



QUARTERLY PUBLICATION OF THE MICHIGAN GOLF COURSE SUPERINTENDENTS ASSOCIATION | SUMMER 2008

COURSEconditions

MiGCSA PLAYS A
FULL ROUND WITH THE
90TH PGA CHAMPIONSHIP
HOST SUPERINTENDENT,
STEVE COOK, CGCS, MG

THE BENEFITS OF
A REMODELING
MASTER PLAN

A GLANCE AT
THE GCSAA

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PRESIDENT'S PERSPECTIVE



JOHN FULLING

Dear MiGCSA Members and Friends,

I'm both excited and terrified to be sitting here writing this first president's message for our new magazine, *Course Conditions*. I'm excited because your new MiGCSA is thriving and doing great work around the state for you and I want to tell you about it. I'm terrified because I can't believe I'm writing the first article and it is daunting to say the very least!

Let me start by saying thank you to everyone of you who has joined the MiGCSA and are participating in meetings or on committees or just supporting the organization. You are the reason we are here. We are a member focused association which provides services, information and advocacy to you and for you. Thank you also to our industry partner members across the state who not only joined the MiGCSA and participates in the association events. You stepped up to financially support the association by participating in our Industry Partner Program through advertising and sponsorships of meeting and education events. We could not do what we do without you.

The MiGCSA is the realization of a long standing desire of Michigan's 4 (former) lower peninsula chapters to come together to better provide services, education and advocacy to their members throughout the state. Joining led to efficiencies in communication, education programming and administration. It also allows us to speak with one very powerful voice and has strengthened our partnerships throughout the state and the country. It makes us a huge market in the golf world. It enables us to work toward goals that we could not have achieved separately. For example, providing larger dollars for research and scholarships, having a well trained paid staff, having a person working for us on the legislative "Hill" to make sure all of our concerns are heard and addressed. The MiGCSA is the culture of every district within each district and the power of the third largest golf state in the country. Together we can achieve every goal we set!

Your board of directors is working very hard on setting those goals and pressing forward to make them happen. The board is made up of equal representation from each of the four districts, plus an assistant superintendent representative. Together they create policy and goals and procedures which are implemented through a great committee system and highly trained staff. Executive Director, Donn Eurich leads his staff of 14 and has done an outstanding job making our first year virtually trouble free. Donn has 30 years experience in the association management business and is a great source of information for us.

Advocacy was a common concern we heard from you as we developed the MiGCSA and as a result, is an important part of our mission. We now have Vanessa Crocetto, a veteran on the Michigan legislative hill, in the field and working on our behalf. Recently, Vanessa has been right in the middle of the new phosphorus legislation. She is at the table with our talking points and she is working to help create laws that are fair to us and our industry. We're really excited about this because we thought originally that it might be two to three years before we could achieve this goal. Vanessa catches everything as it drops, immediately contacts the board and takes our position right back into the discussions.

There are 2,000 copies of *Course Conditions* being distributed to golf courses throughout the state. We're reaching out to every golf facility, MiGCSA member or not. It's important to know that the MiGCSA is here and that we are a resource for you and your facility. If you're reading this and you're just now hearing about the MiGCSA, we hope we can get you to become a member. We have something for everyone. We have a great website, full of information and resources. We have great golf and education events throughout the state. We send out information via e-mail blast about events, legislation and agronomic issues. We are the resource for job referrals for the golf course maintenance industry. We have classified ads to sell your used equipment and we provide great access for vendors around the state so you can see the latest products and services available. All this for only \$75 per year! It really is an amazing value. Please feel free to call our office at anytime and inquire about membership or check out our website at www.MiGCSA.org.

In closing, I hope you enjoy this inaugural issue of *Course Conditions* and here's to a fabulous year in the golf industry.

JOHN FULLING, CGCS
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THE BIG DOG ON THE PORCH

MiGCSA EXECUTIVE DIRECTOR DONN EURICH

A friend of mine used to talk about why he always owned a big dog, and trained him to sleep on the family's porch all day and night. "There's nothing like a big dog to keep people from messing with you," he would state. "The minute that big dog disappears, people think they can take advantage."



As a golf course superintendent, your big dog is the Michigan Golf Course Superintendents Association (MiGCSA). Your management team in Lansing keeps a watchful eye on developments at the Capitol and within state agencies.

While the MiGCSA lobbying team plays an important role in protecting your interests, we would not be successful without the help of our member superintendents. Successful advocacy is a combination of political strategy, technical knowledge and relationships. MiGCSA relies on our member's expertise to bring credibility to our legislative positions, and to educate the legislature on our issues and how a particular bill can help or hurt the environment and golf course industry.

SNIFF OUT THE FACTS

Your willingness to get involved on key issues can make the difference between winning and losing. We encourage you to volunteer your time to work with our Director of Government Relations, Vanessa Crocetto. Contact her at the MiGCSA office and let her know you are available to testify on issues where your expertise can make a difference. Also, make sure you have supplied the MiGCSA office with your email address. We send out frequent email legislative updates, and these timely notices are the best way to stay current on what is happening at the Capitol. Your email is kept confidential, and is never used for any purpose other than MiGCSA communications.

MAN'S BEST FRIEND

Finally, the best way you can contribute to our advocacy efforts is to establish a relationship with your local legislators. Invite your state senator and representative to your course. Play a round of golf with them and show them how your course management techniques protect the environment, and how golf outings and tournaments add to the local economy and assist local charities. If possible, include the senior staff persons from those offices when you host a tour and round of golf. Staff are trusted advisors to elected officials, and wield considerable influence when briefing the senator or representative on how to vote on an issue. Your MiGCSA staff are available to assist you and help offer suggestions on planning that day. We can also provide position statements on issues of interest to the elected officials. Make the day 80% fun and 20% business, as your goal is to establish relationships.

Whether the issue is restrictions on phosphorus in fertilizers, pesticide use and reporting, water use restrictions or the impact of the new Michigan Business Tax on golf courses, your interests are protected and represented professionally. While MiGCSA will always be a trusted friend to our allies, our opponents may find it's best to let a sleeping dog lie.



LEGISLATIVE UPDATE

MiGCSA DIRECTOR OF ADVOCACY AND FUNDRAISING VANESSA CROCETTO

Below are summaries of issues currently under consideration. To see other issues under review, visit www.MiGCSA.org. For more information, call MiGCSA Director of Advocacy and Fundraising Vanessa Crocetto at 517-327-9207.

MiGCSA GETS INVOLVED: PHOSPHOROUS LEGISLATION

Currently, there is a set of bills in the State House of Representatives that could heavily impact Golf Course Superintendents across the state. House Bills 6115 and 6116 both call for regulating the use and sale of fertilizers containing phosphorous.

HB 6115 specifies application, storage, and local ordinance enforcement regulations of the fertilizer, while HB 6116 prohibits the display and sale of a lawn fertilizer containing above 0.5% phosphate.

The specifics of the bills are still being worked out, and as of now, both bills still reside in the House of Representatives and need to make it to passage in the State Senate before they can be signed into law by the governor.

In mid May, the House Committee on Agriculture heard testimony on the two bills. MiGCSA Board Member and Chapter Treasurer, Ron Dahlin, CGCS (Superintendent of The Meadows at Grand Valley State University), testified before the committee on behalf of Michigan Superintendents. Mr. Dahlin stressed the importance of the recognition of Superintendents as trained and educated professionals as well as exemplary environmental stewards.

The MiGCSA has met with several state legislators and is doing everything possible to make sure that its membership is adequately represented and that the interests of superintendents in Michigan are protected.

STATE BUDGET CRISIS

As the Michigan Legislature rapidly approaches their summer break, there is one thing on their minds: balancing the budget. Recently, state fiscal analysts have projected a budget deficit of \$393 million for the upcoming fiscal year. In comparison to last year's \$1.8 billion shortfall, the state seems to be in better condition. Nevertheless, \$393 million is still a lot of money for a state to come up short. It isn't exactly clear where the shortfall came from or who is to blame or if it was simply a bad estimate, but now the task at hand is how to fix it.

There are several different rumors circulating the capitol of how the deficit will be funded. One possibility is the decrease or elimination of the Earned Income Tax Credit for low income families, another is significant cuts from state departments, and of course there is the possibility of tax increases.

The governor's previously mentioned tax increases are unlikely to prevail in an election year. It is very unlikely that either chamber, regardless of party control, would be supportive of tax increases. Being a "yes" vote on a bill to raise taxes of almost any kind is really quite the nail in the proverbial coffin for anyone running for reelection.

No single solution can be confirmed at this time. The weeks ahead will be interesting to observe as decisions for reconciling the state's budget are made.

If you have any questions or comments regarding this, or any other legislative matter, please contact Vanessa Crocetto at 517-327-9207.

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UP AND DOWN

THE BENEFITS OF A REMODELING MASTER PLAN MONEY, TIME, AND EMOTIONAL TRAVAIL ARE ALL AT STAKE

BY RAYMOND HEARN, ASGCA

If you think good design is expensive, the old axiom has it, you have probably never suffered from bad design. It's true. Just as you would not set out on a cross-country trip without a map, devising a long-term approach to making your golf course the best it can be—in contrast to a series of ad hoc decisions to address problems as they arise, in piecemeal fashion—is invaluable. The long-range master plan is especially appropriate to golf course management because, like any dynamic entity, the golf course evolves over time. A well-conceived master plan is an excellent investment paying dividends in time, money, and headaches avoided.

This is true regardless of a golf course's overriding objectives, whether to attract outside play or simply to keep members happy; in other words, whether the course is private, resort, or public. Chances for the year-in and year-out success of the operation are immeasurably enhanced by a comprehensive long-range master plan. In this context, the fee for such a plan, prepared by a professional golf course architect and generally costing \$15,000 to \$35,000, is negligible. The benefits of a thoughtful and properly executed master plan are as follows:

- Provides a systematic procedure, a "road-map", for club/owner(s) to bring about change.
- Protects a course's original design integrity - particularly important on classical designs.
- Promotes good shot values on each hole and good variety on the course as whole.
- Identifies problems and proposes solutions to aspects of a course needing revision.

- Saves clubs/owners thousands, tens of thousands, even hundreds of thousands of dollars in construction and maintenance costs.
- Makes the most of a course's esthetic appeal.
- Increases a course's playability for golfers at all ability levels.
- Boosts rounds played and revenue on public venues, membership and morale in private clubs.
- Curtails unilateral or "unauthorized" design decisions by board members, greens committee members, stockholders, and others.
- Reduces tensions among club personnel that are often the product of such design decisions.
- Minimizes disruption of play by establishing efficient staging models for construction projects.
- Allows for ongoing adjustments to accommodate longer ball flights resulting from technological improvements in golf balls and clubs.

In my 20-year career as a golf course architect, I have seen nearly as many different problems arise from the lack of a long-range master plan as I have had clients without one. A common pattern, however, has been to designate the golf course superintendent the "fall guy" for failures of ill-considered course "improvements" instigated by board and committee members and/or owners who proceed without a professionally prepared master plan. Below are three cases describing travesties experienced by Clubs due to the absence of a comprehensive master plan to guide them.

CASE STUDY #1

"IF AT FIRST YOU DON'T SUCCEED, TRY THE SAME APPROACH ALL OVER AGAIN."

A well-known private Club in upstate New York (the name of which will remain confidential) called me in to create a long-range master plan only after a recurring incident had understandably become the source of irritation for the Club's president. Specifically, having deemed that the tee complex on a par 3 hole was too small and consequently suffered unacceptable turf deterioration, the Club had three times undertaken to rebuild it in a four-year period, to no avail, at a total cost of about \$75,000. Typically, the superintendent shouldered the blame, even though he had acted on instructions from a board member. (As Robert Trent Jones Jr. once famously pointed out: "There are as many course architects as there are golfers. Everyone is an architect in his Walter Mitty dreams.")

In the first attempt to correct the problem, the new tees, although larger, were terribly misaligned and had an uneven surface that retained excess water. Attempt number two corrected the alignment difficulties but in the process significantly reduced the surface area, thus compromising the original goal of the undertaking.



Two years later, the third attempt to fix these same tees proved worse than the first two: The tee mix became contaminated with this remodeling attempt and the result was a soggy teeing surface that never dried out to the desired consistency.

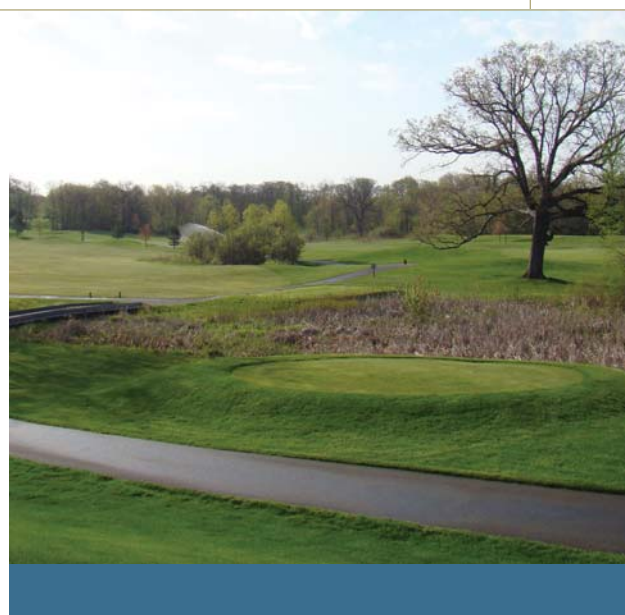
This teeing complex was just one of the difficulties—and impending difficulties—I addressed in my long-range master plan. As frequently happens, the immediate problem—in this case, just a teeing area that is not big enough—was tied to several other traffic and drainage issues that needed to be resolved simultaneously. The condition of the tee box was only symptomatic of the difficulties at work.

CASE STUDY #2

“WHY DIDN'T WE THINK OF THIS BEFORE WE STARTED CONSTRUCTION?”

The facts of this case study can be heartbreaking, but the sequence of events is by no means unprecedented. Again, as with the above example, this could have been prevented with a long-range master plan.

Continued on page 8



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UP AND DOWN

REMODELING MASTER PLAN

Continued from page 7

Here, a highly reputed public facility in the Midwest found it was losing rounds each year. Feedback from customers indicated that the course was perceived as a bit shopworn, particularly in relation to newer courses in the area that were eroding its market share. Management responded with a major initiative that included rebuilt tee boxes and a new irrigation system. Unfortunately, without oversight by a design professional and a master plan, these costly revisions were not money well spent. For one thing, the new tee boxes were both misaligned and petrified as a result of improper construction; what's more, their placement failed to capitalize on the chance to appeal to players of varying skill levels - a point they recognized when I later reviewed the revisions and recommended that the tees be redone.

More dire was the inadequacy of the new irrigation system, built at a cost of some \$750,000, much of which had to be dug up and reinstalled for reasons that would have been evident in light of a master plan. Specifically, these included the relocation or reconfiguration of green complexes, bunkers, and fairways, both to improve

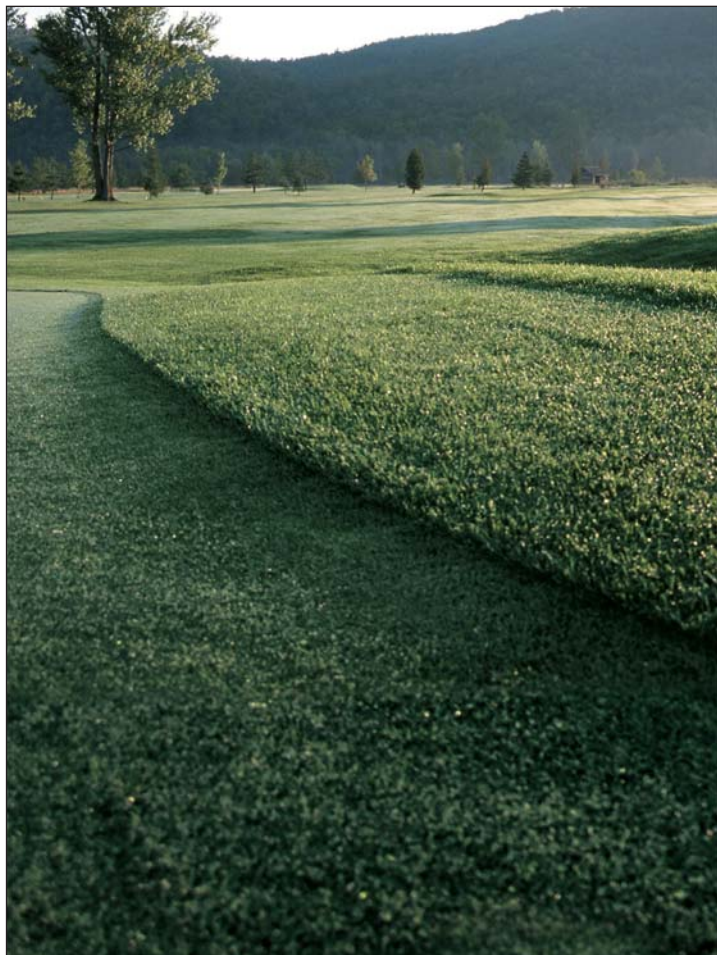
the course's strategic quality and to promote healthy turfgrass. In turn, my master plan included a tree plan that not only facilitated routine maintenance but improved the golf experience by eliminating excessively tight playing corridors and obstructed views of such course features as landing areas, bunkers, and even greens.

Their comment was, "Wow, we should have hired you in the first place so that improvements could have been better planned." All told, poorly planned and/or constructed alterations to the course cost roughly \$225,000 to redo correctly - an emphatic argument for a professionally prepared long-range master plan.

CASE STUDY #3

"OUR BUNKERS SIMPLY DON'T WORK."

Focusing on a popular resort on the East Coast for which I am currently preparing a long-range master plan, this is an object lesson in such a plan's usefulness to order priorities for course improvements. It began with a board member's dissatisfaction with the condition of the sand in the course's bunkers. He therefore instructed the superintendent to remove all the existing sand and replace it with an expensive variety that had to be trucked to the site. Once again, this was done despite the expressed misgivings



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of the superintendent, who judged the deficiency was a consequence of the bunkers' subsurface drainage system rather than the sand itself.

One year later, I was commissioned to improve shot values and strategic intrigue on a hole-by-hole basis. With these goals in mind, the Club agreed to a comprehensive master plan for the entire golf course. And one of my first and most important findings was that the positioning of bunkers was, almost without exception, obsolete - not really surprising, since the original design dated to 1960, before the advent of longer balls and clubs. Thus, the bunker placements had become largely decorative and no longer strategic. The board member who had authorized the superfluous replacement of the sand is no longer at the resort; regrettably, neither is the \$215,000 required to complete the job.

Bunkers and tee boxes have now been arranged so that the course is as enjoyable a golfing challenge in 2006 as when it opened in 1960. Still, a little consideration of the facility's long-term objectives—surely improved golf club and ball technology already existed two years prior, when the sand was replaced—would have gone a long way.

Superintendents often ask me if their course needs a master plan. My answer is simply, if you plan on making any changes or improvements to the golf course—or you even think this is a possibility, and it virtually always is—then you need a master plan. To reiterate, good design is comparatively inexpensive.

Construction—especially redundant construction—is expensive work. But the benefits of a long-range master plan are many and money is only part of the equation. A master-plan document is a significant tool for the golf course superintendent in making sure that everyone at the club is “on the same page” in terms of future improvements to the golf course. It's money in the bank from both a fiscal and a diplomatic point of view.

In order to ensure the master plan is the best that it can be, contact a practicing golf course architect and secure a price to complete such a study. You and your Club will be glad you did. True, the future is ultimately unpredictable, but there is much to be said for thinking past the present, not to mention doing it right the first time.

The author, Raymond Hearn (ray@rhgd.com), is a practicing golf course architect and a member of the American Society of Golf Course Architects. His office is located in Holland, Michigan.

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A FULL ROUND

STEVE COOK

Steve Cook, CGCS, MG is the Superintendent at Oakland Hills Country Club in Bloomfield Hills. In his time there he has overseen two major championships at one of the most historic clubs in the country, the 2002 U.S. Amateur and the 2004 Ryder Cup. Steve started his turf career at the University of Illinois with a B.S. of Horticulture in 1983. His first job was as an assistant at Quincy C.C. and moved to Sugar Creek C.C. one year later. He started his Superintendent career at Medinah C.C. on the #1 and #3 courses in 1986. In 1990 Steve traveled to work at Golf de Joyenval in Chambourcy, France. After two years overseas he returned to the United States to take the superintendent position at Wakonda Club in Iowa. And in 1997 he was offered the Golf Course Manager position at Oakland Hills. He is now preparing for his third major event, the 2008 PGA Championship.

Steve lives with his wife Robin of 14 years and their dog Sadie in Metro Detroit. After the last day of the 2004 Ryder Cup, the South Course Superintendent at the time Jeff Frentz, CGCS, put it best when addressing the staff and volunteers and talking about Oakland Hills and Steve Cook. Frentz stated, "Most of us came here because it is Oakland Hills and after working here are glad we had the opportunity to work for and learn from Steve Cook."



SOUTH NINE

1. WHEN DID YOU BEGIN PREPARATIONS FOR THE PGA? WHAT WILL THE TOTAL STAFF SIZE BE FOR THE PGA WITH VOLUNTEERS?

We began preparation for the PGA Championship in 1999. For the event our total staff will be 110.

2. WHAT ARE THE DIFFERENCES IN PREPARATION BETWEEN THE U.S. AMATEUR, RYDER CUP, AND PGA CHAMPIONSHIP?

The US Am does not have the same level of spectators as the Ryder or the PGA, so from that aspect there is less damage to the golf course.

The Ryder Cup was unique because all of the tee-times were close together, so everyone arrives and leaves at the same time. The entire infrastructure was adjusted to accommodate this: width of roadways and gates etc. The time of year is easier to grow grass and achieve higher green speeds.

The main difficulty with the PGA is the time of year and the heat associated with the first week of August.

3. IF ONLY ONE PESTICIDE WERE AVAILABLE ON THE MARKET, WHAT WOULD YOU HAVE IN YOUR TANK?

Chlorothalonil

4. WHAT IS YOUR FAVORITE GOLF COURSE THAT YOU HAVE PLAYED?

Crystal Downs in Frankfort, Michigan

5. WHAT IS YOUR OPINION ABOUT THE AUGUSTA SYNDROME?

I think it has been great for superintendents and their standard of living. It has made course conditioning the focal point... for better or worse... of most of the major tournaments.

6. WHAT IS YOUR FAVORITE PART OF HOSTING A MAJOR EVENT?

Working with my staff and all the volunteers.

7. WHAT IS YOUR BIGGEST ASSET FOR PREPARING AND HOSTING THESE MAJOR TOURNAMENTS?

A great staff, a supportive membership... and an understanding spouse.

8. WHAT ONE PIECE OF ADVICE WOULD YOU GIVE TO A NEW SUPERINTENDENT?

Hire people who are better than you.

9. WHO IS YOUR FAVORITE TOURING PROFESSIONAL?

Zach Johnson

NORTH NINE

10. WHAT GOLF COURSE WOULD YOU LOVE TO EXPERIENCE ONCE IN YOUR LIFETIME?

Pebble Beach.

11. DR. BEARD, DR. REIKE OR DR. VARGAS?

I will always have a great deal of respect for Dr. Reike because he was the first to call me and welcome me to Michigan ... before I had even started. He is a symbol of integrity that all of us should aspire to emulate. Nice guys do indeed finish first.

12. NAME ANY THREE PEOPLE WHO WOULD MAKE UP YOUR "DREAM SCRAMBLE TEAM"

Bill Murray, Cosmo Kramer & Peter Jacobsen.

13. WHAT ARE YOUR EXPECTATIONS FROM THE MICHIGAN GOLF COURSE SUPERINTENDENTS ASSOCIATION?

Break the paradigm of current association thinking. Involve youth. Promote the image of the superintendent.

14. HOW DID YOU BECOME INVOLVED IN THE GOLF BUSINESS?

I was studying Forestry at the University of Illinois, when I got a summer job on a golf course in Champaign, Illinois, and well, here I am.

15. COLD BEER, FINE WINE OR MIXED DRINK?

St. Emilion, preferably vintage 1989 or 1990.

16. WHO MAKES YOU LAUGH THE MOST ON YOUR CREW?

Ron Angle, one of our 'seasoned' workers who has a very direct and dry sense of humor.

17. HOW WOULD YOU LIKE TO BE REMEMBERED 100 YEARS FROM NOW?

As someone who cared about other people.

18. WHAT IS THE BIGGEST ISSUE FACING SUPERINTENDENTS TODAY?

Speed of the game. It's too slow and that diminishes the popularity of the game.

PLAYOFF HOLES

19. WHAT RESEARCH WOULD YOU LIKE TO SEE ACCOMPLISHED FOR TURFGRASS MANAGEMENT?

Turfgrass cultivars requiring less maintenance.

20. WHAT DO YOU SEE FOR THE NEXT GENERATION OF SUPERINTENDENTS?

A need to speak Spanish. Fewer, more qualified superintendents overall and higher salaries.

21. WHAT IS THE MOST DIFFICULT PART OF YOUR JOB? WHAT IS THE EASIEST PART OF YOUR JOB?

The most difficult part of my job would be hiring staff and the easiest would be turfgrass management.



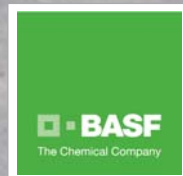


THANK YOU

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SUPPORT THE COMPANIES
THAT SUPPORT YOUR ASSOCIATION



UNDER THE HOOD

NICK POLESHUK

Nick Poleshuk is the Equipment Technician at Gaylord Country Club which is a semi-private club and is one of Northern Michigan's oldest golf clubs. Paul Holmes is the superintendent. Nick is a self taught equipment technician with almost 25 years working in the golf industry. He is from the Detroit area but currently resides in Boyne City with wife. He also has two children.

WHAT ONE PIECE OF ADVICE WOULD YOU GIVE TO YOUR SUPERINTENDENT?

Have patience.

HOW MANY MEMBERS DO YOU HAVE ON YOUR GOLF COURSE MAINTENANCE STAFF?

8

HOW DID YOU BECOME INVOLVED IN THE GOLF BUSINESS?

Brother-in-Law was a superintendent and I helped him out one year.

WHAT IS THE BIGGEST ISSUE FACING EQUIPMENT MANAGERS TODAY?

Buying new equipment.

WHAT IS THE MOST VALUABLE THING YOU HAVE LEARNED IN THE GOLF COURSE EQUIPMENT MANAGEMENT PROFESSION?

Keep up on the maintenance and do more preventative maintenance.

WHAT PERCENTAGE OF YOUR TIME IS DEVOTED TO NON-EQUIPMENT RELATED TASKS?

Typically I spend around 20 hours a week working on non-equipment related tasks around the course.

WHAT IS YOUR OPINION OF THE ROLE OF AN ASSISTANT SUPERINTENDENT?

The assistant superintendent should be focused on learning from the superintendent and helping manage the crew.

WHAT DO YOU BELIEVE THE BIGGEST ISSUE WILL BE IN THE FUTURE?

I think the biggest issue that the next generation is going to have to face is the transition from gas to electric. This is going to bring about some major changes for equipment technicians.

WOULD YOU RATHER BE ON A PONTOON BOAT WITH FRIENDS, CANOEING WITH YOUR SPOUSE OR INTER-TUBING BY YOURSELF?

Canoeing with my spouse.



THE GCSAA—SERVING MEMBERS

BY STEVE RANDALL- GCSAA CHAPTER LIAISON

The Golf Course Superintendents Association has a simple philosophy to serve its members through its chapters.

With 101 chapters, the GCSAA has an important role: To provide service and communicate the benefits and offerings of GCSAA membership.

At the chapter level, there are many issues that pertain to your region. There may be concerns with legal matters such as water rights, differences in climate that may bring prolonged heat stress or excessive rainfall, or agronomics such as your turfgrasses being subject to a particular disease. Perhaps your chapter members have an interest in career services?

Where can you turn to for help? Look no further than the GCSAA.

Let's take an approach of being interactive and engaged. We can start from the beginning of any superintendent's career.

Remember your days in school studying turfgrass science, or taking general classes to receive your degree? Back then, did you realize your local chapter was in existence? Did you realize that you could have worked with that local chapter and the GCSAA to find job postings or receive critiquing advice for your résumé and cover letter? In addition, Career Services and the Employee Referral Service (ERS) at GCSAA can help you search for a quality individual to add to your staff, or assist you in moving forward with your career.

Let's say you have been in the profession for a few years. Have you taken advantage of the educational opportunities provided by GCSAA? We are talking over 200 educational offerings, up to 100 conference seminars, various regional seminars, on-line programs and web cast sessions. These educational opportunities are designed to give you and your chapter a competitive edge.

If so, excellent! As a superintendent, you have utilized the GCSAA to find a position and now you've honed in on continuing your



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education. But suddenly, what if you heard the government will introduce legislation affecting pesticide use in your area... where to turn?

Not only can you call GCSAA to inquire about such information, but you can utilize our website - www.gcsaa.org - to access the Legislative Action Center to track bills across your region or nationwide, and even post comments in regard to the possible banning of products. The LAC can be found by visiting: <http://www.gcsaa.org/resources/advocacy/capwiztutorial/capwiztutorial.asp>.

Noting the web site, there is nearly endless information at your fingertips. Did you know that 95% of GCSAA members join because of educational opportunities offered by GCSAA? The GCSAA is using internet technology through the use of web casts to cover information important to you, and at the convenience of your computer! GCSAA's search engine **FREE!** allows you to quickly navigate the website. Whether you are looking for information on issues related to superintendents, or within the golf industry as a whole, **FREE!** will help you find the answer to your questions. Everyone can take advantage of these services!

Outreach has been a major component to GCSAA and its chapters, two components of that are evident.

In 2007, 1.2 million dollars was dedicated to television, print and various marketing efforts. In 2008, \$1.35 million has been dedicated to the cause. The Golf Channel is a major vehicle, showcasing GCSAA advertisements during weekday PGA Tour event coverage. In addition, the GCSAA is working with the LPGA Tour to promote consistent playing conditions week-to-week. Ultimately, enhancing the member is a focus.

Field Staff has also been established.

Currently, two field staff members, also referred to as chapter liaisons, were implemented in 2006. Field staff works directly with chapters on everything from strategic planning, membership retention and development, communication initiatives, to building relationships with student chapters and allied organizations.

Chapters are looking to improve membership recruitment and retention, and most importantly to engage their members, which is at the forefront of GCSAA initiatives. The GCSAA Board of Directors and staff are committed to improve chapter effectiveness and to work for you - the chapters and its members—to help you get the most out of your membership.

Golf Course Management magazine is noted as the most respected publication in the industry. Recently a feature titled GCM's "Ask the Experts" was developed to address specific questions you may have on maintaining a quality facility. This interactive web-based feature allows you to ask industry experts questions pertaining to topics ranging from aerification and mowers to herbicides and fertilization.

Chapter communications and your chapter newsletter are important outlets to disseminate information. There are various chapter resources available at GCSAA, including our monthly e-newsletter "Chapter Connection" to keep chapter leaders abreast on topics and issues relevant to association operations. Better yet, the Chapter Resources website

—www.gcsaa.org/chapters/—was recently redesigned so that chapter leaders will have all the necessary resources and tips to effectively manage your chapter.

Typically, superintendents are the most highly educated person employed at a golf facility. As such, you are usually responsible for the area of highest budget and the primary source of revenue—the golf course! The golf course ultimately drives funds for the pro shop, golf cars, driving range and food and beverage.

Remember, as a superintendent, you are directly related to the success of the facility. In a study of avid and influential golfers, 88% of those asked would rather play a course that is not as challenging, but was in very good condition. Moreover, golfers were nearly twice as likely to want "better course conditioning" over "better architecture and layout" as an incentive to pay 25% more in green fees. The impression customers have on the condition of the golf course likely determines whether customers will return, or if they will tell their friends about your course.

The GCSAA is a valuable ally. From beginning your tenure as a superintendent through your progression in the profession, GCSAA strives to enhance the image of the superintendent. GCSAA provides resources to meet your needs, and to further your professional and educational development. As you work through the Professional Development Initiative (PDI), your effort at maintaining your status as a superintendent strengthens the profession. You are the main contact in offering patrons at your course an enjoyable experience. And as noted, the condition of the golf course is an essential revenue generator for your employer.

You serve an important purpose. Your job is one that wears many hats. Remember, the GCSAA is here for you. Give us a call today at 1-800-472-7878, we would love the opportunity to serve you.

GCSAA AT A GLANCE

Location:	Lawrence, KS
Members:	20,000 across 75 countries
Chapters:	101
GCSAA Mission:	The GCSAA is dedicated to serving its members, advancing their profession, and enhancing the enjoyment, growth and vitality of the game of golf.
GCSAA Staff:	120 individuals working in areas from membership services, education, technological and brand marketing.

CONTACT INFORMATION:

Phone number:	1-800-472-7878
Web Site:	www.gcsaa.org

THE BETTER HALF

TAVIS HORTON

Tavis Horton is an Assistant Superintendent at Birmingham Country Club with 18 years of golf course experience, including 8 years as an Assistant Superintendent. Tavis' devotion to golf course management, industry participation and ongoing education continues to grow, as he mentors under Brad Anderson, CGCS at Birmingham Country Club. If you would like to learn more about Tavis and his commitment to the industry, please visit his personal website at www.tavishorton.com.

HOW HAVE YOU GIVEN BACK TO YOUR PROFESSION?

My commitment to our profession started back in 1999 when I volunteered to be part of The Big Event Golf Committee. Today, I am the longest serving member of this committee and this year's co-chair. Since 1999, I have committed myself to giving back to our profession through a series of other committee involvements such as the Michigan Special Olympics, Golf Association of Michigan and the Michigan Turf Foundation Silent Auction. I am one of the founding members of the Class 'C' Advisory Committee which has become the Assistant Committee. My commitment to our profession in Michigan has recently led to my involvement at the national level by becoming a member of the Assistant Task Group through the GCSAA.

HOW DID YOU BECOME INVOLVED IN THE GOLF BUSINESS?

It all started back in 1984 when my Dad bought me my first set of clubs at the age of 14. A nine-hole golf course just opened up in my hometown in Northern Ontario. My days as a junior golfer led to a summer job on the golf course. During my college days, I worked at one of Canada's best golf courses, Westmount Golf & Country Club in Kitchener, Ontario as a seasonal worker and it was then that I was truly exposed to the turfgrass side of our industry and realized that this is what I wanted to do.

WHAT ARE YOUR EXPECTATIONS FROM THE MICHIGAN GOLF COURSE SUPERINTENDENTS ASSOCIATION?

My expectation is in understanding that the future success of the MiGCSA depends on the development of the today's assistants. There is a great opportunity to demonstrate to an assistant the value of being a member of the MiGCSA today, as they will be the leaders of tomorrow.

WHAT IS THE MOST VALUABLE THING YOU HAVE LEARNED IN THE GOLF COURSE MANAGEMENT PROFESSION?

Integrity and professionalism; these two things will follow you throughout your career no matter where you go. I have learned that whenever you have a tough choice to make that you can never go wrong by taking the high road.

WHAT DO YOU DO IN YOUR SPARE TIME?

What spare time? Those who know me, know that I am a busy person. I spend my spare time with Chantelle and our two daughters Julia (6) and Cassidy (2). My wife has a long honey-do-list that never seems to end and my two daughters are active with swim and dance classes. In the evenings after



dinner we try and go bike riding. This summer I'm looking forward to taking my oldest out to the golf course and teaching her how to golf now that Santa gave her a set of clubs.

WHO IS THE GREATEST INFLUENCE ON YOUR PERSONAL LIFE?

My wife, Chantelle. That old saying: "Behind every man there is a woman," well in my case she has been at my side and has been a great influence in my personal and professional life. Chantelle is successful in her career and at home with the girls which inspires me to do the same. I couldn't have accomplished what I have if not for my wife. She has supported me in everything I have done, including all the time and effort I have put into building a professional website and attending golf related committees. She is that special someone behind the scenes that never lets me forget how to be a good husband, friend and father.

WHAT IS YOUR FAVORITE NON-GOLF SPORT?

Hockey! Not just watching but playing. I am a goalie and have been playing hockey since I was 5 years old. I am currently playing in a competitive 30 and over men's league from September through March every year.

WHAT IS YOUR FAVORITE GOLF HOLE THAT YOU HAVE PLAYED?

The 1st hole at Birmingham Country Club. The elevation of the 1st tee is beautiful. You get this perfect snapshot of the 1st, 18th, 2nd and 3rd holes all at once. What better way to start of your game then at the 1st tee looking over the landscape of Birmingham Country Club.

WHAT IS THE TOUGHEST GOLF COURSE YOU HAVE PLAYED?

I would have to say **B**land Hills Country Club (South Course). I remember my first time playing at **B** CC, I was full of confidence after shooting par on the first three holes and then my game went from good to bad. I guess that's why they nickname the South Course 'The Monster.'



IN THE ROUGH

WHY BUILD A WEBSITE?

BY TAVIS HORTON

I learned to build a website through an introductory programming course at my local library. After building a simple website for my hockey team, it occurred to me that a professional website may be a useful tool for my career. The crucial insight came only after I read an article in one of our professional magazines that pointed out the benefits of websites. After some online investigation, I came to find that a few industry professionals had created professional websites. I reached out to a few of them personally to understand their experience and ask for any advice they could offer me.

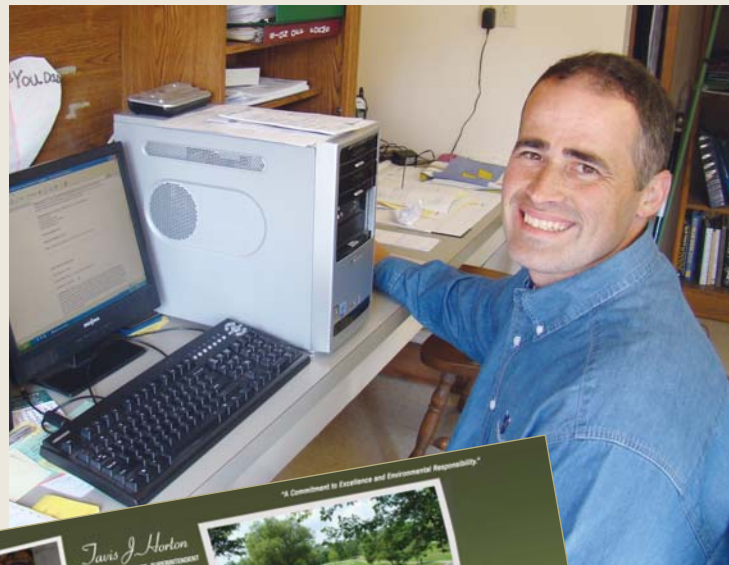
I determined and believed that this was an investment in my future that I wanted to make. It would provide a unique opportunity to organize my career portfolio and help prepare myself for the next stage of my career in a very demanding and competitive environment. Your website could be the item in your cover letter that distinguishes you from your peers. A professional website allows potential employers to see your resume in a way that paper can't portray. It can describe your job experiences through visual exposure and your communication skills through samples of your written work (e.g. articles).

I decided that I would take a more professional approach to this website than building it myself. I searched the internet looking over other websites to piece together what I envisioned for mine. I found a website designer that would take my ideas and help me make it a reality. This approach worked for me but I would suggest exploring your own options. There are many website building programs available to purchase or utilize online - most of them are free. A professional looking website can be built for as little as \$700. It all depends on what you are looking for when it comes to your website. Explore your options and see what best fits your time and budget.

Creating a good website requires time and effort. A good website is not about graphics and a fancy layout, it is about the high quality content. High quality content is information that many people are likely to find useful. At the very minimum, I strongly suggest getting a domain name until such time you build a website. A domain name is simply www.yourname.com and can be purchased for as little as \$10 a year.

Overall, I truly believe that today websites are playing an increasingly important role in our careers. Individuals and employers will depend on them in make hiring decisions. People who have invested time and effort in creating interesting websites will have a distinct advantage in their ability to get themselves out there and expose their capabilities in a unique way.

If you have any questions, please feel free to contact me through my website. I would be happy to answer your questions.



www.tavishorton.com

2008

CALENDAR OF EVENTS

AUGUST

Monday, August 25

Wolf from Classic &
Superintendents Championship

Tuesday, August 26

A-Ga-Ming Golf Resort:
MiGCSA Golf Day, 1 p.m. Shotgun

SEPTEMBER

Monday, Sept. 8

Buck's Run: MiGCSA Fundraiser

Monday, Sept. 15

The Emerald: MiGCSA State
Championship, 11 a.m. Shotgun

Tuesday, Sept. 22

Egypt Valley Country Club:
MiGCSA Fundraiser

Visit www.MiGCSA.org for more details!

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MiGCSA EVENTS



MiGCSA Secretary Ron Dahlin, Kevin Breuker, President John Fulling on the steps of the Capitol Building in Lansing for Ag Day 2008.



MiGCSA President John Fulling, Executive Director Donn Eurich, Randy Hahn, from the MTF Board, and Secretary Ron Dahlin, sharing information at Ag Day 2008.



Northern Mini Conference hosted at Treetops Resort in Gaylord, Michigan offering education opportunities a year long.



The Mini Conference had a great turnout despite the snow and chilly weather.



Members of the Scholarship Committee; Greg Pattinson, Scott Pulaski, and Kirk Carls, present awards at the GLTE to the 2008 MiGCSA Scholarship winners Jared Milner and Paul Giordano.



MiGCSA Inaugural Party at the GLTE. Steve Hammon, Vice President; Steve Randall, GCSAA; Dan Bissonette, Past President; Hannas Combost, GCSAA; John Fulling, President; and Ron Dahlin, Secretary.



Mike Jones with the Can-Am trophy at Cattails Golf Club.

Greg Nichols from Sand Trapper explains some new drainage technology at the Bunker 360 Seminar.



The players of the 2008 Can-Am Golf Tournament.



Paul Albanese of Albanese & Lutzke speaks at Bunkers 360 at the Kalamazoo Country Club.



MiGCSA offers year round educational opportunities of every aspect of the golf industry.

GREEN SIDE UP

TEAMWORK AND COOPERATION PROVIDE POSITIVE RESULTS

The business of golf is not easy. In fact, the golf business is more difficult today than perhaps ever before. In order for facilities to succeed in this type of environment, everyone at the facility must work together as a team to provide the best possible experience for the customer. This customer may be a member, a daily fee player, or an outside group utilizing the course for a day. No matter what type of customer we are talking about, the desired result is that they leave your facility wanting to return and, better yet, wanting to tell someone else what a great experience they had at your facility.

As an association which conducts a busy tournament schedule and a junior tour, the Michigan PGA has the privilege of working with numerous golf facilities each year. We try and encourage advance communication between our staff, golf course superintendent and host PGA Professional to ensure a smooth on-site experience. I have been very impressed with the level of expertise and cooperation we have received from the golf course superintendents at our host venues.

In many cases, we find that it is a normal weekly occurrence for the PGA Professional and golf course superintendent to meet over coffee or lunch and discuss the weekly event schedule, special activities, or scheduled course maintenance projects. Both individuals are vital to the golf operation and can help one another by being informed and knowledgeable of each others activities.

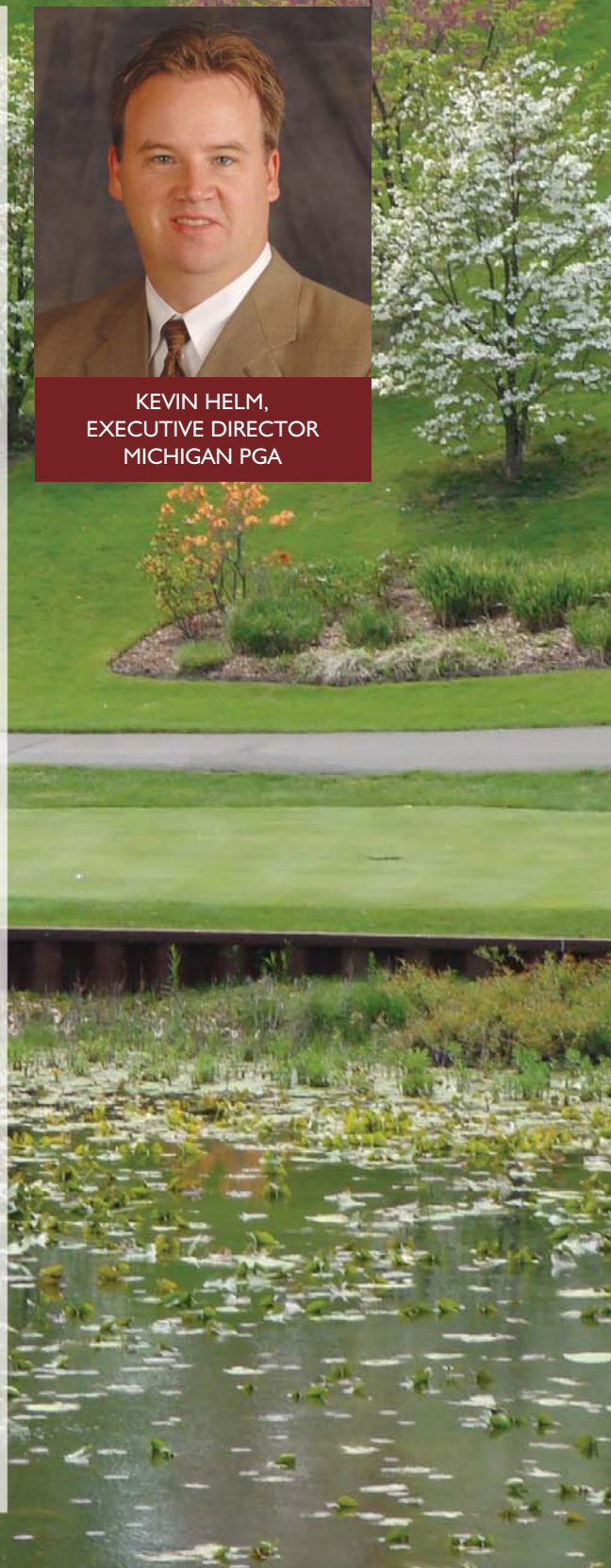
The PGA Professional is in a position to see members or customers on a daily basis and can help explain why aerification is necessary or why some other type of golf course maintenance is taking place at that particular time. Likewise, the golf course superintendent and his staff are vital to hosting a successful outing by setting up the golf course tees properly for the event and by having the golf course and practice areas prepared for the shotgun or tee-time schedule being utilized. Both of these examples help produce successful events and satisfied customers, but are only possible with good communication.

In closing, I want to express my sincere appreciation for all you do as individuals and as an organization to help make playing the game enjoyable for everyone. Continue to reach out and work with your PGA Professional to help make your golf operation the best it can be. I look forward to seeing many of you as we visit your facilities and I wish you all the best for a successful 2008 golf season.

Sincerely,
**KEVIN HELM, EXECUTIVE DIRECTOR
MICHIGAN PGA**



**KEVIN HELM,
EXECUTIVE DIRECTOR
MICHIGAN PGA**



MI GCSA SCHOLARSHIP COMMITTEE

The MiGCSA Scholarship Committee is happy to announce the 2008 scholarship applications are now available. These scholarship applications are for students studying or planning to study in a field unrelated to golf course management or students which fall outside the scope of eligibility for the regular turfgrass scholarship. Each District has its own scholarship funds and applications. The deadlines also vary by District. All applications are now available online at www.migcsa.org. If you have any questions please contact Rebecca Holloway, Scholarship Committee Staff Liaison.

All applications are to be returned to:
Michigan Golf Course Superintendents Association
Attn: Rebecca Holloway
3225 W. St. Joseph, Lansing, MI 48917
Phone: (517) 327-9207, Fax: (517) 321-0495

Good luck to all the applicants!!

GRAND RAPIDS AREA SUPERINTENDENT RENEWS PROFESSIONAL CERTIFICATION

Alan C. Bathum, GCSAA certified golf course superintendent at Cascade Hills Country Club, Grand Rapids, Mich., has completed the renewal process for maintaining his status as a Certified Golf Course Superintendent (CGCS) with the Golf Course Superintendents Association of America (GCSAA).

Bathum has been at Cascade Hills Country Club since 1992. A 21 year GCSAA member, he initially achieved his certification in 1998. Approximately 2,000 golf course superintendents worldwide currently hold "CGCS" status.

DETROIT AREA SUPERINTENDENT RENEWS PROFESSIONAL CERTIFICATION

Matthew D. Kraemer, GCSAA certified golf course superintendent at Pine Tree Golf Club, Rochester Hill, Mich., has completed the renewal process for maintaining his status as a Certified Golf Course Superintendent (CGCS) with the Golf Course Superintendents Association of America (GCSAA).

Kraemer has been at Pine Tree Golf Club since 1999. A 15 year GCSAA member, he initially achieved his certification in 2004. Approximately 2,000 golf course superintendents worldwide currently hold "CGCS" status.

GCSAA was among the first associations to institute a professional certification program, establishing its program in 1971 to recognize outstanding and progressive superintendents. In 2005, GCSAA completed a restructuring of its certification program in order to

raise the level of documented professionalism through comprehensive continuing education. The restructured program was recognized by the National Certification Commission as "one of the most extensive and comprehensive certification programs for any professional."

EAST TAWAS SUPERINTENDENT RECEIVES ENVIRONMENTAL CERTIFICATION

David J. Little, GCSAA certified golf course superintendent at Red Hawk Golf Club, Inc., East Tawas, Michigan, has earned an environmental management specialist certificate from the Golf Course Superintendents Association of America (GCSAA) for completing a specialization program in Habitat Development and Management. With the completion of Habitat Development and Management, Little has completed all six of the specializations in the GCSAA Environmental Management Program.

GCSAA is addressing the environmental impact of golf course management and the increasingly complex training needs of golf course superintendents by offering specialized training through its Environmental Management Program (EMP). GCSAA's EMP consists of six specialized certification programs: Integrated Pest Management; Habitat Development and Management; Employee Safety and Right-To-Know; Water Quality and Application; Golf Course Development; and Storage, Disposal and Recycling.

GCSAA in conjunction with Audubon International developed the Habitat Development and Management specialization to recognize members who participate in programs that help plan, develop and manage habitat areas on their golf courses. Participants must have achieved Audubon Sanctuary certification at their course and/or complete an approved GCSAA Action Learning project related to habitat development or have completed an approved Habitat Management Program.

Golf course superintendents may choose to complete one or more of the EMP specializations, each of which is composed of a series of relevant continuing education seminars. The program is open to all golf course management professionals seeking further environmental training and expertise.

The superintendent who successfully completes the required coursework in a specialization receives a certificate and special recognition from GCSAA. In addition, the superintendent who earns this valuable credential demonstrates a personal commitment to preserve and protect the environment.

Since its inception in 1993, more than 160 participants have completed nearly 350 specializations. Over 30 participants have completed the entire program and more than half have completed at least two specialization areas.





2008 MEMBERSHIP APPLICATION AND DUES STATEMENT

MICHIGAN GOLF COURSE SUPERINTENDENTS ASSOCIATION

3225 West St. Joseph
Lansing, MI 48917
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Fax: (517)321-0495
www.MiGCSA.org

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☐ Work

DISTRICT:

- ☐ Greater Detroit
☐ Mid
☐ Northern
☐ Western

MEMBER SINCE:

PREFERRED COMMUNICATION:

- ☐ E-Mail
☐ Fax
☐ Postal

WILL YOU VOLUNTEER FOR A COMMITTEE?

- ☐ Yes
☐ No

TYPE OF OPERATION:

- ☐ Private
☐ Public
☐ Municipality

NUMBER OF GOLF HOLES MAINTAINED:

NAME

CGCS: ☐ Yes ☐ No

GCSAA Member #

HOME ADDRESS

CITY

STATE

POSTAL CODE

HOME PHONE

CELL PHONE

SPOUSE

COMPANY

TITLE OF POSITION

COMPANY ADDRESS

CITY

STATE

POSTAL CODE

WORK PHONE

FAX

EMAIL

WEBSITE

PLEASE SELECT THE APPROPRIATE MEMBER CLASS:

All membership categories will be reviewed by the Membership Committee and approved by the Board of Directors. If needed, check web site for the Detailed Definitions of the following Classes according to our By-Laws.

www.migcsa.org

- | | | |
|---------------------------------|--------------------------------------|--|
| <input type="radio"/> Class AA | Life Member | = \$0 |
| <input type="radio"/> Class A | Golf Course Superintendent | = \$75 |
| <input type="radio"/> Class SM | Superintendent Member | = \$75 |
| <input type="radio"/> Class C | Assistant Golf Course Superintendent | = \$50 |
| <input type="radio"/> Class D | Equipment Technician | = \$50 |
| <input type="radio"/> Class AFF | Affiliate | = \$75 |
| <input type="radio"/> Class H | Honorary | = \$0 |
| <input type="radio"/> Class E | Educator | = \$0 |
| <input type="radio"/> Class SA | Student /Associate | = \$25 (Student or employee that doesn't fit a listed class) |
| <input type="radio"/> Class I | Inactive | = Will be set by the Board per Individual Case |
| <input type="radio"/> Class R | Retired | = \$37.50 |
| <input type="radio"/> Class FM | Facility Membership | = Will be set by the Board per Individual Case |

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 Gray Snow Mold Greenbriar Honeysuckle Hop Clover Johnsongrass Kikuyugrass Kud
 Lawn Burweed Leaf Spot Lespedeza Melting Out Morningglory Mustard Pink Thistle Necrotic F
 Pennsylvania Smartweed Pink Patch Pink Snow Mold Plantain Poison Ivy Powdery Mi
 Pythium Blight Ragweed Rapid Blight Red Thread Rust Ryegrass Signalgrass
 Summer Patch Take-All Patch Thistle Torpedograss Velvetleaf Wild Mustard Woolly Cu
 Yellow Nutsedge Annual Bluegrass Annual Sedges Annual Spurge Anthracnose Bahiag
 Bindweed Blackberry Brown Patch Canada Thistle Clover Common Purslane Corticum
 Crabgrass Cudweed Dayflower Dead Spot Dallisgrass Dandelion Dollarweed Evening P
 Gray Leaf Spot Kudzu Large Patch Lawn Burweed Leaf Spot Lespedeza Melting Out Morningglory Mu
 Necrotic Ring Spot Pennsylvania Smartweed Pink Patch Pink Snow Mold Plantain Pois
 Puncturevine Pythium Blight Ragweed Rapid Blight Red Thread Rust Ryegrass Signalg
 Summer Patch Take-All Patch Thistle Torpedograss Velvetleaf Wild Mustard Woolly Cu
 Yellow Nutsedge Annual Bluegrass Annual Sedges Annual Spurge Anthracnose Bahiag
 Bindweed Blackberry Brown Patch Canada Thistle Clover Common Purslane Corticum
 Crabgrass Cudweed Dayflower Dead Spot Dallisgrass Dandelion Dollarweed Evening P



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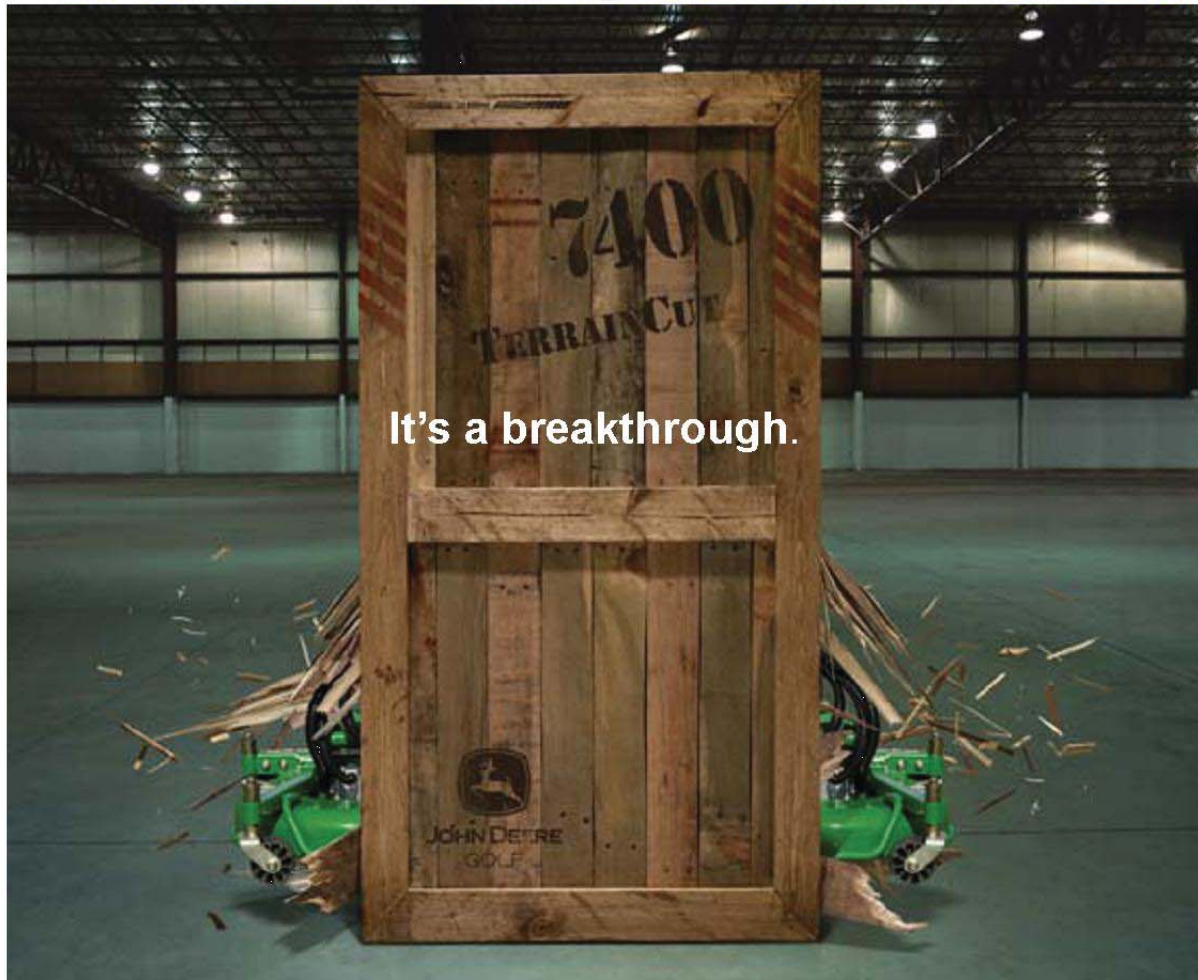
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