

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 44, No. 9

December 2012

Common Ground



Overland Park Convention Center Dec. 17-18, 2012

- **Common Ground Schedule and Registration Forms**
- **New Year's Party**
- **2013 Board of Directors**
- **Final Editorial**

Heart of America GCSA Officers and Board of Directors:

President: Todd Bohn
Wolf Creek Golf Links
913.592.3329

Vice President: Steve Wilson, CGCS
Meadowbrook Country Club
913.642.2338

Secretary/Treasurer: Duane Sander, CGCS
Shoal Creek/Hodge Park Golf Courses
816.781.8975

Immediate Past President: Tim Nielsen
Creekmoor Golf Club
816.331.3306

Directors:

Travis Ford
Plattsburg Country Club

Matt Hemphill
Drumm Farm Golf Course

Andrew Jones
Swope Memorial Golf Course

James Kennedy
Ironhorse Golf Club

Andy Klein
Falcon Lakes Golf Course

Mitch Bradbury
Overland Park Golf Course

Special Directors:

David Rector
Blue Hills Country Club

Jeff Eldridge, CGCS
Bayer Environmental Science

Jon Francis
Van Wall Equipment

Chapter Delegate:

Jeff White, CGCS
Lake Quivira & Country Club

GCSAA National President:

Sandy Queen, CGCS
Overland Park Golf Division

GCSAA National Director:

Bill Maynard, CGCS
Milburn Golf & Country Club

HeartBeat Editor:

Tim Nielsen
Creekmoor Golf Club

PRESIDENT'S MESSAGE

I would first like to take this opportunity to thank the Heart of America Golf Course Superintendents Association for allowing me the opportunity to serve as your President in 2013. Having been a long time member of this great Association, I have always hoped that one day I would be fortunate enough to be elected as the President and to follow in the footsteps of so many other great superintendents that have served before me.



I am excited for this opportunity to work with the new 2013 Board of Directors, but know that success of the association is dictated by the involvement of our members and affiliates at our meetings and events. I would like to encourage each and every one of you to try and participate in our sponsored events in 2013, and I would like to challenge you to attend at least one more event than you did in 2012. The board is going to work hard to provide quality events and quality education at an affordable price, but we also need to have each and every one of you attend and be part of them to ensure their success. I always say you never know who you may meet or what you may learn at these events by networking with your peers and or participating in the education that you can take back with you to make you a better employee, sales person, or superintendent at your respected business or golf facility.

Looking ahead to 2013 I just want to touch on a few highlights that will be taking place. Your 2103 Board of Directors will be participating in a strategic planning seminar at GCSAA headquarters focusing on ways that they can better serve the membership through communication, planning, and the overall membership experience for its members. Also be on the lookout in 2013 for some new exciting changes to some of our upcoming events and the resurrection of the Pro/Superintendent/General Manager/Vendor team building golf tournament. We are thrilled to be working with the Midwest PGA and CMAA in bringing the three key individuals together at one event along with vendor representatives and put on a first class golfing event that will grow the game of golf while providing a great team building opportunity.

Again thank you so much for the opportunity you have given me to serve as your President for 2013. I hope that if you have any questions or concerns that you will feel free to contact me at any time either by phone (913) 592-3329 or email todd@wolfcreekks.com. I would love to hear from you with any ideas or feedback that you feel would help make our great association the best that it can be. I look forward to seeing each and every one of you at our meetings and events in 2013!

Todd Bohn, HAGCSA President
todd@wolfcreekks.com

CONFERENCE SCHEDULE



| DECEMBER 17 | KEEPING it GREEN (Courtyard 4) | RECERTIFICATION (Courtyard 2 & 3) | GOLF (Courtyard 1) |
|-------------------|---|---|---|
| 7:00am – 8:00am | Registration & Continental Breakfast <i>Sponsored By: Professional Turf Products</i> | Registration & Continental Breakfast <i>Sponsored By: Professional Turf Products</i> | Registration & Continental Breakfast <i>Sponsored By: Professional Turf Products</i> |
| 8:00am – 9:00am | Becoming a True Growth Leader Jim Welch, The Growth Leader (Location: Courtyard 1) <i>Sponsored By: K.C. Arborist Tree Care</i> | MO & KS State Laws Hours: Part of CORE | Becoming a True Growth Leader Jim Welch, The Growth Leader <i>Sponsored By: K.C. Arborist Tree Care</i> |
| 9:15am – 10:15am | Legal Issues to Understand when Dealing with Employees John Neyans, Siegfried Bingham | Turf & Ornamental Pesticides and their Safety Use Dr. Brad Fresenburg, University of Missouri <i>Sponsored By: L.T. Rich Products</i> Hours: 3A, 3B | New Controls for Poa in Bentgrass Dr. Nick Christians, Iowa State University <i>Sponsored By: Kansas City Turf Supply</i> Hours: 3B |
| 10:15am–10:30am | BREAK <i>Sponsored By: Dow Agro</i> | BREAK <i>Sponsored By: Dow Agro</i> | BREAK <i>Sponsored By: Dow Agro</i> |
| 10:30am – 11:30am | Business Diversification Chuck Bowen, Lawn & Landscape Magazine <i>Sponsored By: Grass Pad, Inc.</i> | Ornamental Pests and Their Control Dr. Ray Cloyd, Kansas State University Hours: 3A | Career Fitness for the 21st Century Lyne Tumlinson, CAE, CFP <i>Sponsored By: Urban Tree Specialists</i> |
| 11:30am – 1:00pm | LUNCH <i>Sponsored By: Bayer Environmental Science</i> | LUNCH <i>Sponsored By: Bayer Environmental Science</i> | LUNCH <i>Sponsored By: Bayer Environmental Science</i> |
| 1:00pm – 2:00pm | Three Guys and Their Business' Larry Ryan, Ryan Lawn & Tree, Bill Gordon, Signature Landscape, Terry Shaffer, Summit Lawn & Landscape <i>Sponsored By: Commercial Turf & Tractor</i> | Turf Pests and Their Control Dr. Nick Christians, Iowa State University <i>Sponsored By: Dow Agro</i> Hours: 3B | Master Planning Kevin Norby, Architect Herfort Norby Golf Course Architects <i>Sponsored By: Vermeer Great Plains</i> |
| 2:15pm – 3:15pm | Crystal Ball – 2013 Legislative Year Allie Devine – State of Kansas Dale Amick – State of Missouri | New Developments in Pesticides & Labels Gary Custis, PBI Gordon <i>Sponsored By: PBI Gordon</i> Hours: 3A, 3B | Irrigation Panel Discussion Eric Bickel, Hallbrook Country Club, Erik Christiansen, EC Design Group; Jim Naudet, Leawood South Country Club; Tom Works, Landscape Unlimited <i>Sponsored By: Williams Lawn Seed</i> |
| 3:30pm – 4:30pm | Succession Planning Seamus Smith, The Will & Trust Center <i>Sponsored By: Creative Planning, Inc.</i> | Endangered Species & Water Video Hours: Part of CORE | US Open Review Pat Finlen, CGCS, The Olympic Club <i>Sponsored By: Reinders, Inc.</i> |
| 4:30pm – 6:00pm | GREEN INDUSTRY RECEPTION ~ Optional Ticketed Event ~ ~ Must Indicate Attendance on Registration Form or Register Onsite at the Registration Desk. ~ (Location: Courtyard 4) | | |
| DECEMBER 18 | KEEPING it GREEN (Courtyard 4) | RECERTIFICATION (Courtyard 2 & 3) | GOLF (Courtyard 1) |
| 7:00am – 8:00am | Registration & Continental Breakfast <i>Sponsored By: Kansas Golf & Turf and Reinders</i> | Registration & Continental Breakfast <i>Sponsored By: Kansas Golf & Turf and Reinders</i> | Registration & Continental Breakfast <i>Sponsored By: Kansas Golf & Turf and Reinders</i> |
| 8:00am – 9:00am | Emerald Ash Borer . . . it's Here! Bret Cleveland, Urban Tree Specialists (Location: Courtyard 2&3) <i>Sponsored By: Direct Solutions</i> | Emerald Ash Borer . . . it's Here! Bret Cleveland, Urban Tree Specialists Hours: 3A <i>Sponsored By: Direct Solutions</i> | New Technology: Gadgets and Gizmos Dr. Douglas Karcher, PhD, University of Arkansas <i>Sponsored By: SubAir-TurfBreeze</i> |
| 9:15am – 10:15am | What You Need to Know About OSHA Jeff Haley, EPIC Landscape | Conifers of the Plains Tim McDonnell, Kansas State University Hours: 3A | Wetting Agent Effects on Rootzone Moisture Distribution Under Various Irrigation Regimes Dr. Douglas Karcher, PhD, University of Arkansas <i>Sponsored By: Kansas City Turf Supply</i> |
| 10:15am – 10:30am | BREAK | BREAK | BREAK |
| 10:30am – 11:30am | Exploring Natures Great-Room with Hardscapes Bradley Minnick, Capitol Concrete Products | What is a Pest? Tim Fernald, Ewing Irrigation Hours: 3A, 3B | Missouri Research: Year in Review Lee Miller, University of Missouri <i>Sponsored By: B.W.I. Companies</i> |
| 11:30am – 1:00pm | LUNCH <i>Sponsored By: John Deere and Van Wall</i> | LUNCH <i>Sponsored By: John Deere and Van Wall</i> | LUNCH <i>Sponsored By: John Deere and Van Wall</i> |
| 1:00pm – 2:00pm | Irrigation: Under Pressure Tom Glazener, Ewing Irrigation <i>Sponsored By: Ewing Irrigation</i> | How Am I Supposed to Survive This Weather? Jason Griffin, Kansas State University Hours: 3A <i>Sponsored By: SubAir-TurfBreeze</i> | K-State Research: Year in Review Megan Kennelly, K-State University <i>Sponsored by: Kansas Golf & Turf</i> |
| 2:15pm – 3:15pm | Irrigation: Two-Wire Overview Tom Glazener, Ewing Irrigation <i>Sponsored By: Ewing Irrigation</i> | (2:00pm – 3:30pm) Current Issues with Zoysia Dr. Brad Fresenburg, University of Missouri 1.5 Hours: 3B <i>Sponsored By: John Deere and Van Wall</i> | Putting Long Range Bud White, USGA <i>Sponsored By: Professional Turf Products</i> |
| 3:30pm – 4:30pm | Irrigation: Scheduling Tom Glazener, Ewing Irrigation <i>Sponsored By: Ewing Irrigation</i> | The Latest in Broadleaf Research Dr. Rodney St. John, PhD, Ryan Lawn & Tree <i>Sponsored By: Syngenta</i> 1.5 Hours: 3B (3:30pm – 5:00pm) | Master Plans on the Ground Bud White, USGA <i>Sponsored By: Herfort Norby Golf Course Architects</i> |

REGISTRATION FORM

Heartland Green Industry Expo: "Common Ground"
December 17-18, 2012 • Overland Park Convention Center • Overland Park, KS

ASSOCIATION

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

- Heart of America Golf Course Superintendents Association (HAGCSA)**
- Mid-America Green Industry Council (MAGIC)**
- Other:** _____

TYPE OF BUSINESS (please check one)

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

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

Name _____ Organization _____

Organization Address _____

City _____ State _____ Zip _____

Daytime Phone _____ E-mail _____

REGISTRATION & FEE

| | Member | Non-Member | |
|---|--------|------------|-----------------------|
| <input type="checkbox"/> Full Conference (December 17 & 18)..... | \$190 | \$240 | \$ _____ |
| <input type="checkbox"/> One Day Only: <input type="checkbox"/> December 17 <input type="checkbox"/> December 18..... | \$110 | \$160 | \$ _____ |
| <input type="checkbox"/> Student (eligible: full-time students only)..... | \$50 | \$50 | \$ _____ |
| <input type="checkbox"/> MAGIC – Landscape Award (December 17, 4pm) | \$25 | \$25 | \$ _____ |
| <input type="checkbox"/> Late Fee (after December 7 = cost + fee): | \$25 | \$25 | \$ _____ |
| <input type="checkbox"/> Walk-In Fee (Onsite Registration = cost + fee): | \$50 | \$50 | \$ _____ |
| NOTE: <i>Additional fees apply for late sign-ups and onsite walk-ins. No Exceptions.</i> | | | TOTAL \$ _____ |

TRACK PREFERENCE (please select one)

In order to accommodate seating for each session, we would like to know what "track" you plan to attend most:

- Keeping it Green (Irrigation, Management, Ornamental) Recertification Golf

PAYMENT

- Check Enclosed (*check made payable to: Heartland Green Industry Expo. Payment must accompany registration form.*)
- Invoice my Organization (*By invoicing; you must be a member of one of the co-host associations and agree to pay total amount due by December 7, 2012. Invoicing not permitted after December 7.*)

CANCELLATION / REFUND POLICY

If cancellation is necessary, substitutions are permitted. A written request for a refund must be received on or before December 7, 2012. The amount refunded will be less a \$25.00 processing fee. No refunds will be made after this date. Mail your request to the Mgmt. Office: P.O. Box 419264, Kansas City, MO 64141.

DEADLINE

Mail or Fax Registration with Payment on or before December 7, to the:
 Heartland Green Industry Expo, P.O. Box 419264, Kansas City, MO 64141, Fax: 816-561-1991

**TAKE
ADVANTAGE**

- Register three or more people from the same company and receive **10% OFF** your total registration fee!
- Members can sign-up their staff at the member pricing.

SPONSORSHIP & TABLE TOP OPPORTUNITIES

Heartland Green Industry Expo: "Common Ground"

December 17-18, 2012 • Overland Park Convention Center • Overland Park, KS

WE'VE HEARD YOU! After much consideration and feed back from our suppliers, the Common Ground Conference has eliminated the annual trade show and now offers full exposure to several hundred attendees and multi-associations at one time. Our NEW SPONSORSHIP PACKAGES allows your company to be spotlighted in a unique way with commercials, table-top displays, ads and signage. Don't miss this opportunity to be where your customers will be. These are non-exclusive opportunities – more than one supplier can choose the same event (i.e.: breaks, breakfasts, lunches); however only one sponsor will be designated to each education session. For cost of exclusive sponsorship (covering full cost of specified event), please call the Management Company 816-561-5323.

PLATINUM SPONSOR - \$2,000

Table Top + Lunch Buffet (8 available; 4 each day)

- Sponsor of a Lunch
- 8ft Table Top display for both days
All materials must fit on table (no equipment or materials on floor.)
- 5 minute promotion of your company's products/service at an education session
- Sponsor of a one hour education session
- Logo in Program as a Lunch Sponsor
- Logoed Signage during Lunch
- Logoed Table Tents at all Tables
- Literature and/or give-a-ways distributed during lunch
- Logo & Link on Conference Website
- Product/Service literature distributed in Give-a-way bag (circulation: 400). *Due: Monday, November 26*
- ½ Page Ad in Program *Due: Monday, November 26*
- Logoed Signage During Education Session
- 4 Free Conference Registrations (Includes Table Top Reps.)

GOLD SPONSOR - \$1,500

Table Top + Breakfast (4 available; 2 each day)

- Sponsor of a Continental Breakfast
- 8ft Table Top display for both days
All materials must fit on table (no equipment or materials on floor.)
- 3 minute promotion of your company's products/service at an education session
- Sponsor of a one hour education session
- Logo in Program as a Breakfast Sponsor
- Logoed Signage during Breakfast
- Logoed Table Tents at all Tables
- Literature and/or give-a-ways distributed during breakfast
- Product/Service literature distributed in Give-a-way bag (circulation: 400). *Due: Monday, November 26*
- ¼ Page Ad in Program *Due: Monday, November 26*
- Logoed Signage During Education Session
- 3 Free Conference Registrations (Includes Table Top Reps.)

SILVER SPONSOR - \$1,000

Table Top + Coffee Break (4 available; 2 each day)

- Sponsor of a Coffee Break
- 8ft Table Top display for one day (on assigned sponsored day)
All materials must fit on table (no equipment or materials on floor.)
- 3 minute promotion of your company's products/services at an education session
- Sponsor of a one hour education session
- Logo in Program as a Coffee Break Sponsor
- Logoed Signage during Coffee Break
- Literature and/or give-a-ways distributed during break
- Business card size Ad in Program
- Logoed Signage During Education Session
- 2 Free Conference Registrations (Includes Table Top Reps.)

BRONZE SPONSOR - \$650

Education Session (20 available)

- Sponsor of a one hour education session
- 8ft Table Top display for one day (on assigned sponsored day)
All materials must fit on table (no equipment or materials on floor.)
- 3 minute promotion of your company's products/services at an education session
- Business card size Ad in Program
- Logoed Signage at Education Session
- 2 Free Conference Registrations (Includes Table Top Reps.)

TABLE TOP HOURS

Move In

- Platinum, Gold & Assigned Monday, December 17 Sponsors:
Monday, December 17, 2012 from 6:00am – 7:00am
- Assigned Tuesday, December 18 Sponsors:
Tuesday, December 18, 2012 from 6:00am – 7:00am

Show Hours (Note: based on your assigned sponsor day.)

- Monday, December 17, 2012 from 7:00am – 3:30pm
- Tuesday, December 18, 2012 from 7:00am – 3:30pm

Dismantle

- Assigned Monday, December 17 Sponsors Only:
Monday, December 17, 2012 from 3:30pm – 4:30pm
- Platinum, Gold & Assigned Tuesday, December 18 Sponsors:
Tuesday, December 18, 2012 from 3:30pm – 4:30pm

TABLE TOP INCLUDES: 8 ft. table, 2 chairs & trash can. All materials must fit on the table. No materials or equipment are allowed on the floor.

SUBMITTALS (Logos, Ads, Literature)

Please submit logos, camera-ready ads and/or literature no later than **November 26** to: Kim Weitzel, P.O. Box 419264, Kansas City, MO 64141 or kweitzel@swassn.com (**no reminder notices, no extensions**)

SOLICITATION

No solicitation will be allowed at the conference or during the table top show unless a table top has been purchased. Those that don't adhere to this rule may be asked to leave the conference, at the discretion of the conference committee.

VENDOR CONTRACT

Heartland Green Industry Expo: "Common Ground"

December 17-18, 2012 • 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 _____ (Table Top Firm).

In consideration of the sum indicated below as table top rental price, the Heartland Green Industry Expo leases space in their table tops 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 exhibiting area, subject to the approval of the table top vendor. Table top vendor is entitled to a display area as defined in the Rules and Regulations. Table top vendor understands and agrees that expenses for trucking and handling of materials and equipment into and out of the building; for erecting and decorating the display; for electrical service and power; and for all other costs incidental to operation of the table top, are not part of the show fee and are paid separately by table top vendor 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 _____
 Full Address _____ Phone (____) _____
 E-mail _____ Website (platinum sponsors) _____

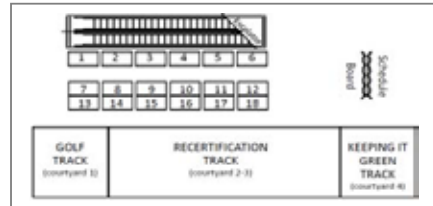
REPRESENTATIVES ATTENDING (Number of Representatives Allotted: Bronze/2; Silver/2; Gold/3; Platinum/4):

1) _____ 2) _____ 3) _____ 4) _____

COMPANY PROMO – Who is the representative that will present your company's products and services during **your sponsored** education session? *This is your time to promote your company's products and services to a captive audience by verbally promotion, playing a video, distributing literature and/or providing give-a-ways.* (Minutes Allotted: Bronze/3; Silver/3; Gold/3; Platinum/4):

1) _____ 2) _____

TABLE TOP LOCATION REQUEST: 1ST _____ 2ND _____
 3RD _____ 4TH _____



SPONSORSHIP PACKAGE & EDUCATION SESSION:

| <u>No. of Packages</u> | <u>Totals</u> | <u>Session Title you Wish to Sponsor</u> (Request) |
|--------------------------|-----------------|--|
| _____ Platinum (\$2,000) | \$ _____ = | 1st) _____ 2nd) _____ |
| _____ Gold (\$1,500) | \$ _____ = | 1st) _____ 2nd) _____ |
| _____ Silver (\$1,000) | \$ _____ = | 1st) _____ 2nd) _____ |
| _____ Bronze (\$650) | \$ _____ = | 1st) _____ 2nd) _____ |
| TOTAL AMOUNT DUE | \$ _____ | |

~ ALL APPLICATIONS 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 7, 2012.

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

ACCEPTANCE OF RENTAL TERMS AND ACKNOWLEDGEMENT OF RULES AND REGULATIONS:

We (Table Top 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 management for governing this show.

For: Table-Top & Sponsoring Firm
 Signature _____
 Name (printed) _____

For: Heartland Green Industry Expo: Common Ground
 Space no(s). _____ Date _____
 Signature _____

Mail or Fax Vendor 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 7, 2012.

Come bring in the New Year with HAGCSA!



NEW YEAR PARTY

January 4, 2013

6:00pm/Registration
7:00pm/Dinner
7:45pm/Program
8:30pm/Entertainment
9:30pm/Raffle
10:00pm/Try your luck at the Casino

\$50 per person
(spouse & significant others welcome)

~ Registration Form Enclosed ~

Argosy Casino & Hotel



FUNCTION FORECAST

DATE

December 17 & 18

January 4, 2013

February 6, 2013

EVENT

Common Ground Conference

New Year Party

Hospitality Suite at the GCSAA Conference (San Diego)

NEW YEAR PARTY



DATE: Friday, January 4, 2013

LOCATION: Argosy Casino Hotel
777 NW Argosy Parkway
Riverside, MO 64150
(Room Location: Casa)

SCHEDULE: 6:00 p.m. - Registration & Cocktails
7:00 p.m. - Dinner
7:45 p.m. - Program & Awards
8:30 p.m. - Entertainment
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: December 21, 2012.

FREE HAGCSA Membership - A separate drawing will be held for three free HAGCSA 2013 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 Friday, December 28.

Yes, I/we plan to attend the New Year 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 December 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

Tony's Teasers



Do you want to be “one of the four” big winners of a \$250 gift card (right before Christmas)!? Simply participate in the 2012 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.

November answer: Rasterfarian

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

December Teaser: Yiddish pin humor
Answer: _____
Hint: *Happy Hanukkah! One Last chance for gift card glory!*



GCSAA chapter continues support of research-based activities

Heart of America GCSA Donates \$5,000 to EIFG

The Heart of America Golf Course Superintendents Association continues its longtime support of The Environmental Institute of Golf (EIFG), donating \$5,000 toward research-based activities conducted by the EIFG's parent organization – the Golf Course Superintendents Association of America (GCSAA).



The EIFG is the philanthropic organization of the GCSAA, funding research, education, environmental programs and advocacy to foster a sustainable approach to golf course management.

“The Heart of America GCSAA has been a consistent, long-standing ally of the EIFG,” GCSAA CEO Rhett Evans said. “There has been a strong commitment to the profession, knowing that the continued support will reap long-term benefits.”

The Heart of America GCSA, which is made up of members from around the Kansas City metropolitan region, has attained Platinum Tee Club status for the 18th consecutive year. The Platinum Tee Club is the giving club for organizations that contribute a minimum of \$5,000 annually. An affiliated chapter of GCSAA, the Heart of America GCSA is also recognized at the Presidential Club level in the cumulative giving program, which recognizes organizations that have contributed between \$100,000 and \$249,999 to the EIFG since 1987.

“We are proud to support the EIFG because we see the value the funding provides to the profession and the game,” Heart of America GCSA President Tim Nielsen said. “It is a no-brainer from our perspective as to where we show our support.”

MEET YOUR 2012-2013 BOARD of DIRECTORS



PRESIDENT

Todd Bohn – Wolf Creek Golf Links

VICE PRESIDENT

Steve Wilson, CGCS – Meadowbrook Country Club

SECRETARY/TREASURER

Duane Sander, CGCS – Shoal Creek Golf Course

IMMEDIATE PAST PRESIDENT

Tim Nielsen – Creekmoor Golf Club

DIRECTORS

Matt Hemphill – Drumm Farm Golf Course
S&R Tournament

Andy Klein – Falcon Lakes Golf Course
Education

James Kennedy – Ironhorse Golf Club
Meetings & Programs

Andrew Jones – Swope Memorial Golf Course
Tournaments

Travis Ford – Plattsburg Golf Course
Public Relations

Mitch Bradbury – Overland Park Golf Course
Membership

SPECIAL DIRECTORS

David Rector – Blue Hills Country Club
Employee Tournament & Assistant Program

Jeff Eldridge – Bayer Environmental Science
MO Cup Challenge

Jon Francis – Van Wall Equipment
Vendor Liaison

EDITOR

Tim Nielsen – Creekmoor Golf Club

CHAPTER DELEGATE

Jeff White, CGCS – Lake Quivira Country Club

NATIONAL GCSAA PRESIDENT

Sandy Queen, CGCS – City of Overland Park

NATIONAL GCSAA DIRECTOR

Bill Maynard, CGCS – Milburn Country Club



Editor's Poem

A Royal Christmas Wish

By Tony Bertels
2012 Season Ticket Holder
Section 114, Row E, Seats 1&2



Sang to "Away in the Manger"

*A day in the Majors
No win streak, no cred
Our home team the Royals
Are taken for dead*

*Those studs in the standings
Looked down where we lay
As always our Royals
Hit cellar by May*

*The fans are a lowing
For us to awake
But our squad the Royals
No move could we make*

*I cheer thee you Royals
Yet heart break again
We need better pitching
From starters to pen*

*Bless all Royal's fandom
Who flock to the yard
Though post-season forays
Ain't happening Pard'*

*I beg thee dear Royals
Take heed Mr. Glass
Please increase the payroll
Or kisseth my ass!*

The Un-Comfort Zone By Robert Evans Wilson, Jr.

It's Your Pride and Vanity, Stupid

Let Yourself be Embarrassed - It's Worth It!

When I was a boy, I heard a story about a hot dog stand owner, who would put on a clown costume, then stand on the sidewalk everyday and wave motorists into his business. He was so successful, he was able to send his son to college. Upon graduating from college, the son, now worldly and sophisticated, was embarrassed by his father's antics. He convinced his dad that was not the way to get customers. The father, taking the advice from his college-educated son, retired his clown costume, and stopped waving drivers into his restaurant. Overtime business dropped off, and they went out of business.



Whether or not that story is true, I recall the ubiquitous TV commercials of a low-cost furniture store owner in Atlanta during the 1980s and 90s. He sported a flowing mane of hair and a thick beard, and called himself the Wolfman. It was an apt name, as he really looked the part. The ads were excruciatingly corny, but exceedingly memorable. Those advertisements were widely mocked, but he was able to put aside his pride and vanity, and continue making them. He made more than 500 of them, each of which were on-the-air thousands of times. They pulled flocks of people into his stores, and in turn he enjoyed a great deal of success.

Too often we allow our self-consciousness - our fear that people may judge us negatively - to keep us from taking risks or trying new things.

I love the scene, in the movie *Breaking Away*, when Dave Stoller stands outside the girls' dormitory and serenades, in a cracking voice, an Italian love song to Katherine, a girl he wants to date. At first her friends laugh, and she acts embarrassed, but he continues on, and eventually she becomes flattered by his bold gesture and goes to him.

Occasionally I'm asked to coach people in public-speaking, most of whom want to get over their stage-fright. I begin by explaining to them, that their fear comes from being too

Continued on next page

The Un-Comfort Zone - cont.

focused on themselves and not on their words.

“You are thinking about yourself and not your message which is all the audience wants. You are worried about what you look like, how you sound, and whether or not you’re going to make a mistake. This is all about you, when your speech should be all about your audience. Think of your speech as a gift you are giving them, and that your content speech is all that matters. If you focus your thoughts on making sure your audience receives the vital information they need and want, then you won’t have time to think about yourself.”

I learned this valuable lesson at a networking event years ago.

I was talking with a woman I had just met. We had already exchanged business cards and described our companies to each other, when our hostess came over to greet us. She asked the woman if she had heard me speak. She replied, “No, Rob was just telling me he is a speaker, but I have never seen him.”

The hostess then added, referring to an exercise I have the audience carry out in my innovation seminars, “Well, if you do, he will have you standing on your chair.” Suddenly the woman gasped, and said, “Wait, I have seen you speak!” She then proceeded to tell where and when she had heard me, as well as, recounting one of my stories which illustrated one of the creative-thinking techniques I teach, and how she had used it in her business.

I stood there deeply humbled; she remembered a story I told, but she did not remember my face, my name or my company name. The purpose I had set out to achieve had been accomplished, she found my information useful and implemented it.

The lesson I learned was to keep telling good stories, but give the audience something with my name on it to take home, so they could remember and recommend me to others.

If you have a goal you wish to achieve, or an idea you want to try, don’t let your fear of embarrassment keep you from it. Focus on the reward and take a bold step toward it.

Robert Evans Wilson, Jr. is an author, humorist and innovation consultant. He works with companies that want to be more competitive and with people who want to think like innovators. Robert is also the author of the humorous children’s book: The Annoying Ghost Kid. For more information on Robert, please visit <http://www.jumpstartyourmeeting.com>



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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>

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“Positive change is always good unless the cashier gets it wrong!” –Tony Bertels

Change is something that most of us never seem to face well, especially at the onset. Things become familiar. Habits are soothing and comfortable. Change is hard, even with the best intentions.

When I took over the reigns as Chapter Editor from Jeff Elmer at the end of 2003, the Heartbeat was purring along just fine. Of course, I wanted to put my stamp on it. I created some new sections and along with that, some more work! We began to publish committee reports to let you all know what the chapter was up to. We created the Member Profile section so that a featured subject could tell their story and get a few deserved props. We featured an archive section to look back from time-to-time. I continued an Editor's column, although I admit I sometimes veered far from the course! I even got to utilize poetry as an expression to our unique work. Each and every member of the board wrote articles at least once year about something they found insightful or interesting. We tried to give you content. I think we did alright.

In 2009, we took the magazine entirely electronic. This allowed us to utilize color pictures, graphics and all the glossy print ads that were beyond our resources when restricted to a paper media. The Heartbeat evolved from a very simple, hand printed, cut and paste newsletter to what it is today. Good or bad, that change had to come so that limited Chapter resources could be better utilized. Sounds kind of familiar to our own golf operations, doesn't it?

I still find it hard to believe that 9 years have flown by since I began serving as Editor. Like Jeff Elmer before me, and Sandy Queen, Dave Fearis, Nels Lindgren, Pat Finlen and Duane Patton before him, I am ready to relinquish the pen and embrace the coming change that I know will be positive.

I would like to thank all of the Past Presidents who have allowed me to write, report, edit and represent our chapter in print these last several years. I would like to thank all of the members who contributed their writings to each issue I headed. Also, thanks to Kim and my friends at Southwest Associations for all of their hard work in getting each and every issue out. Most importantly, I would like to sincerely thank all of the members and readers who have taken the time to tell me when a certain article made them laugh or think over the years. It was the driving force behind my longevity and enjoyment in sharing my thoughts with all of you.

Tim Nielsen has agreed to take over the editorial reigns beginning in 2013. I wish him great success and know he will represent the HAGCSA very well. With that being said, don't be surprised when this old dog submits a few articles from time-to-time. I might be giving up the pen, but there is plenty of ink to go around!

Tony Bertels
Past Editor



MEMBERSHIP APPLICATION

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

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

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