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Heart of America Chapter

**GCSAA**

GOLF COURSE SUPERINTENDENTS ASSOCIATION OF AMERICA

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**Heart Beat**

Volume 42, No. 5

THE OFFICIAL PUBLICATION OF THE HEART OF AMERICA GCSA

July 2010

## Beach Night



### Lake Quivira Country Club

July 29, 2010

- Member Profile
- The Dog Days of Summer
- SNAG
- We Are Golf

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GOLF COURSE SUPERINTENDENTS ASSOCIATION OF AMERICA

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# PRESIDENT'S Message

*By: Doug Melchior*



**Greetings Members,**

The summer has just started and the weather outside sure feels like July. The excessive amount of rain along with the high humidity have put a strain on the bentgrass already. Who does not have brown patch or dollar spot right now? Also, as the “summer crew” arrives do not forget to explain and demonstrate the passion we all have for our jobs and the great industry that we are involved in called “golf.”

Thanks to all the members who attended the Past Presidents’/Media Day event at Sycamore Ridge. A special “thanks” goes to Rick Boylan and Mid-America Golf and Landscape for their title sponsorship and to John O’Leary and John Deere Golf for their beverage sponsorship. I would also like to recognize Alex Tucker and all of the Assistant Superintendents that attended the inaugural Assistant Superintendent Professional Development session. It was great to have such a large audience. There was also a great turnout for the joint meeting with the National Assistant Superintendent Committee and local Assistants. I appreciate everyone’s attendance.

Our mission is to promote the welfare of the game of golf, the science and art of golf course management, the organizational and business effectiveness of the profession, our professional image, and well being of the individual members and to unite golf course superintendents in the greater Kansas City area. I will continue to use the mission statement in every superintendents message. It is important that all members embrace and promote our profession.

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



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# BEACH NIGHT

at Lake Quivira Country Club



**DATE:** Thursday, July 29, 2010

**TIME:** 6:00pm: Arrive  
6:30pm: Dinner (Taco Bar)  
7:00pm – 9:00pm: Open Activities

**LOCATION:** Lake Quivira Country Club (gather on the beach behind the clubhouse)  
100 Crescent Blvd.  
Lake Quivira, KS 66217

**ACTIVITIES:** Swimming, Volleyball and more beach activities.  
Don't forget your swim suit (if you wish to cool-off).

**COST:** \$30.00 per person; \$15.00 per child 11 years and younger  
(includes taco-bar, two drink tickets and activities)

**RESERVATIONS:** Mail, Fax or Email Reservation no later than Monday, July 26.

---

**Yes, I/We would like to attend Beach Night on July 29!**

How many will be attending?: \_\_\_\_\_Adults \_\_\_\_\_Children (11 & under)

Contact Name: \_\_\_\_\_

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

Address: \_\_\_\_\_ City: \_\_\_\_\_ ST: \_\_\_\_\_ Zip: \_\_\_\_\_

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

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Complete Form and Mail, Fax or Email no later than **Monday, July 26** to:  
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# EMPLOYEE GOLF TOURNAMENT

By Alex Tucker, Special Director

A site for this year's Employee Golf Tournament has been secured. Winterstone Golf Course, in Independence, Mo., has volunteered to host the tournament on Monday, August 9. I would like to thank Winterstone Golf Course Superintendent, John Johnson and Director of Golf/General Manager, Rick Schultz for all their help. We are in the process of looking for sponsors and will be contacting vendors in the near future. We would like to thank all the vendors in advance for their support with this tournament. If you are interested in being a sponsor or donating, please contact me at atuck101@yahoo.com.

*Please mark your calendar for Monday, August 9 at Winterstone Golf Course for the 2010 Employee Golf Tournament.*

## Mark Your Calendar

July 19 - S&R Tournament

July 29 - Beach Night

Aug. 9 - Employee Tournament

Oct. 4-5 - MO Cup Challenge

Nov. 2 - Annual Meeting

Dec. 3 - Holiday Party

Dec. 14-15 - Common Ground Conference



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# **MISSOURI CUP CHALLENGE**

*By Gary Breshears, Special Director*

*Ken Harding, Special Director*

Start making your plans to attend the lake event again this fall. This year's Missouri Cup Challenge has been set for Oct. 4-5. It will be held at Lake Valley G.C. and Old Kinderhook G.C. We hope to see everyone there.

## **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)*

## **S & R TOURNAMENT**

**Monday, July 19, 2010**



**Mission Hills Country Club - Shawnee Mission, Kansas**

**8:00am/Registration; 9:30am/Shotgun**

*Please complete the "rain date" registration form (enclosed) to confirm your player's list.*

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

**Date:** Monday, July 19, 2010 (RAIN DATE)

**Location:** Mission Hills Country Club  
5400 Mission Dr.  
Shawnee Mission, KS 66208

~ CONFIRM PLAYERS ~

Please confirm your list of players by indicating if your team will remain the same or if you need to make changes. Cancellations are not permitted.



**Host Superintendent:** Brad Gray

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

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

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

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

**Donation:** Please help us reach our fund-raising goal by donating additional funds. Our long-term goal is to raise enough money to allow us to fund an entire research project relevant to golf courses in our region. Your generous help is key to attaining this goal.

**Submit rain-date form by: Friday, July 9.**  
If form is not received, we will use your original team submission.

- Please keep the same players from my original registration.** No need to list names again. Just complete "submitted by" section.
- Yes, we have changes to our player list (as follows):**

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

- CONTESTS (Pre-Pay options):** (Note: You will also have the opportunity to pay for these games/contests the day of the event.)
- Skins Game - \$20 per team (half the pot goes to the skins winner, the other half to the S&R Fund)
  - 50/50 Pot - \$1 per ticket (half the pot goes to the ticket winner; the other half to the S&R Fund) \_\_\_\_\_ # of tickets
  - Tiger Woods Drive - \$25 per team. Your team is given a 350+ yard drive!
  - Hole in One hole - \$25 per team. You receive a hole-in-one if anyone in your group lands on the green.
  - Additional Donation to S&R Fund: \$\_\_\_\_\_ (Thank You!)

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

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

**Phone/Cell:** \_\_\_\_\_ **E-mail:** \_\_\_\_\_

*NOTE: If a cancellation occurs due to the weather, the "submitted by" contact will be notified. It will then be that person's responsibility to notify the remaining players on the team listed above.*

Rain-date form must be received by **Friday, July 9, 2010.**  
HAGCSA, P.O. Box 419264, Kansas City, Missouri, 64141 or Fax to: 816-561-1991



## THE DOG DAYS OF THE SUMMER

By Alex Tucker, Special Director

The hottest days of the summer are quickly approaching us and before we know it the “dog days of summer” will be here. These are the days where we are under the greatest amount of pressure and the heat never seems to give us a break. Fortunately, I have a new companion to accompany me this year. This last November I had the opportunity to adopt a “goose” dog with the hopes of training it to chase geese away from the course and prevent them from making Meadowbrook Country Club their home. This was a thrilling adventure because I had always dreamed of being able to bring a dog to work.

As I was moving through the process of selecting the perfect dog to join our maintenance crew I was torn between choosing a dog whose natural instinct would be to chase and deter geese, or to choose a dog that would bring a fun and bubbly personality to our golf course. After visiting a labrador breeder and seeing how lovable, friendly and patient the mother was with both myself, as well as her puppies - my choice was easy. I left that day with a 10 pound, crying yellow lab named Leah Renee.

From her first day on the golf course I knew that Leah was going to be the perfect fit for us. She brought a personality that lit up the room, put a smile on everyone’s face and had an instant impact on the disposition of our entire crew. On a daily basis I see how she brings out the best in everyone on our crew. Guys who normally show up in the morning half asleep and slightly cranky cannot help but greet Leah with a smile and a friendly scratch on the head.

Leah has provided me with many opportunities over the past seven months that I would have normally been hesitant to approach. On a daily basis I get to interact with and meet members who in the past might have been satisfied to just say hello as they cruise on to hit their next shot. Now they can’t wait to stop and greet Leah with a pat on the head and the occasional doggy treat. This has given me the chance to introduce myself and get to know our membership on a more personal level. Granted they may not remember my name the next time they see me, but they always recognize me as the assistant superintendent with the little yellow lab puppy who is more eager to chase squirrels up trees and roll through our native grasses than to chase after our geese.

This upcoming winter when you are sitting around the shop planning for the next year and thinking about what you can do to take your course to the next level - whether it is a shiny new fairway mower or trying that new miracle pesticide, consider the impact a “goose” dog could have on your crew, membership, and overall life as a golf course superintendent.



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# MEETINGS AND PROGRAMS COMMITTEE REPORT

*By Bill Irving, Director*

With summer just getting underway, it is time for the Meetings/Programs Committee to start working on the Annual Meeting and Holiday Party. Hard to believe, I know. The Annual Meeting is scheduled for November 2 at Blue Hills Country Club. An announcement on the site will come later. Current site discussions for the Holiday Party include the Boulevard Brewery, the Overland Park Sheraton, Argosy Casino, and Californos in Westport. If there are any other festive ideas for potential sites, give someone on the committee a call.

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# SNAG

## A NEW AND CREATIVE WAY TO TEACH KIDS TO PLAY THE GAME OF GOLF

By Tim Nielsen, Director

The First Tee Clubs for Kids and any other junior golf program were founded for one purpose – growing the game of golf. More specifically, growing future golf course revenues. What is so evident though is that these programs, while great in the fact that they introduce kids to golf, aren't doing the job. At Drumm Farm we have an "executive course" that is supposed to be a great course for kids to come play. How many kids do you think I see out there on a daily basis? Not even remotely close to as many as we would like.

With the First Tee program Drumm Farm hosts each summer we are trying to get kids involved. As far as I am concerned, introducing 20 kids to golf per summer is not cutting it. What this industry needs is something that appeals to ALL kids. Something that is so fun and easy to learn it's as addictive as an XBOX game.

Forget about the nine iron, the driver and the putter. You don't need the golf green, the tee box or the fairway. You don't even really need a "golf course." SNAG is here and may just be the catapult we in the golf course industry need to get through this money-starved rut.

SNAG (Starting New At Golf) is a new and creative way of introducing kids to the game of golf without subjecting them to all the things about golf that will bore a five year-old to death. I've taken my five year-old nephew golfing and there is literally one thing he can comprehend and pay attention to: hit the ball into the hole. He gets that. But to make it more fun, SNAG incorporates bright colors and Velcro-like balls that attach to the target. To play SNAG, kids only need to carry two clubs.

To make golf more fun, SNAG uses catchy names for the equipment. The cup and flagstick are called the "flagsticky." The teeing ground is a small movable base with a tee in it called a "launch pad." The clubs even have names called the "launcher" and the "roller."



SNAG teachers can even use creative equipment to help teach the game to kids. The club's grips are colored so the kids know which hand to put where. For instance the right hand needs to go on the red part of the grip. "Right on Red" is what they call it. Heck the grips are even form fitted to little hands so the kids grip the clubs properly. There is the "Snapper" that the teacher can use to get the kids to swing properly. The "Roller Brush" is designed to teach the kids how to have a slow and rhythmic putting stroke. There are many other training tools that help teach kids but visiting [www.snag.com](http://www.snag.com) is probably a better place to find all the info.

The cost of SNAG is also far less than if you were to purchase all the equipment a kid would need to learn the traditional game of golf. Prices for the two clubs range from \$45 and up. As far as I'm concerned, if you wanted to teach your five year-old, all you would need are two clubs, a few SNAG balls, a launch pad and a flagsticky. Sounds like a great birthday or Christmas gift to me!


The developers of SNAG may well be on to something. This industry needs a boost and I think we have long identified the fact that the boost will come from new, young golfers. The obvious fact is that we haven't done enough to increase golf participation. SNAG may be the system we as an industry need.


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2009 Legacy Scholarship Recipient

ARDEN DARNELL

(daughter of Ron Darnell, Mazingo Lake Golf Course)

# COMMON GROUND REPORT

By Paul Davids, CGCS, Director

The committee for the 2010 Common Ground Conference is diligently working out the final details of the lineup for the conference education this year. We are excited about the schedule and know you will be too. Plan ahead to attend the conference – it is Dec. 14-15.

The format for the education sessions will be like last year with the addition of an extra session of “English in a Pinch” designed for your hourly staff with Hispanic origins. This will be a two hour class with a low price to help Hispanics to communicate in English. The option for pesticide applicator recertification for both Missouri and Kansas will be available once again. This will again be the final opportunity of the year to get your credits for recertification – so plan ahead.

With the implementation of the PRP this year, booth space is already selling. Get your request in early to reserve the best booths.



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## MEMBERSHIP REPORT

By Aaron Willing, Director

The HAGCSA membership is unparalleled in terms of support, friendship, and camaraderie, SO GET INVOLVED! There have been many additions to the HAGCSA membership so if you see a new face in the crowd don't hesitate to introduce yourself. I would like to welcome and thank our most recent new member - Ryan Markway from Royal Meadows Golf Course.

### Attention - Calling All Members

Is your club's economic stability not allowing you to pay the dues for your Assistant Golf Course Superintendent, Sales Associate, or your friend down the street who is a Golf Course Superintendent? Well ... do we have a deal for you! If you are a first time member to the HAGCSA join now at the regular cost, and you will not have to renew until Jan. 1, 2012. Do your part to get assistant golf course superintendents, sales associates, neighboring golf course superintendents, golf course employees or foremen involved in the HAGCSA. Also by taking advantage of this great opportunity you can display to your club officials that you are being a good steward of their finances. Act now and get your dues payment in to Kim Weitzel at the Association office, 638 W 39th Street, Kansas City, MO 64111.

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## **TOURNAMENTS REPORT**

*By Todd Bohn, Director*

I can't believe we are already looking at the end of the month of June and looking towards July! When the season hits it hits with a flurry and makes time fly by. Before we know it October will be here and we will be slowing back down. The tournament committee has continued to work and plan for upcoming events for the rest of the year. On Thursday night July 29 from 6 - 9 p.m. we will be having our first annual "Heart Night at The Beach" at Quivira Lake Country Club. We will be having an evening of relaxation, swimming, beach volleyball, and maybe nine holes of golf with our peers and families. I know that our jobs and other commitments take us away from our family time, so this event is an opportunity to spend time with your peers and have some family time to go with it.

What more could you ask for? So I hope everyone will make time to come out and enjoy some good Mexican food, drinks, fun and socializing on July 29. We will also, in the near future, be putting out the details for the Vendor Appreciation event towards the end of September or sometime in November. Please stay tuned to our website, [www.hagcsa.org](http://www.hagcsa.org), and the *Heartbeat* for further details.



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## **Designing Diamonds in the Rough**

**By Tony Bertels**



**L - Todd Clark, ASGCS**

The Kansas City Golf landscape has been blessed over the years with some outstanding Architects, from the classical designers like Tillinghast, Ross and Maxwell, to modern guys like Norman, Weiskopf and R.T. Jones Jr. KC has also boasted some very talented local designers starting with the late Don Seichrest, who brought on Craig Schreiner, who brought on our subject for today's Member Profile; Todd Clark.

### **Retrospective**

Clark, for all practical purposes, is a home-grown talent, living most of his life here in the KC area. The son of a former golf pro, Todd spent much of his youth in and around the game. "As a kid, my family owned a 9-hole sand green golf course and driving range for several years. I mainly mowed grass and shagged balls on the range. *My guess, mainly the latter!* Clark also did a stint for a few summers as a caddie at Milburn CC. Of course, Todd's greatest influence with the game came from his dad, Dick (*No! Not that Dick Clark!*) "My dad was a golf professional and introduced me to the game of golf." That influence would evolve into something special once Todd attended K-State.

Working toward a degree in Landscape Architecture, Clark began to consider his possibilities. "I decided I wanted to specialize in the golf course industry with my degree." Dick Nugent, the renowned GC Architect from the Chicago area hired Todd for a summer internship prior to his senior year at KSU. That was the kick that got Clark's professional juices flowing. "I knew that this is what I really wanted to do." Nugent assured him that a job would be waiting upon graduation.

In 1991, with degree and new bride (Lisa) in hand, Clark headed north to hone his skills. He reflects on those early years in Illinois, "Our office was located in an old farm house in the maintenance facility at Kemper Lakes Golf Course (designed by Nugent) in Long Grove, IL. I consider Dick Nugent my mentor as far as becoming a golf course architect. The time I spent working for Dick was formative and has positively impacted my life and career forever." Clark would spend the next 3 years with Nugent's firm.

Like many of us, Todd began to feel the need to come home. With a new family begun, the urge to be closer to loved ones back in KC became more important. In 1994, an opportunity to not only return home, but go to work for Craig Schreiner as a Project Architect arose. While working with Craig, Todd had the opportunity to continue to refine his craft and aid in the design of several new, local courses. During his time with Schreiner, the firm would design Falcon Ridge, Falcon Valley, Winterstone GC and Prairie Highlands.

**Continued on next page**

**Little Course on the Prairie**

Todd Clark and I have had a long, professional relationship. I bring this up only because it is not a typical one between Architect and Superintendent, though that is how it started. In 1998, The Club of the Country (my gig at the time) was planning a new practice facility and hired Schreiner's firm to design and build. I had known the Clark family (members at The Club) but had only known Todd in that capacity. The evolution of the practice facility and its successful grow-in and opening was my first professional ties to both Todd and Craig. We all walked away from that project with mutual respect and admiration. Those relationships would soon be expanded to another level.

"I initially found the ground that Prairie Highlands sits upon," reflects Clark, thinking about the grand project that he, his family, Craig Schreiner, David Francis and an investment group would plan, construct and operate. "I knew this would be a beautiful piece of land to construct a premier golf course on. I contacted the developer and negotiated a deal to acquire 185 acres of the tract at no cost, for the construction of a new golf course to anchor the residential community. At the time, I was working with Craig in designing courses and we envisioned building and owning one of our own. We needed help with construction financing, so I contacted DBI Golf in Minnesota regarding their construction services and assistance with financing." Eventually the design and plan came together and ground breaking took place in late 1999.

I am not a huge proponent of fate, but the timing of the Prairie Highlands project certainly favored my ambitions, not only to accomplish a grow-in, but to work in the town that I call home. I had the luxury of knowing many of the decision makers. They certainly knew me. In very early 2000, I was hired as the Superintendent of Prairie Highlands, a yet-to-be realized golf course in western Olathe. The Architect/Supt. relationship, though still quite apparent, took on the added relationship of Owner/Employee. Both hats were comfortable and we pulled off some pretty special feats!

"I am very proud of the facility that we built and appreciate all of the people that made it an awesome experience to open your own golf course," says Todd. Prairie Highlands opened in the spring of 2001 to rave reviews and made several national lists. Those early years were so much fun to watch the maturing and evolution of a project from paper to reality. Life was good and prospects high.

But then, what was unthinkable just a few short years before, began to happen; September 11, 2001. "9-11 impacted everything. The golf market changed along with partnership philosophies. Our family eventually sold our ownership in 2003, when my business relationship with Craig Schreiner ended." Eventually all the key players that made the project so special in my mind, moved on. Todd puts a positive spin on his Prairie Highlands collaboration, "It was a tremendous learning experience from designing, owning and managing a golf facility. Those experiences have a major impact on my design philosophy today."



**#16 at Prairie Highlands, circa 2001**

**Turn the Page**

2003 was a watershed year for Clark. With ties severed not only with Prairie Highlands, but also his longtime collaborator, Craig Schreiner, Todd set out to make his own way. Along with Brent Hugo (who had also worked for

***Continued on next page***

*Member Profile - cont.*

Schreiner), Clark formed CE Golf Design, a small firm which he located within his family’s sprawling building in the Fairfax District, under the umbrella of Clark Enterprises (the family-owned business operated by his father and older brother, Rick and sister Melissa).

“Brent, my associate architect, and I are 3rd cousins and have been working together since 1994. We make a great team and I appreciate everything that he brings to the business,” says Clark about his co-worker and right-hand man who many of you know.

Slowly but surely CE Golf Design has gathered steam. Todd has made some in-roads and has competed successfully for several local projects. Chris Finnerty, Supt. at Wolf Creek CC went through a major course renovation with Clark as the Architect. “Todd was great to work with. He was very open to everyone’s ideas and designed a master plan that actually addressed those wishes.”



*Brent Hugo with Todd at this year’s Masters*

*Continued on next page*

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***Redesigned #13 at Wolf Creek***

In addition to Wolf Creek, Clark designed the major renovation at Lawrence CC. “We have also done local work at IRONHORSE, Indian Hills, Witch’s Cove, St. Joseph CC, Blue Hills, Leawood South, Tomahawk Hills and Heritage Park,” lists Todd

CE Golf also designed the 6 new holes at St. Andrews which were needed to make room for Overland Park’s state-of-the-art soccer complex constructed along 135th St. Terry Rodenberg, longtime Supt. at St. Andrews headed up this construction project and worked closely with Clark. “Todd was very available throughout the project. He was outstanding in working with all of the government entities and ensuring that the permitting process flowed with no delays.” This was a very important element when you consider that Terry was only informed of the soccer project at the end of March, 2007. “By May, Mid-America Golf and Landscape were grubbing and shaping. We seeded greens in September and opened for play on November 17th!” Todd was able to not only come up with a viable plan in a short amount of time, but, “he did so very seamlessly and it all flows like clockwork!” The entire, ridiculous feat earned Rodenberg the distinction of Superintendent of the Year in 2008 and much respect for Clark.



***New hole #2 at St. Andrews***

“Todd Clark and CE Golf Design has done outstanding work for the City of Overland Park,” remarks Sandy Queen, CGCS and Director of Golf Operations. “The redesign of those 6 holes for the soccer park was magical! St. Andrews has become the most popular course in the City.”

**Continued on next page**

Clark's work for Overland Park has continued. He is in the process of developing a long range master plan for OP Golf Course, working with Sandy and Doug Melchior, Supt. at OP and HAGCSA President who said, "Todd is a first class, professional architect who goes out of his way to understand the customer and their clientele."

With testimonials like these, Clark has assured himself business for years to come.

**Introspective**

Todd has not only thrown his heart and soul into his design firm, but together with Lisa, his wife and high school sweetheart of 19 years, they are busy raising three children. "We have a son, Davis and a daughter, Kaley who are in high school and our youngest daughter, Halli is in middle school. We spend most of our free time with our children attending all of their sporting events...soccer, football, volleyball and basketball. I have enjoyed being a coach as well as a spectator for all of my children."

Summertime is also special to the Clarks'. "We love to travel during summer breaks and we especially enjoy our annual summer adventures in Minnesota and South Dakota. One of our favorite places to visit is Duluth, MN, a place I have also done some golf work. We also spend a lot of time with our immediate family who all live in Kansas City."

"Though I do enjoy rounds of golf with friends and family, my most relaxing moments are spent with Lisa and my kids. My time spent with them is by far the most important thing to me at this time in my life."

Like everyone, the down turn in the golf industry has affected business. Todd has rolled with the punches and stayed optimistic. "As a result of building relationships with a variety of people in the golf industry we have stayed busy with three new, long range master planning projects at local facilities. Outside of KC, we work with other golf facilities in Minneapolis, Chicago, Dallas and Houston. As a result of the economy, we have diversified with other opportunities in the landscape architecture field. We are currently designing new athletic field complexes and traditional landscape designs for school projects, commercial buildings and land planning services."



(L-R) Davis, Halli, Lisa, Kaley and Todd Clark

Todd admits that he enjoys his interaction with GC Superintendents. "Working with you guys and building a strong relationship with each is crucial to the success of the golf course design phase. It takes a team effort to complete a major renovation or even a small project. My interaction with various HAGCSA members over the years has been great. I have worked with several Superintendents from different chapters, but the Heart is made up of a very unique group of individuals. I find it a close group that strives very hard at being a professional chapter. I have developed great friendships with several guys in the Heart."

Todd has accomplished a career milestone this year. At the 64th Annual meeting of the American Society of Golf Course Architects which took place recently in Ponte Vedra Beach, FL, Clark was elected as the newest Associate Member. That's right boys and girls! Todd can now officially wear that ugly, red plaid jacket! All kidding aside, Todd is only 1 of 187 members in the Society. We are fortunate to have him here in our own back yard and an active member of our association. Be sure to congratulate him the next time you see him!



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## GCSAA, “We Are Golf” Make an Impact in Washington

Representatives from the golf industry’s leading associations united last week under the *We Are Golf* banner to promote the game’s true benefits to key lawmakers at the 3rd annual National Golf Day, April 28 in Washington, D.C. GCSAA’s 19-person delegation included members of the board of directors and the Government Relations Committee; CEO Mark Woodward, CGCS; GCSAA staff, and Rafael Barajas, CGCS, who told his story as part of We Are Golf’s “faces of golf” campaign. With 45 visits to the offices of senators and congressmen and women, GCSAA logged more Capital Hill visits than any other participating organization.

The official *We Are Golf* kickoff event in the foyer of the Rayburn House Office Building included a high-impact attraction featuring Ryder Cup captain Corey Pavin, photos with the Ryder Cup trophy, and a golf simulator and putting green. The attraction drew constant traffic throughout the day, providing an ideal opportunity to introduce the coalition message to members of Congress, their staffs and the media.

Additional National Golf Day activities included a First Tee Congressional Breakfast, and three strategic meetings with Democratic and Republican leaderships and the Congressional Hispanic Caucus. These meetings, attended by We Are Golf coalition members, including Woodward, Barajas and GCSAA President Jim Fitzroy, CGCS, allowed the industry to share quantifiable data demonstrating that golf contributes billions each year to local, state and national economies, and employs more than two million people nationwide.

Woodward noted that the collaborative effort of the 11 golf associations supporting *We Are Golf* might be the most important activity the golf industry has taken to advance the business of golf. He indicated that while several of the parties have done good work on their own, it is the aggregation of industry data regarding jobs, revenue, charity, tax revenues, environmental features and lifestyle benefits that has created the platform to catch the interest of lawmakers.

Representative from golf’s leading organizations unite under the *We Are Golf* banner for National Golf Day. “I was pleased by the quality of conversations we had,” Woodward said. “We did not come with a hand out for special favors. We came united as one, asking only for a level playing field with other industries and small businesses. That message resonated with the congressmen and women. Those who were already supporters of golf were surprised by the diversity and size of the industry. They vowed to help us in our efforts and share the information. But even more impressive was the reaction by those who were not golfers. They thanked us for coming to tell our story and offered feedback on how we could be successful in accomplishing our goals.”

Woodward said he believed the impact of National

*Continued on next page*



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**We Are Golf - cont.**

Golf Day and the *We Are Golf* initiative was immediate, but cautioned all to remain patient in measuring progress. He said the early efforts were focused on education and building relationships that would pay dividends down the road, and noted that attendees were already engaging in follow-up communications with the individuals they met with and sharing additional information.

While the focus was on the industry presenting a united voice, Woodward was pleased with the impression GCSAA made on those in Washington, D.C. "We had a great presence with the most Capitol Hill visits of any group, and Rafael Barajas' story made quite an impression," Woodward said. "It is obvious that our long standing work in the area of government relations has the respect and admiration of our allied association peers. GCSAA and its members are key players in this effort."

As part of We Are Golf's "faces of golf" campaign, Barajas provided the following information and statement to the Republican and Democratic leaderships and the Congressional Hispanic Caucus.

**Rafael Barajas, CGCS at Hacienda GC in LaHabra Heights, Calif.**

It is safe to say that golf has been the pathway to success for Rafael Barajas, GCSAA certified golf course superintendent at Hacienda Golf Club in LaHabra Heights, Calif. At the tender age of 14, he moved with his family from Colima, Mexico to southern California. He was attracted by the beauty and serenity of a local golf course and was fortunate enough to land a position as a member of the golf course management staff, working after school, on weekends and the summer. *Continued on page 27*

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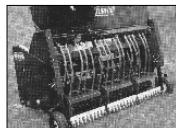
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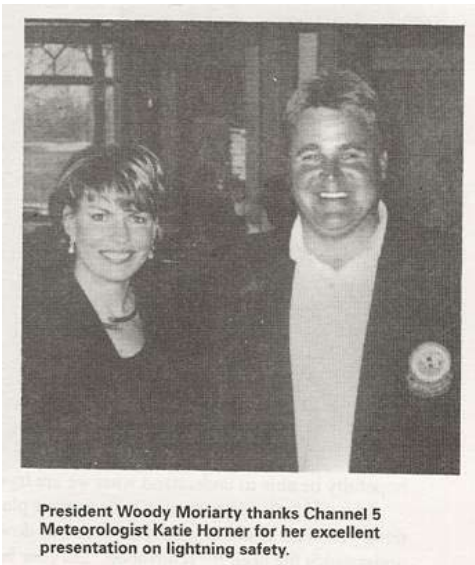
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# The Archives

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



Our Hosts: Gil Collins and Jim Naudin  
**The Dynamic Duo from Oakwood CC**



President Woody Moriarty thanks Channel 5 Meteorologist Katie Horner for her excellent presentation on lightning safety.

**Nothing like a man in uniform, eh Woodie?**



**Marvin "Guido" Davidson**



**Board of Directors, 2000**

**We Are Golf - cont.**

He steadily advanced, gaining experience as an assistant superintendent, golf course construction superintendent, golf course owner and head superintendent. With no formal college education, Barajas ultimately achieved the status of certified golf course superintendent at the age of 27. That accomplishment signifies the highest level of professional development for that position and verifies extensive continuing education and job experience.

Today, Barajas is active as a volunteer for GCSAA serving as a national committee member, and vice president of his local chapter. He oversees a staff of 28 on the golf course management staff.

**What Golf Means to Me**

“I am not sure where I would be without the golf industry. I know many other individuals who feel the same way. When I moved here, I needed a job. I didn’t want to work indoors. So, I went to a nearby golf course when I was 16 and some 30 years later I am still working on a golf course. That industry has provided me a career and a means to provide a college education for four children.”

“I had no clue about golf or golf courses. But I was quickly smitten by both. The golf course was this beautiful piece of land that provided enjoyment and employment opportunities for many individuals. I look at the development in communities and see golf courses as a natural oasis of wildlife, plants, lakes and streams. As for the game itself, I have loved it since the first time I hit the ball. It is a sport unlike any other because of the environment in which it is played and the values it instills. Let me play a round of golf with someone and I can tell you exactly what

*Continued on next page*

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Beechtree Golf Club, Aberdeen, Maryland – Hole #2, Par 3

**We Are Golf - cont.**

type of person they are. I am honored to be part of a sport and industry that still respects the values of honor and integrity.”

“It saddens me when I see, read or hear the negative perceptions of the game. Golf is a game for people of all ages and all backgrounds. There are opportunities for everyone. It also provides for the livelihood of people in the community. We employ 100 individuals, but we also buy resources from food vendors, golf equipment companies, golf course management suppliers and others. I would hate to think what it would mean for this community to not have my golf facility. There would be no jobs created, no venue for people to enjoy the game and perhaps no green space to enhance the environment.”

“What does golf mean to me? It means almost everything. But more than that, it means so much to so many people. I don’t know what I would have done without it.”

Read more about National Golf Day in the We Are Golf media release, and on the GCM blog.



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# LEADERSHIP CHANGE FOR GCSAA

June 22, 2010

Dear Chapter Executives, Presidents, Delegates, Editors:

We would like to alert you to a leadership change for the association. Mark Woodward, CGCS, has resigned to pursue other career interests, effective immediately. Mark has done a solid job managing the organization during one of the worst economic climates in our nation's history. His leadership also served to position GCSAA prominently for its research, programs and education regarding golf's relationship with the environment. We wish him success in his future endeavors.



James R. Fitzroy, CGCS  
GCSAA President

Rest assured, our staff will continue to serve our members and partners, as well as the association's mission of advancing the enjoyment, growth and vitality of the game of golf. The GCSAA Board of Directors remains committed to providing the leadership and focus that will ensure the continued success of the organization.

Effective immediately, GCSAA will launch a comprehensive national search to hire Mark's successor. We are focused on identifying a CEO who will continue to uphold our mission and provide excellent service to our members

*Continued on next page*



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**Leadership Change - cont.**

and value to our partners. During this interim time, GCSAA Chief Operating Officer Rhett Evans has agreed to lead the organization until a permanent replacement is named.

During this time of transition, please know we recognize and remain committed to our valuable partnership. We appreciate your collaboration and support in strengthening the game and business of golf.

We will keep you posted on the status of our leadership change and any ongoing projects. If you have questions at any time, please do not hesitate to contact me at [jfitzroy@presidentsgc.com](mailto:jfitzroy@presidentsgc.com), or via phone at 617-328-1776 or cell at 617-733-4438.

We appreciate your support during this process

Thank you,

*James R. Fitzroy, CGCS  
GCSAA President*



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

June's Clue: Lesser public green space  
Answer: Minor Park

Here is a list of those that submitted a correct answer:

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

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

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

March's Teaser: Deutschland

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

Hint: *Better dust off your botany books!*

## YOU'LL KNOW WHEN YOU'VE ARRIVED

By Robert Evans Wilson

During the 1996 Summer Olympics, I saw a young athlete with his brand new silver medal around his neck and a massive smile on his face. He was so thrilled with his achievement that he was mixing and mingling with everyone he met on the sidewalk. Perfect strangers were shaking his hand, slapping him on the back, and having their picture taken with him. I did not know who he was, but it was clear that he was relishing the highest point of his life to date.

On March 29, 1982, amid thunderous applause, Katherine Hepburn stepped onto the stage at the Academy Awards to receive the Best Actress Oscar for her performance in *On Golden Pond*. Was she as thrilled as the Olympic athlete that I saw? Probably not. It was her fourth. Been there, done that, the mantle is getting crowded.

In my column titled, Pack Mentality, I wrote that human beings are highly motivated by status and its symbols. A reader contacted me and said she had grown beyond that. She told me how, after 20 years of financial success, she put the corporate world and materialism behind her. She now works at a fraction of her previous earnings for a non-profit organization dedicated to enhancing the lives of babies.

I agreed that she had put status and its symbols behind her, but only in one area of her life. I then asked her what level of comfort was she seeking to achieve in her new career?

Abraham Maslow, in his *Theory of Human Motivation*, identified five levels of need that people strive to satisfy (in order, they are: Survival, Safety, Social, Esteem and Fulfillment). I have found that we work through those five levels separately in each area of our lives: work, relationships, parenting, hobbies, sports, volunteering, etc. With each new endeavor, we attempt to pass all the mileposts until we reach our comfort zone.

There is a joke about parenthood that illustrates this: When the first baby drops her pacifier on the ground, the parents sterilize it before giving it back; with the second baby, the pacifier gets wiped off; and with number three, it just gets popped back into his mouth. I used to think the humor referred to how harried the parent was from handling the needs of three kids, but now I realize it refers to the parent's comfort level with raising children.

Status is an esteem need, and the symbols that accompany it are recognition for our achievements. However, as long as those status symbols remain important to us, then we haven't mastered that area of our lives. It is when we are in our comfort zone that the achievement is secure. At that point, the symbols are no longer important and we are ready to move on to the highest level: fulfillment. You will know you have reached the peak when you freely share your expertise with people who are levels below you.

Many years ago, I heard an interview with a professional football quarterback. The reporter asked him if he ever taught his secrets of success to younger up and coming players. He replied, "What, and lose my job to one of them? Hell no! Let them learn it on their own the way I did." Clearly, he was not yet in his comfort zone.

All of us have reached a comfort zone in one or more areas of our lives. I spent six years as a member of the public speaking organization, Toastmasters International. For the first four years, I was fully focused on learning and achieving. In that time, I completed two educational levels and won 13 speaking contests. During my last two years in Toastmasters, I became a professional speaker and was no longer interested in entering the contests. The shine of those "amateur" trophies had worn off a bit, and I found my joy was in sharing what I already knew with those who were just beginning. You will know you have reached the highest level, when sharing your expertise is as satisfying as achievement.



*Robert Evans Wilson, Jr. is a motivational speaker and humorist. He works with companies that want to be more competitive and with people who want to think like innovators. For more information on Robert's programs please visit [www.jumpstartyourmeeting.com](http://www.jumpstartyourmeeting.com).*





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### JOB INFORMATION: LIST CURRENT EMPLOYMENT FIRST

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

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

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

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

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

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

## Indulge My Indolence



“Laziness is nothing more than the habit of resting before you get tired” – Jules Renard

Okay, I am probably as lazy as the next guy. I’ve been known to procrastinate, especially on tasks that are not in my wheel house. Mundane, household projects come immediately to mind. Yard work holds no special place in my heart. Like many of you, I blame this contempt squarely on our chosen profession. After all, who wants to go blithering about their personal little 5000 s.f. when one has 200 acres to contend with at work? It seems so pointless!

Living in Johnson County, I have begun to realize that such an affluent, upwardly mobile society has spurred many new cottage industries created solely because of our sheer laziness and ability to pay others to do what we could surely do ourselves if we weren’t so full of it. (You guys in North KC or Lee’s Summit can go ahead and laugh too!)

Lawn care companies, house cleaners and personal shoppers come immediately to mind. They are a dime a dozen. Perhaps I can see why some novices would hire a lawn service. Many a beautiful yard has been ruined by homeowners unwilling to read a label or by taking the neighbor’s advice even though his pea brain was probably twice as small. Drop spreaders should be outlawed for sale at Lowes and Home Depot! Hiring a maid service to come in from time-to-time to maintain marital bliss could also be defensible. A man’s home is his castle and no one needs a filthy moat or the galley reeking, even though Mom never seemed to have that problem. But a personal shopper? How *impersonal* can it get?

Of course, these examples are just the tip of the iceberg. We now have companies at the ready to hang your Christmas lights and decorate your house for the holidays. They’ll come back and take it all down too. Not only are there people willing to walk your dog on a daily basis, but companies are out there willing to come scoop Fido’s poop from the back yard. *They are sworn to carry out your dooty!* Personal trainers are available to help you shed those unwanted pounds. There are stores in most strip malls selling pre-cooked meals so you won’t have to use the kitchen. Need someone to clean the gutters or rake your yard? Your windows and siding need a good wash? The phone book is full of firms ready to ease your personal burdens. Are you too lazy to find the woman of your dreams? Call a dating service.

All these spin-offs have got me thinking. Maybe it’s high time that I cash in on this bonanza. Perhaps I should put my shingle out there. I could be a personal drinker or channel changer. Need a cat or gold fish sitter? I’m your man! Maybe I could turn a few bucks starting your car on cold mornings or complementing your wife. Maybe you need someone to attend a few parent-teacher conferences for little Johnnie. How bout a personal heckler at his next Little League game? Somebody has to keep Blue in line!

On second thought, these all seem lame and would require a wee bit of effort on my part. Like Bern Williams once said, *I like the word ‘indolence’, it makes laziness seem classy!*

**Tony Bertels,  
Editor**

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# FUNCTION FORECAST

## DATE

July 19

July 29

August 9

October 4-5

November 2

December 3

December 14-15

## EVENT

S&R Tournament (Rain Date)

Beach Night with the Family

Employee Tournament

MO Cup Challenge

Annual Meeting

Holiday Party

Common Ground Conference



**HEARTBEAT • Tony Bertels, Editor**

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