet other women. Do a nine and wine or something unique like that.
- Stress the benefits of golf
 - → Obesity
 - One in five children is obese. This figure has tripled since the 1970s. As many of you can relate, kids would rather play video games than go outside and play.
 - Various studies have shown that four hours of playing golf while walking is comparable to a 45 minute fitness class. Walking nine holes on a hilly course is equivalent to a walk of 2.5 miles while compared to .5 miles when using a cart.
 - Recent studies have also found that students with healthier lifestyles actually perform better academically.
 - → Family Game
 - Golf is a family game unlike any of the other sports. Think about it when do you really have "quality time" with your children?
 - Family life is going thru serious problems today. Some say that the breakdown in family life is the single greatest cause of society's problems. When we were growing up, there weren't issues like drugs and bullying, etc. I know of two schools (both Catholic) that now test their students on a regular basis for drugs.
 - → Golf is a game that is played in nature. What other sports can you play where you're surrounded by trees, flowers, birds, etc?
 - → Golf is a lifetime game. You all know of golfers at your course that are in their 80s or even some in their 90s.

Obviously, I could go on and on about the benefits of golf. However, the main message here is that we have to do more than what we are doing to promote the benefits of golf. The PGA has a very detailed program called Golf 2.0 to help do this. However, it is not just the golf pro's job; it is our also.

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Rolling into the New Year!

Take some "spare" time and spend the afternoon bowling a few strikes with HAGCSA. If vou don't bowl: come network and cheer on a team.





DATE: Tuesday, March 12, 2013

(Rescheduled Date)

Thursday, February 21, 2013(Original Date – Canceled due to Bad Weather)

LOCATION: AMF College Bowl

10201 College Blvd. Overland Park, Kansas

913-451-6400

SCHEDULE: 12:30pm - Registration

1:00pm - Bowling

After Bowling - Trophy Presentation & Networking

COST: \$20.00 per player/\$80.00 per team (includes: three games, shoes, prize for the winning team & two drink tickets)

\$10.00 per person for "Networking Only"

FORMAT: 9 Pin-No Tap. (Knock down 9 pins and it's considered a strike!)

4-Person Teams. (Form your own team or come as a single and we'll create a winning team for you.)

RESERVATIONS: Mail, Fax or Email Reservation no later than **Wednesday, March 6**.

DIRECTIONS: I-435 to 69hwy. South on 69 hwy to College Blvd. East on College Blvd to AMF College Bowl.

Bowling alley is located across the street from the Doubletree Hotel.

☐ Yes, I/we plan to attend the Bowling Event!				
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Company: Full Address:				
Phone:				
PAYMENT: ☐ Check Enclosed				
☐ Invoice (By indicating you wish to be invoiced, you	ou agree to pay total invoice upon receipt.)			

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Refund Policy: Full refund with a 24 "business" hour notice. No refund within 24 hours of event. "No Shows" will be billed. **Cancellation Policy:** The Heart of America GCSA reserves the right to cancel any event not meeting the minimum requirements.



KGCSA & HAGCSA Joint Meeting

Title Sponsor:





Lunch Sponsors:





Date: Monday, March 25, 2013

Location: Firekeeper GC (12524 150 Road, Mayetta, KS)

Host: Rob Christie

Schedule: 10:30 a.m. Registration

11:00 Lunch

11:30 GCSAA - Value Your Membership - Steve Randall, Senior Manager of Chapter

Outreach and Central Plains Regional Representative, GCSAA

12:30 p.m. Golf

Cost: \$65.00 per person \$20.00 (lunch only)

Reservations: Mail, Fax or Email reservations BY March 20. Or you can register online at www.kgcsa.org

Player(s):

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MEMBERSHIP APPLICATION

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

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DATES EMPLOYED	EMPLOYER NAME & CITY/STATE	TITLE
From To		
improve his/her knowledge and of all opportunities for improvem He/she shall endeavor to maintate employees take pride in doing the ln accomplishing his/her own ar Seeking Employment: 1. qualified GCSAA member talk with the person who lated with the	ain courteous relations with his/her employer and his/her association work well. nd the Association's best interest, observance of the following some seek counsel of local associations when applying for a position set; 3. Ascertain the wage scale in the district in which you are some sast held or now holds the position of Golf Course Superintender HAGCSA or GCSAA membership when visiting; 2. Always correquests for technical help from golf courses only when channers.	n fellow members and take advantage ciates and endeavor to have his/her suggestions are recommended. In in a new district; 2. Recommend only seeking employment, then uphold that ent. In the superintendent of the course eled through the Superintendent of the other information from Heart of America is spermission to fax, telephone or
,	attested by two Heart of America GCSA members.	
Attested	•	
Attested		
Applicant's Signature	Date	
Please include Annual Superintendents/\$130; Assistant S	Membership Dues with Application (Term: Jar Superintendents/\$70; Suppliers/\$130; Golf Course	nuary to December): e Employees/\$70; Students/\$25
	nerica Golf Course Superintendents As City, MO 64141-6264 • 816-561-5323 • Fax 816-56	

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MY GOALS FOR THE HEARTBEAT



For many, many years the HAGCSA's *Heart-beat* publication has been a staple of the association and has done so well I can only dream of continuing its legacy. Though I may make jokes concerning the length of tenure the *Heartbeat* Editor must endure before finding a capable and willing successor, I am excited to take on such a big responsibility.

Due to the fact that I feel Tony Bertels had done such a great job as the Editor, I will not

be revamping the entire *Heartbeat*. I will, however, be inserting new material now and then that will be seasonal specific. Ultimately, my vision is to not only use the *Heartbeat* as a look into the association, but a resource for you as members to gain valuable knowledge to help you do your jobs better.

I'm not Tony Bertels. I don't plan to continue some clever mind-tricking play-on-words game because I'm not even remotely clever enough. I'm guessing some of the more clever scribes in the world (Tony included) are a bunch of crossword puzzling word junkies. They probably read a lot of books too. I suppose if I'm still doing this in seven years I too may be able to come up with something as intelligent as Tony's Teasers.

My mother-in-law is a reading teacher which is both a positive and a negative. On one hand, my grammar has improved exponentially since meeting my wife. On the other hand, I find myself cringing when someone uses the word "went" when they should have used the word, "gone." The terror! Apparently all those years of schooling did nothing for me compared to the wrath of my mother-in-law's intelligence.

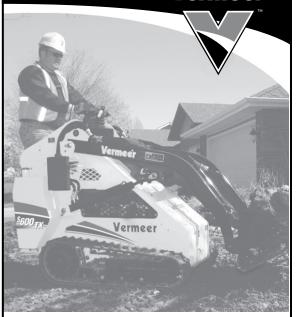
As we move on with the Heartbeat, please don't expect big changes, even if you were praying for them. I see myself slowly progressing into this and making it better as I go. If you have an idea or already written articles please don't hold back, send them right away. I'm a superintendent and I love taking credit for the work of others.

Tim Nielsen, *Heartbeat* Editor

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DATE EVENT

March 12 Bowling Tournament @ College Lanes

March 25 Joint Meeting with KGCSA @ Firekeeper Golf Course

April 22 Spring Classic: Nine & Dine @ Heart of America G. A.

May 20 Super-Pro Tournament @ Creekmoor Golf Club

June 24 S&R Tournament @ Shoal Creek Golf Course

August 6 Employee Tournament @ Ironhorse Golf Course

September Vendor Appreciation

Sept. 30 – Oct. 1 MO Cup Challenge @ Old Kinderhook Golf Course

November 6 Annual Meeting

December 16 & 17 Common Ground Education Conference @ OPCC

January 10 New Year Party