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**GCSAA**

GOLF COURSE SUPERINTENDENTS ASSOCIATION OF AMERICA

**Heart Beat**

Volume 42, No. 1

THE OFFICIAL PUBLICATION OF THE HEART OF AMERICA GCSA

March 2010

## Joint Meeting with KGCSA



### Deer Creek Golf Club

March 29, 2010

- Bowling Event Recap
- Member Profile - Home is Where the Heart is
- Seeds to Success
- Holiday Party Recap
- HAGCSA Past Presidents Hold Seats on GSCAA Board of Directors

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

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# PRESIDENT'S Message

By: Doug Melchior



The 2009/2010 Board of Directors held their first meeting in Lawrence, Kan. at GCSAA Headquarters. We had the opportunity to meet Mark Woodward, CGCS, CEO of GCSAA and he provided us with an overview of GCSAA's budget, the conference/trade show and new concepts within the association and industry.

I want to thank Tim Nielsen and his Education Committee on a very successful and well attended Common Ground Conference. To our membership, "Thank You" for your patronage to such a great conference and educational session.

Also, I want to thank Paul Gunderman for a successful Holiday Party. There were over 100 attendees. Thanks to our event sponsors: Bayer Environmental Science, ISTRC, Kansas City Turf Supply, along with our beverage sponsor, Reinders. I also want to thank everyone who donated gifts and raffle items. Congratulations to Matt Delvanthal, Daryl Pearson, and Woody Moriarty on your 2009 awards. You are all very deserving.

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, and our professional image and well being of individual members and to unite golf course superintendents in the greater Kansas City area. The new Partnership Recognition Program or "PRP" has been introduced to the membership. It will "promote the welfare of the game of golf." This program is intended to recognize our affiliate partners who's generosity supports the HAGCSA. The goals are

*Continued on page 8*



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## PROGRAMS AND MEETINGS REPORT

By Bill Irving, Director

The first event of the 2010 season will be the Joint Meeting scheduled for March 29 at Deer Creek Golf Club. Currently, the committee is working on solidifying speakers for that and the rest of the events on the calendar for the year. There are many opportunities for speakers and the goal of the committee this year is to touch on as many pertinent topics as possible. Many ideas have been kicked around including: leadership and teambuilding, career options and coaching if you find yourself without a job, new trends in the business and how to do more with less in the current economic conditions. These are just a few topics that have been touched upon along with the usual turfgrass topics.

If you have a great idea for a topic or know someone who would like to speak to the group, please feel free to contact me with an idea. The committee is here to do all of the leg work, so don't be bashful. The Meetings and Programs Committee for 2010 is: Bill Irving (Lawrence Country Club), Darin Pearson (Alvamar Country Club), Chad Hinderliter (Lawrence Country Club), Dylan Senn (Sycamore Ridge Golf Course), John Sheeche (Helena) and Jeff Stoecklein (John Deere Golf).

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## JOINT MEETING WITH KGCSA

### Superintendent Profile:

Brent Stephenson serves as the Regional Superintendent for EAGLE Golf for the Kansas City and Wichita region. Brent has been with EAGLE golf since 2007 when he was hired as the Superintendent of Royal Meadows Golf Course. In 2008 he transferred to Deer Creek as EAGLE Golf acquired the property and added it to their extensive golf course portfolio. Prior to moving to Kansas City he was the “grow in” Superintendent of Honey Creek Golf Club in Boone Iowa. Brent graduated from the Indian Hills Turf Management Program in 1996. Brent also attended Iowa State University. He is married to Angela and they have a girl Carman age 10 and a boy Andrew age 7.

### Assistant Superintendent:

Duane Davied started at Deer Creek in 1996 for the Northstar Development Company. American Golf acquired Deer Creek in 1997 and Duane was retained on the staff. He then was promoted to Assistant Superintendent in 2005 under Superintendent Doug Bice. Duane attended Kansas State University.

### Assistant Superintendent:

Ryan Markway hails from Westphalia, MO and is a 2007 graduate of the University of Missouri-Columbia with a Bachelors Degree in Horticulture. During his studies he completed an internship at Columbia Country Club. After graduation he moved to Deer Creek. He is married to Heather.

### Course Profile:

Deer Creek opened in 1989 as one of Kansas City's premier golf facilities. The 6811 yard Par 72 layout was sculpted by Robert Trent Jones Jr. Stretching through densely wooded areas and bringing winding creeks into play, Deer Creek is recognized for its beauty and challenge. When Jones was asked about Deer Creek Golf Club he stated, “One of the Best 10 Golf Courses I have ever built...” Deer Creek has been managed by EAGLE Golf since 2007.

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

## 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***

# JOINT MEETING with KGCSA



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

**DATE:** Monday, March 29, 2010

**LOCATION:** Deer Creek Golf Club  
70000 West 133<sup>rd</sup> Street  
Overland Park, KS 66209  
913-681-3100

**HOST SUPERINTENDENT:** Brent Stephenson

**SCHEDULE:** 10:30am – Registration & Lunch  
11:30am – Meeting & Program  
12:30pm – Shotgun

**COST:** \$50 per person; \$25 for lunch only

**MEETING TOPIC & Speaker:** "Developing Your Personal Brand" with Lyne Tumlinson, CAE, Career Lift  
(GCSAA CEUs have been applied for.)

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

**RESERVATIONS:** Mail, Fax or Email Reservation no later than **Monday, March 22.**



**Yes, I/we plan to attend the Joint Meeting with KGCSA!**

Player(s): \_\_\_\_\_ Company: \_\_\_\_\_ Handicap: \_\_\_\_\_  
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President's Message - cont.

listed under the program on the website. As a reminder, this is a first come, first serve opportunity so don't delay signing up and being recognized.

Spring is right around the corner so sign up for the Joint Meeting with KGCSA superintendents held at Deer Creek Golf Club. Remember your attendance will make the event better and "our" association stronger.

Doug Melchior  
doug.melchior@opkansas.org

Who Will Take Home the 2010 S&R Trophy?

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



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

Monday, June 14, 2010

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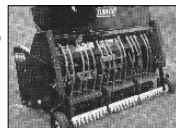
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# PUBLIC RELATIONS COMMITTEE REPORT

By Jeff White, CGCS, Director

I hope everyone has enjoyed this long, snow-filled off-season. For once, I may honestly say that spring can't get here fast enough! The PR Committee members for 2010 are as follows: Jon Bakalar, Brad Gray, Rusty Hamman, Ken Harding, Darrel Howard, Danny Kaleikau, Brad Lackey, and Dennis Whiteford.

We have been busy preparing for the upcoming PR season already in 2010. We thank everyone that came down and represented the association/profession at the KC Show. The event was held at the Overland Park Convention Center (Feb. 19-21). We will give away some graciously donated items from our illustrious vendors throughout the show. We also had an awesome display representing the superintendent profession and association.

We have several other commitments that will be addressed as the year goes on. We look to help out with the First Tee of Kansas City on a couple of occasions. We will also need some volunteers to help out with the tournament at Leawood South CC in May. The tour stop at Nicklaus Club at Lions Gate is possibly still in the mix for August as well. Happy spring to all!

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# COMMON GROUND AND CONFERENCE RECAP

*By Tim Nielsen and Paul Davids, Directors*

The 2009 Common Ground Conference held this past December went off without a hitch. If you didn't notice, or simply couldn't tell, attendance rebounded from our last conference. With registrations up and a solid line-up of speakers the committee feels this year's conference was the best yet.

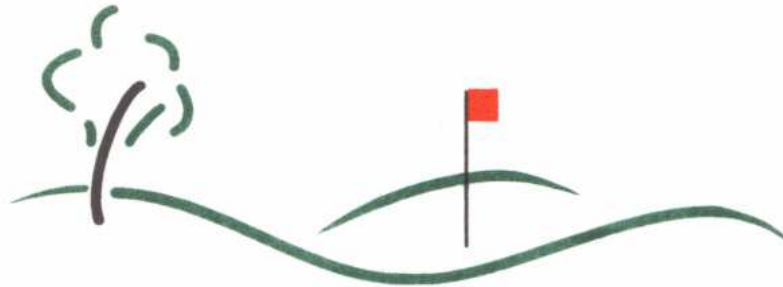
As we move forward with the conference we must continue to evaluate our speakers and topics. If you feel you have a topic in mind that is worth covering please let Paul Davids, 2010 Education Chairman, know soon so he and his committee can follow up and get everything ready for the upcoming conference.

As for the trade show, we missed out on a couple of vendors who normally purchase the large islands to display their equipment. Because this might be the case in years to come, decisions regarding the trade show's size and layout will once again need to be revisited.

The Conference Committee for 2010 will be Paul Davids, Scott Johnson, Tim Nielsen, Loren Breedlove, Gary Breshears, Tom Brown, and Chad Hinderliter. We are already working on the 2010 conference so if you have any ideas on how to improve the education or trade-show portion of the conference please call me or e-mail at [pdavids@sycamoreridgegolf.com](mailto:pdavids@sycamoreridgegolf.com).

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## BOWLING EVENT RECAP

More than 75 members came out to AMF College Lanes in Overland Park, Kan., to bowl a few strikes and network at the 5th Annual Bowling Tournament. The tournament winners were the St. Andrews/Turfwerks team with a combined score (three games) of 2397. We'd like to thank Turfwerks for being our event and beverage sponsor. Due to their donation our event was successful.



St. Andrews/Turfwerks take home the trophy (Jamie Chambers, Brian Freeman, Terry Rodenberg, Mal Patricio)







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## **MEMBERSHIP REPORT**

*By Aaron Willing, Director*

The third and final dues invoices were mailed out at the beginning of February. If you would like to be in the 2010 HAGCSA Roster, please get your dues payment with any updated changes to Kim Weitzel and the association office at 816-561-5323. The absolute drop-dead deadline will be April 30 to have your information in the Roster. This is also a perfect time for you to send in your registration for other staff members that you may want to get involved in the HAGCSA. The HAGCSA membership is unparalleled in terms of support, friendship, and camaraderie - **SO GET INVOLVED!**

There have been many additions to the HAGCSA membership. If you see a new face in the crowd, don't hesitate to introduce yourself. I would like to welcome Ben Augustine from Hodge Park Golf Course, Second Assistant Golf Course Superintendent; Greg Burdick from Milburn Golf & Country Club, the Assistant Golf Course Superintendent; Jeff Clark from Milburn Golf & Country Club, the Assistant Golf Course Superintendent-In-Training; Greg Eaton from ProSource One, the Turf Advisor; T.J. (Timothy John) Hays from Moberly Country Club, the Golf Course Superintendent; Tim Kauffman from Jefferson City Country Club, the Golf Course Superintendent; Fred Kipp from KLC, Inc., the Superintendent/Project Manager; Mark Newton from Royal Meadows Golf Course, the Golf Course Superintendent/General Manager; and Monte Rowden from Jefferson City Country Club, the Golf Course Superintendent.



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## **EMPLOYEE TOURNAMENT REPORT**

*By Alex Tucker, Special Director*

I hope everyone is having a great winter. If you are like me, you have most likely had your fill of shoveling snow, and are looking forward to spring's arrival. I am honored to have the opportunity to hold the Special Directors position of Employee Tournament Director this year. My main responsibility is to plan and organize the Employee Tournament which is planned for August. Our main goal is to make this an enjoyable tournament for everyone who participates. Currently, we are searching for possible host sites. If anyone has ideas, please feel free to contact me at atuck101@yahoo.com or contact any other members of the Employee Tournament Committee. Any suggestions would be greatly appreciated.

*Continued on page 19*

## SCHOLARSHIP AND RESEARCH COMMITTEE RECAP

*By Duane Sander, CGCS, Director*

The 2009 HAGCSA Scholarship & Research Committee has wrapped up its activities for the year. It was another successful year raising funds to support turfgrass research and scholarships in our industry. Some of the highlights of this year's S&R Committee include:

- A successful Scholarship and Research Tournament that was held at Oakwood Country Club. The event netted over \$20,000 to fund GCSAA Scholarships, Employee Awards, Turfgrass Research, and outreach efforts. Thanks again to all who participated, sponsored, or donated auction items for this event. Big thanks go out to Jeff Elmer, CGCS, and his assistant, Rose Elmer, as well as the rest of the staff and membership of Oakwood Country Club for providing us with a beautiful facility and outstanding service despite the inclement weather.
- Awarding \$5,000 in HAGCSA Scholarships. John Daniels from the University of Missouri received \$2,500 for the Chester Mendenhall Scholarship. Derek Branting of Kansas State University received \$1,500 for the Dave Fearis Scholarship and Robert Tibbetts of Kansas State University received \$1,000 for the HAGCSA Scholarship.
- Nicholas Hunter was awarded \$402 for the Employee Awards, helps offset the education expenses for employees of HAGCSA members who are working toward degrees in our industry.
- Supporting the First Tee Program of Kansas City in the amount of \$2,400. Twenty children benefit from our donation spread throughout the five Kansas City metro area First Tee facilities.
- Donated \$5,000 to GCSAA's Environmental Institute for Golf. Combined with all previous donations, HAGCSA has now reached "Governors Club" status for donations to the EIFG.
- This year we have sponsored Xi Xiong with the University of Missouri in her research for chemical control of Bermuda grass in Zoysia. She will be looking at the best timing of applications and the proper interval of repeat treatments.

Mark your calendar now because this year's event will be hosted by Brad Gray and his staff on June 14 at Mission Hills Country Club. I've checked the Almanac and it promises to be sunny and 80 degrees with a slight breeze. I would like to thank Todd Bohn and his committee, HAGCSA Executive Director Kim Weitzel for all the outstanding work and accomplishments of last year.



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*Member Profile*

**HOME IS WHERE THE HEART IS**

*By Tony Bertels*

A bearcat is just a fancy name for a wolverine. Cincinnati prefers the former, while Michigan the latter. Maryville, Missouri is home to a bearcat all their own. The 2009 NCAA Division II Football Champions of NW Missouri State. These Bearcats are no strangers to the title game. They have won it all twice before and have played in the Championship game the last 5 consecutive years! That's very impressive for a small school of 6500 students in a small town of 11,000 people. Located 100 miles north of the Metro, Maryville boasts not only a National Championship, it is also home to Mozingo Lake GC and long-time HAGCSA member, Ron Darnell, CGCS.



**Ron Darnell, CGCS**

Ron, and with his wife of 22 years, Susan, have all but raised their family in Maryville. Bert, their oldest son who is now attending Fire Science School, was 6 years old in 1995 when they made the move to Maryville to grow in Mozingo. Arden Rae, now 17 years old, remembers no other home. Sam Wylie (14) and Ronni Beth (10) were born and raised in Maryville. The Darnells' are Maryvillians through and through.

**Better Late Than Never**

A service veteran, Ron spent his young adult years as a Cold War era Intelligence Analyst for the US Army. *Pretty heady stuff, Darnell!* While on duty at Fort Carson, CO, Ron would meet Susan for the first time. "I had just returned from REFORGER 85 and there was this cute gal with a flat tire who needed help!" Apparently Ron's tire

*Continued on next page*

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Member Profile

Continued from page 15

changing ability must have been impressive enough for Susan to take interest in the poor GI. A life-long romance began. After being discharged from active duty, Ron enrolled at Colorado State with the help of his well-earned GI Bill and graduated Summa cum Laude in 1989.

“At 31, I started in the golf course maintenance field a little later than most,” confesses Ron. Fresh out of school, he landed the Superintendent’s job at the Silver Course at the Air Force Academy in Colorado Springs. “The Eisenhower Golf Complex is comprised the Blue and Silver courses. They were constructed on campus specifically for Ike, who needed a place to play whenever he visited the Academy,” explains Darnell. Ron would spend the next two years honing his skills before making the move to Lawrence, KS in 1991.

Why the move to Kansas? “Good question!” admits Ron. “Lawrence is a tough place for a Mizzou guy to live. If not for the Iowa Staters, it would have been intolerable. (K-state guys intentionally omitted!)” That’s right, boys and girls. Darnell is another of the *Stuntzmeister* boys. Alvamar has produced many. Ron would spend the next 4 years there.



Silver Course at Air Force Academy

Continued on next page

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Member Profile

Continued from page 16

“Looking back, those four years under the thumb of Dick at Alvamar, may not have always been the most enjoyable, but it was certainly the most influential part of my greenskeeping journey,” confides Ron. Darnell considers Stuntz a mentor and friend. “I would never want to be *just like* Dick, but I appreciate all of the help and guidance he has given to me over the years.” In 1995, Ron got the opportunity to flee Jayhawk country and enter Tiger/Bearcat territory.

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In 1994, the City of Maryville completed construction on a 1000 acre watershed reservoir 3 miles east of town. Boasting over 26 miles of shoreline, Mozingo Lake was born, named after the meandering creek that feeds it. Surrounded by a 3000 acre multi-use park, the citizens of Maryville would not only have an abundant supply of drinking water, they would enjoy a recreational treasure that few communities of their size could ever hope to attain. While in the planning stages, the late Don Sechrest was contracted to design a destination golf course to grace its eastern shore. Ron Darnell was



**Mozingo Lake**

chosen to become the only Golf Course Superintendent that Mozingo Lakes has ever known. Construction began that same year.

Many of us have experienced a grow-in. Every experience is different. Those who were fortunate enough to sod fairways, tees, banks and noses realize how much easier such instant gratification is

**Continued on next page**



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*Member Profile*

Continued from page 17

over germinating immature seedbeds at the mercy of Midwestern weather. With over 42 acres of fairways sown to bluegrass and rye surrounded by twice as many acres sown to buffalo and fescue rough, Ron can attest to the perils of heavy rains and washouts. “We had to grow in Mozingo twice and much of that a third time!” Eroding rainfall in the spring of 1995 gutted the new, yet-to-establish turf. “The damage was so extensive that we qualified for and participated in the Federal Disaster Relief program.” Nearly all of the rough and a third of the fairways required re-grassing. It was an ongoing monumental task that finally opened to play in 1996. Mozingo has matured well over the years and has become a favorite stop for area golfers.

Darnell understands the regional importance of the facility. “Mozingo is the only 18-hole course for a considerable distance around. Along with the rest of the park, we provide affordable recreational opportunities for NW Missouri, SW Iowa and SE Nebraska.” *Gee, he failed to mention NE Kansas, home of the Hawks!*



Hole #1 at Mozingo

Asked about the cultivar that was chosen for his greens and the challenges he faces, Ron had this to say. “Crenshaw has many fine attributes but providing a perfect haven for dollar spot is not one of them!”

No one in our business can claim success without building a good, experienced crew. Darnell can attest. “We are definitely a well-seasoned staff up here at Mozingo. The course has been open for over 13 years and the average tenure of the full-time staff is 12 years.” Ron has recently taken on the added responsibilities of GM. “Since that has occurred, my long-time Assistant, Tim Wolters has, by all means, assumed the Superintendent role.” In addition, Darnell had high praise for his crew chief, Brad Vogel and mechanic, Paul Palmer. Both have been on staff for well over 10 years. Ron speaks of another member of his team in a slightly different vein.

different vein.

“And then there is Cooter (my faithful lab), who has not missed a day of work in the last 13 years. Even when I was laid up, a member of the staff would pick him up and drive him out to the golf course.”

**Introspective**

Ron’s inference of being laid up is in reference to the tragic accident that occurred 4 years ago. On January 11, 2006, Ron and fellow Superintendent, Dan Bowles from Maryville CC were traveling to Overland Park to attend the HAGCSA Educational Conference. The weather that morning was marginal and the roads were becoming slick. Dan’s truck hit an icy patch on an overpass on 71 Hiway near Savannah. A roll-over accident ensued, ejecting both from the vehicle. Dan Bowles, age 25, died from his injuries. Ron was left in critical condition, fighting for his life.

Like many of you who read this piece, I remember that day and the dread we all felt when told of the accident that so nearly took the lives of both of our brethren who were traveling to join us that day. Ron’s road to recovery has been long and painful. Though he doesn’t mind talking about the accident, he reasons, “People don’t really enjoy hearing about other’s health problems. I will just play the cards as they are dealt.” Stoic to this day, he adds, “I do thank the Lord daily for allowing me to stay on this side of the turf and will always keep Daniel’s wife, Brooke and son, Colby in my prayers.”

Over time, Ron has been able to return to work and resume his role as the steward at Mozingo Lake. His family has continued to flourish. At the Heart Conference in December, a very proud father watched as his 17 year old daughter accepted the Legacy Scholarship, sponsored by Professional Turf Products, our local Toro distributor.

Continued on page 19

Arden Darnell is a senior at Maryville HS and will be attending MU in the fall. She is currently taking dual credit courses, something she has done throughout her high school career. When she gets to Columbia, she should already have sophomore status.

Ron was very appreciative, “I would like to thank the Heart, specifically Bill Maynard, who was instrumental in getting the legacy scholarship started. PTP is to be commended for their generosity and willingness to reward our hard-working young scholars. With two in college, we low-budget muni guys need all the help we can get!” It also doesn’t hurt that Arden was very deserving of PTP’s help. “Arden has studied hard and planned diligently for her future career, unlike her father who was 30 before he had a clue!”

Though Darnell’s professional life is intertwined with the game of golf, he no longer plays. “When you have sucked at it as long as I have, it is really hard to enjoy.” His priority and passion away from the course is simple. “I find it enjoyable and rewarding to be an active participant in my children’s daily life. If I need some *me time*, I straddle my scoot and go for a ride!”

Ron speaks of the role that our associations play in his professional life, “I believe the Heart and the GCSAA provide valuable tools, especially education and networking opportunities and one should actively participate.” Upon further reflection he adds, “But I also believe that the success of one’s career should be gauged not on the offices held or the number of committees served, but on the earned respect of your peers, staff and friends.”

Ron offered this advice to those who are just beginning their forays into our business, “Don’t ever be too busy for your family and friends. Be kind to everyone, you never know who someday might have the power to make decisions concerning you!”

Darnell confesses, “Looking over the roster, I realize there are more and more members I do not know. That would be my fault, but the older I get, the more I dislike traveling down to the hustle and bustle of the city!”

Well you know Ron, it’s been said that bearcats *are* very solitary creatures. Here’s hoping that this member profile will allow our membership some insight into Mr. Darnell. All roads lead two directions. Be sure to stop in at Mazingo Lake if you ever get the chance. Ron Darnell, CGCS will want to meet you!



**Arden Darnell, 2009 Legacy Scholar (Pictured with Duane Sander, Brad Davisson and Tom Brown)**

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## ***Employee Tournament Report - cont.***

Our Employee Tournament Committee will consist of the following people: **Alex Tucker**, Meadowbrook Country Club, **Chad Hinderliter**, Lawrence Country Club, **Jon Bakalar**, Overland Park Golf Course, **Dylan Senn**, Sycamore Ridge Golf Course, **Andrew Scott**, Leawood South Country Club, and **Jeff Stoecklein**, John Deere Landscapes.

I would like to extend my thanks to each of the committee members for their willingness to volunteer their time in order to make this a pleasant experience for all.

# TOURNAMENTS REPORT

*By Todd Bohn, Director*

After a long cold and snow covered winter it is once again time to start thinking about the upcoming tournament schedule for the Heart of America Golf Course Superintendents Association. First I would like to introduce my committee: Tom Brown of Professional Turf Products, Brian Ruder of Helena, Rory O'Donovan of the Golf Club at Creekmoor, Judd Bearb of Loch Lloyd, and Chris Reschke of Shamrock Golf Course. We are in the early stages of getting our schedule set for the year. Our first event will be the Joint Meeting with KGCSA on March 29 at Deer Creek Golf Course. It's a 2-man best-ball format. Please complete the registration form enclosed. The next upcoming event is going to be the April Event at Winterstone Golf Course. The format and tournament type is still in the final stages of discussion and we haven't come to a final decision by our Heartbeat deadline. I will keep everyone up to date as we get our information. Continue to check back to our website for the details. After our April event we will have our annual Media Day/ Past Presidents event on May 5 at Sycamore Ridge CC followed by our S&R tournament on June 14th at Mission Hills Country Club. We will once again follow the schedule of not having any monthly events in the months of July and September due to busy schedules on the golf course and off. My plan is to hopefully have another night at the T-Bones this summer at some point in time. The end of our year will once again feature our annual Employee tournament at a site to-be-determined. The Missouri Cup Challenge will be held at Old Kinderhook and Lake Valley. If anyone would like to host an event and I haven't contacted you yet

Continued on next page



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**Tournaments Report - cont.**

please feel free to get a hold of me. Hopefully in the next couple of weeks we will have the entire tournament schedule finalized for 2010 and will put it on our website. So continue to check back to our website at [www.hagcsa.org](http://www.hagcsa.org). I look forward to seeing everyone at these upcoming events. If you have any questions or comments feel free to call me or email me at [tod-dbohn@hotmail.com](mailto:tod-dbohn@hotmail.com).

# FUNCTION FORECAST

DATE	EVENT
March 29	Joint Meeting with KGCSA
April 15	North/South Cup
May 5	Media Day/Past Presidents' Event
June 14	S&R Tournament
August	Employee Tournament
October 4-5	MO Cup Challenge
November 1	Annual Meeting
December 3	Holiday Party
December 14-15	Common Ground Conference





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## THREE HAGCSA PAST PRESIDENTS HOLD CURRENT SEATS ON THE GCSAA BOARD OF DIRECTORS



Sanford Queen  
CGCS

**Sanford G. Queen, CGCS**, manager of golf operations for the City of Overland Park, Kan., was elected secretary/treasurer of the Golf Course Superintendents Association of America (GCSAA). Queen has been the manager of golf operations for the city of Overland Park since 1984. Previously, he served as superintendent for the city of Overland Park. A GCSAA member for 32 years, Queen is a member and past president of the Heart of America GCSA, a member of the Kansas Turfgrass Association and The First Tee of Greater Kansas City. He also serves on The Environmental Institute for Golf Board of Trustees. Queen will serve until 2011.

**William H. Maynard, CGCS** certified golf course superintendent (CGCS) at Milburn Golf and Country Club in Shawnee Mission, Kan., was elected to the GCSAA Board of Directors. The annual meeting was held in conjunction with the GCSAA Education Conference (Feb. 8-12) and Golf Industry Show (Feb. 10-11) in San Diego. Queen will serve until the 2011 annual meeting and election. Maynard will serve until 2012. Maynard has been the certified golf course superintendent at Milburn since 1999. Prior to that, he was the superintendent at Champion Hills Club in Henderson, N.C., and the Virginian Golf Club in Bristol, Va. He has served as a board member for both the Carolinas and Heart of America chapters, including service as president for the Heart of America GCSA. Maynard has served on a GCSAA national committee every year since 1999, and he is also a member of the Kansas Turfgrass Association. A native of Nashville Tenn., Maynard earned a B.A. in psychology from the University of Tennessee in 1986. Maynard will serve until 2012.



William Maynard,  
CGCS

**Patrick R. Finlen, CGCS**, director of golf course maintenance operations at The Olympic Club in San Francisco, was re-elected to another two-year term on the GCSAA Board of Directors. A Rockhurst College graduate, Finlen previously worked as superintendent at Quivira Lake and Country Club in Lake Quivira, Kan., and he is a past president of the Heart of America GCSA. Finlen hosts the 2012 U.S. Open at The Olympic Club.

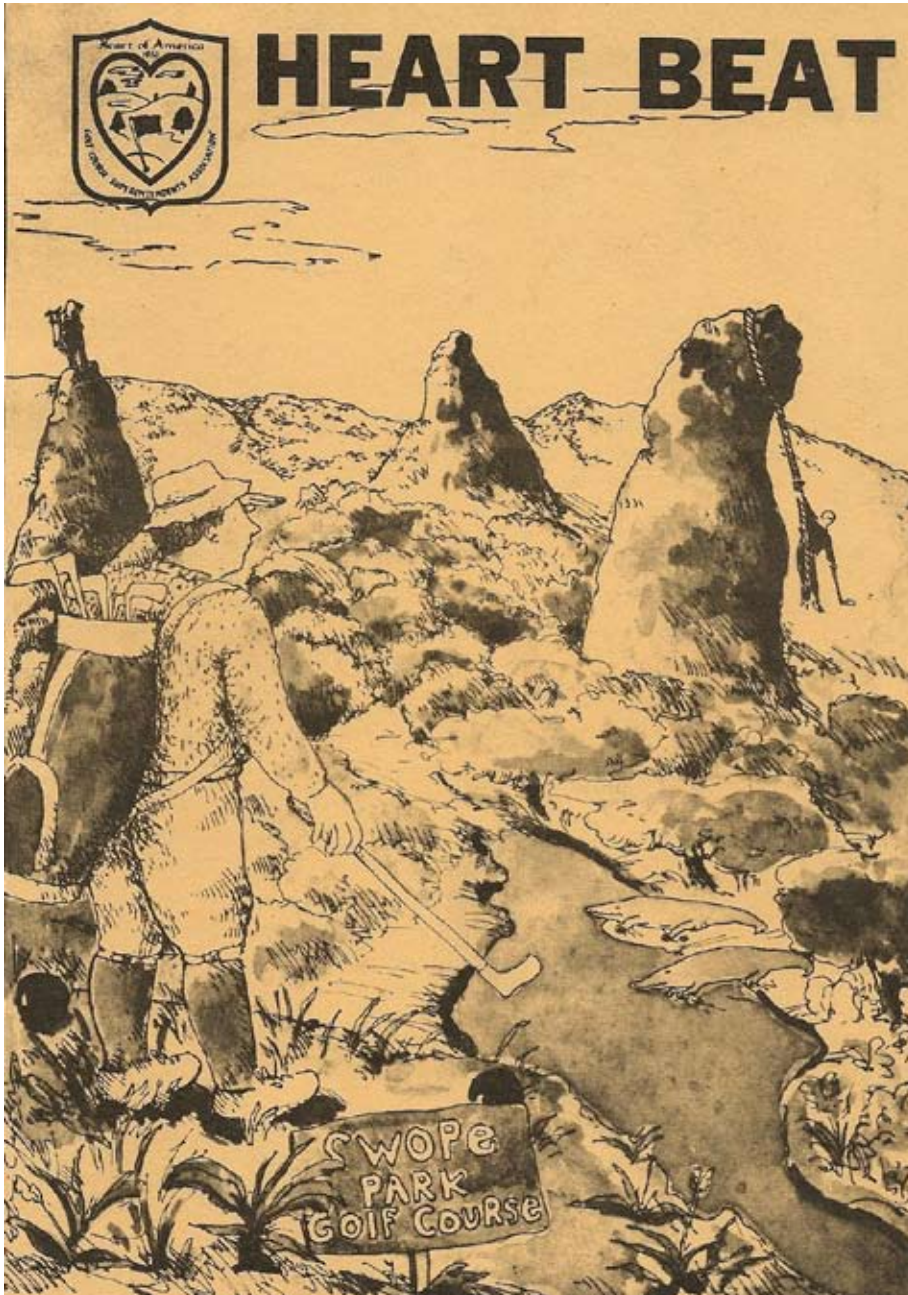
James R. Fitzroy, CGCS, director/superintendent at Wollaston Recreational Facility/Presidents Golf Club in North Quincy, Mass., was elected president. Robert M. Randquist, CGCS, director of golf course and grounds at Boca Rio Golf Club in Boca Raton, Fla., was elected vice president. Peter J. Grass, CGCS at Hilands Golf Club in Billings, Mont., Keith A. Ihms, CGCS at Country Club of Little Rock in Little Rock, Ark., and John J. O'Keefe, CGCS, director of golf course management at Preakness Hills Country Club in Wayne, N.J., remain on the board with one year remaining in their two-year director terms. Mark D. Kuhns, CGCS, director of grounds at Baltusrol Golf Club in Springfield, N.J., will serve on the board for one year as immediate past president. David S. Downing II, CGCS, Signature Golf Group president, retires from the board after serving the last year as immediate past president.

The GCSAA Education Conference continues to be a vital resource for the golf industry as approximately 4730 seats were filled for 99 seminars. Content for the seminars focused on the professional development of attendees,

**Continued on page 35**



# The Archives



***Is Swope Really This Hard?!***

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## SEEDS TO SUCCESS

By Scott Johnson, CGCS, Immediate Past President

We reap what we sow.... How many times have you come up with a great enhancement idea for your golf course or you found the perfect piece of equipment guaranteed to save you time and money only to have the idea or request shot down at first sight? After muttering under your breath for a while, have you taken the time to fully analyze why you were not successful in your quest?

Over my tenure of almost three decades in the business, I've had plenty of ego checks when I thought my brilliant ideas would be equally appreciated and readily accepted by my superiors. After all, they hired me because I know everything and I'm the expert! Well, after nursing many black eyes over the years and pondering each failure to win the crowd, I've developed a two step plan to put the odds for success in my favor.

First, long before any presentation requiring approval is made, I prepare a 5 Year Plan for the golf course. The plan covers course improvements and an equipment replacement schedule which is updated regularly. My plan is kept very fluid with yearly breakdowns. Components of the plan are a combination of ideas gleaned from golfers' input, my observations from daily course inspections, the golf professional's vision for the course and comments from the consulting golf course architect, if one is used. Once the plan is complete, I present the package to my Greens Committee. If nobody requests to see the document, I give it to them during my annual review. This tactic provides a nice conversation piece while demonstrating your commitment and forward thinking.

Next, a strategy to sell the idea is developed. My strategy starts with determining the project's completion date or the drop dead date to have the equipment in hand. With a known deadline, I work my time line backwards. Sometimes a course enhancement may require a year or two of planning the scope of work and networking with as many golfers as possible. Seeds are sown while you are networking. Commingling with your membership is critical to selling the idea, relieving anxieties and getting them to take ownership of the project. During the networking effort, you need to think like a golfer and answer the three main concerns: how does it affect my golf experience; how do you pay for it; and will it save money in the long run. When I have equipment requests, I plan three months time to take ownership. During the first month, I research the equipment, collect bids and introduce the equipment need to my greens committee as part of my monthly golf course report. I don't go overboard in the details with the particular piece of equipment as I "test the waters" and gather visual and verbal feedback. Of course, I re-emphasize to the committee that the equipment is part of a replacement schedule and it fits within our budget parameters. At month two, I present a written request with bids. Within the request, I submit a description, three to five "benefits to be gained," a life expectancy, a warranty notice and any trade-in value. My committee reviews the information, ask me a few questions and then they vote. If

*Continued on page 27*

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## Seeds to Success - cont.

approved, the purchase recommendation is carried to the finance committee the next week. At finance, I re-answer questions regarding bid comparisons, life expectancy, repair costs and the status of trade-ins. Fortunately, the finance committee sticks to their purpose and they only deals with whether the club has the means to pay for the request. Once approved by finance, I present the request to the nine Board of Directors, four of which sit on my committee. They meet the last Tuesday of each month. I make a small presentation and answer any concerns before they vote. If the vote is approved, I contact the vendor the following day. For equipment orders, I plan three to four weeks for the vendor to deliver the equipment which culminates the three month effort.

Regardless of the size of the project or the amount of equipment, I go through the same routine of gaining support long before a formal vote is cast. Most of the time, I know how the vote will turnout. Effective networking or properly sowing the seeds is crucial to gaining approval. Networking is a 24-7 business activity that you perform almost covertly.

As mentioned earlier, I have had my fair share of rejection despite a strong effort. A rejected course enhancement idea or equipment request may be of great value to the facility but not the highest priority at a particular moment. You can never assume, take anything for granted or take rejection personally. As the caretaker of the most valuable asset of your facility, you do your due diligence and let the chips fall as they may. Especially now with the

*Continued on next page*

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**Seeds to Success - cont.**

uncertainty of the Country's economic landscape and our stagnant golf industry, decision makers are usually juggling multiple needs with limited resources. As 2010 unfolds, each of us will need to operate with caution in regards to spending. But, I urge you to stay proactive, positive and keep sowing the seeds for your facilities success.





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<b>Common Ground Conference &amp; Trade Show</b> (page 4-5)		
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<b>Holiday Party</b> (page 7)		
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<b>Annual Meeting</b> (page 8)		
Title Sponsor	\$500	_____
<b>Bowling Event</b> (page 9)		
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<b>March Meeting (Joint Event with KGCSA)</b> (page 10)		
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Lunch Sponsor	\$100	_____
Hole Sponsor	\$50	_____
<b>April Meeting (North / South Cup)</b> (page 11)		
Title Sponsor	\$1,000	_____
Beverage Cart Sponsor	\$250	_____
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Hole Sponsor	\$50	_____
<b>May Meeting (Media Day / Past Presidents' Event)</b> (page 12)		
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Hole Sponsor	\$50	_____
<b>June Event (S&amp;R Tournament)</b> (page 13)		
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<b>August Event (Employee Tournament)</b> (page 14)		
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Food Sponsor	\$100	_____
Hole Sponsor	\$50	_____
<b>October Event (MO Cup Challenge)</b> (page 15)		
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# HEART HOLIDAY PARTY - 2009

## 2009 AWARD WINNERS

President, Doug Melchior, congratulates the following award winners at the 2009 Holiday Party.

Assist. Superintendent of the Year



**MATTHEW DELVENTHAL**  
Meadowbrook Country Club

Superintendent of the Year



**DARYL PEARSON**  
Stone Canyon Golf Club

Chester Mendenhall Award



**WOODY MORIARTY**  
Blue Hills Country Club



GCSAA Board of Directors  
attend the 2009 Holiday Party.

## MISSOURI CUP CHALLENGE REPORT

By Gary Breshears, Special Director &  
Ken Harding, Special Director

This year's Missouri Cup Challenge has been set for Oct. 4-5. It will be held at Lake Valley G.C. and Old Kinderhook G.C. again. We are starting to work with the courses on this year's event. If you have any thoughts or ideas on how to improve the event, please let us know.

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**Three HAGCSA Past Presidents - cont.**

including personal skills (finances, time management, quality of work/family life); leadership (teamwork, professionalism); communications (administration, management, scientific content, outreach); operations management (financial management, resource allocation, regulatory compliance); and resource utilization (staff, materials, equipment, golf course). More than 40 additional hours of panel discussions, sessions and forums that touched on such subjects as the nation's economy, diversity, media/public relations, environmental compliance, etc., were offered as well.

**Assistant Golf Course Superintendent - cont.**

**Experience:** At least two or more years in golf course maintenance operations.

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In 2009 I introduced Tony's Teasers, and it was such a hit I'm bringing it back for 2010 and offering more prize money and more winners. Bill Maynard, CGCS, was our 2009 winner of a \$250 Best Buy gift card. This year I will offer four (4) \$250 gift cards to increase your chances of winning. 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 to win, so everyone better get in the spirit of the season! All members in good standing are eligible to enter.

March's Teaser: Melancholy Turf

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

Hint: *Okay, I'm starting you out with an easy one, no hints required!*

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The Un-Comfort Zone

# THE BUCK STARTS HERE

By Robert Evans Wilson

Recently, I participated in a Murder Mystery weekend at a bed and breakfast lodge. Every guest was given a role to play. There were eight suspects - each of whom had one or more of the following: means, opportunity, and motive. Having the means and opportunity was very important, but having the right motivation was the key to solving the puzzle. We interviewed the suspects, collected clues, then presented who we thought was the killer and why. It was great fun, but I failed to figure out *who done it*. I was very logical and surmised that a suspect with a monetary motive was the one. But, it turned out to be one with the emotional motive of anger and revenge.



Nevertheless, money is a powerful motivator. It is the original carrot dangling from the stick.

My friend Bill, the computer wizard, told me years ago, "I always follow the money." Meaning that he would learn those computer skills that paid the best. I did the same thing in my early years as a writer. I found journalism fun, but advertising paid better. Subsequently, I pursued advertising work and honed my skills in motivating people to buy.

The exciting thing about money, or more specifically prosperity, is that it is a great equalizer. Prosperity has a way of eliminating envy, hatred and bigotry. Increased wealth makes people more tolerant and giving. The formula for

*Continued on page 39*

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# HEART HOSPITALITY SUITE

More than 80 members and guests attended the HAGCSA Hospitality Suite at the GCSAA Conference held in San Diego, California this past February. The association had a unique opportunity to have three past presidents run for the national GCSAA Board of Directors - Sandy Queen, CGCS, Pat Finlen, CGCS, and Bill Maynard, CGCS. Each were given the opportunity to speak to the members about their platform and status of where they stand on the election. Doug Melchior, President, also provided an overview of the upcoming year and introduced the Board. A special thanks to Kansas City Turf Supply for being our title sponsor. Your donation helped make this event possible.



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## ***The Un-Comfort Zone - cont.***

prosperity is simple – economic freedom plus property rights. In other words, minimal regulation and the right to keep what you earn.

Clearly, we all know that money is a reliable method for motivating people. But, if you ever want to discover the motivation behind an action that appears to be random, backtracking the money trail is frequently a good way to find it. For example, have you ever noticed one of your favorite products disappearing from the store where you buy it? It probably means that there were not enough customers for it and the store quit carrying it. If, however, you can't find it anywhere, then the lack of users is widespread and the manufacturer discontinued it.

Sometimes, however, the money trail is even longer, and more convoluted. I recall a hot summer day, back in the late 1980s, when, after mowing the lawn, I popped open an ice cold soda pop and drained it in one long gulp. Moments later I was on the floor with a painful spasm in my back. It lasted nearly half an hour, and when it was over I made an appointment with my doctor. It turned out I was allergic to the corn syrup in the soda.

"How could that be?" I'd drank thousands of sodas without having that reaction. What I learned was that up until that can of soda all the ones I'd drank before were made with sugar. So, I asked, "Why would they switch to corn syrup?" The answer was that the cost of sugar had gone up and they did not want to raise the price. "Why was sugar more expensive?" Because Congress placed a tariff on imported sugar. "Why did Congress do that?" Sugar growers in Florida asked them to because they did not want to compete with low-cost Caribbean sugar. "Why would Congress comply when it would raise prices on all products made with sugar?" Because the sugar growers donated lots of campaign money to a majority of the members of Congress. The trail ends, and the puzzle is solved.

It turns out that my favorite soda pop is still made with sugar in every county on the planet except the United States. One day I'm going to get a craving and drive a thousand miles to Mexico. Talk about motivation!

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# MEMBERSHIP APPLICATION

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

Name \_\_\_\_\_ GCSAA Membership #: \_\_\_\_\_  
 Club or Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City, State, Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
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Check here if you wish to receive your mailings at home.

### JOB INFORMATION: LIST CURRENT EMPLOYMENT FIRST

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

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

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

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

Print Name: \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_  
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**Please include Annual Membership Dues with Application (Term: January to December):**  
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## March Can Certainly Be Maddening



*Sniff Sniff* I smell it too! Another season is on the doorstep, ready whether we are or not. As I sit down to write my column, I can't help but reflect on the many seasons past and the messages I have tried to convey in that initial calm before each storm. I have reviewed some of the jewels written from March's past and have concluded that most, though apropos, had absolutely no redeeming values that might sooth your apprehensions nor calm any trepidations you may be experiencing as you prepare course and crew for the coming onslaught. Instead, let's review a few laws of nature and their ramifications that may impact you and your plans for 2010.

We all know about **Murphy's Law**. It states that anything that can go wrong, in all likelihood, probably will. Murphy was one pessimistic dude. Yet, often times, his law works to perfection. Murphy had another buddy in his little Joy Luck Club named Finagle who took the premise one step further by proclaiming that if and when it did go wrong, it would happen at the worst possible time. Thus, **Finagle's Law** was postulated. It seems to me, that this Finagle guy could have easily been an irrigation tech working for me at some point in the past.

**Segal's Law** states that a man with a watch knows what time it is. A man with two watches is never sure. It is quite apparent the Mr. Segal must have tried to irrigate his golf course with old mechanical satellites that kept time about as well as a sundial in a toad strangling gully washer. It may read 1:20 out on #2, but its 1:45 over at #15! *Good luck with those flow calculations.*

Another theory that I find useful is **Herblock's Law**. It argues that if it's good, they'll stop making it. This Herblock fellow must have been a Superintendent who loved his greens grade fertilizer that is no longer available or wanted to buy inexpensive vinclozolin in 2.5X2 cases instead of high quantity linkpacs to treat dollar spot on his greens.

I leave you with **Hanlan's Razor**. Superintendents by nature, tend to be slightly paranoid. Just ask your GM, Greens Chairman, Assistant or Club Pro. If you don't believe me, query your sales rep, friends or significant other. Many times we read more into situations or dilemmas than we should. Not everyone is out to get us though it seems so in the heat of battle. Hanlan explains that one should never attribute to malice that which can be adequately explained by stupidity. Don't invoke conspiracy as explanation when ignorance and incompetence will suffice, as conspiracy implies intelligence. In other words...s \_ \_ t happens and people aren't nearly as omnipotent as you might think! *Sniff Sniff* There it is again!

Good luck this season!

**Tony Bertels,**  
Editor

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## DATE

March 29

April 15

May 5

June 14

August

October 4-5

November 1

December 3

December 14-15

## EVENT

Joint Meeting with KGCSA

North/South Cup

Media Day/Past Presidents' Event

S&R Tournament

Employee Tournament

MO Cup Challenge

Annual Meeting

Holiday Party

Common Ground Conference



**HEARTBEAT • Tony Bertels, Editor**

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