

THE GREENERSIDE

Vol. 7 No. 4

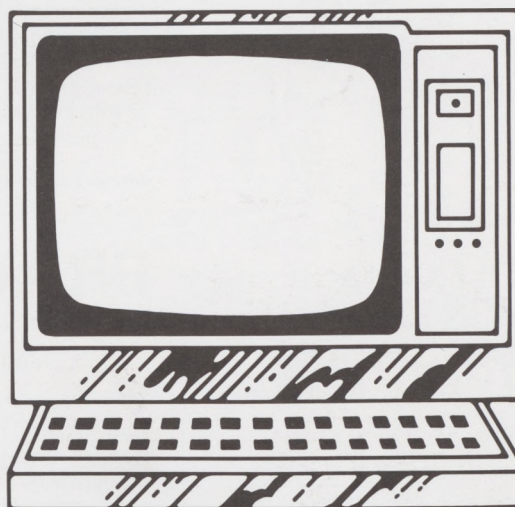
July — August 1984

Computers in Golf Course Management

Computers as management tools are rapidly emerging in all industries; the golf course is no exception. Computer manufacturers and the professional software firms have recognized a tremendous potential in the golf course industry. The reasons for this potential are similar to the needs of other industries, in that to make sound business decisions on a timely basis any businessman must have the information presented in a logical timely fashion. The "seat of the pants" and "gut feel" decision processes are obsolete and quickly becoming unacceptable to the business community. Hence, a management tool to assist the course manager (superintendent) is necessary, and that tool is a computer with quality software application programs.

Since computer equipment costs have recently become extremely affordable, the course manager has an excellent opportunity to automate his manual accounting systems.

Like every businessman the course manager is faced with increasing accountability. Owners, committee members, board of directors, golfers, employees, and the government are all holding the manager accountable for their actions and business decisions. Adding to the increasing accountability are the rising cost of labor, maintenance, materials, equipment, taxes, supplies and utilities; all of which fall under the responsibility of the course manager. Much of the success of the manager's responses is a result of keeping accurate records. Without them, it is nearly impossible to stay abreast of the occurrences in his club or course. The ability to track and coordinate all of these costs items is becoming increasingly difficult, which makes accounting of records more critical to the successful manager. Adding the situation presented by tighter budgets, restricted cash flow, and dynamic industry changes makes the importance of good sound accounting and timely management reporting not only essential but vital to the survival of any



course manager. Computers with quality industry related software programs can become an integral part of the manager's day to day business.

Course Manager's Challenge

Making sound business decisions in a timely fashion, staying abreast of industry updates and changes, and (of course) maintaining course standards are challenges in themselves. However, the course manager must also successfully manage the 5M's: Men, Machines, Materials, Money and Mother Earth. You are promoted, demoted, hired or fired on the basis of how well you manage Mother

Continued on page 4

Dates to Remember

August 29, 1984

GCSANJ Monthly Meeting, Copper Hill Country Club, Flemington, N.J. John Fenwick, Host

September 21, 1984

Seventh Annual GCSANJ Invitational Championship. Canoe Brook Country Club, Summit, N.J. Skip Cameron, Host

September 27, 1984

Annual TPC Day, Peace Pipe Golf Club, Denville, N.J. Ernie and Buddy Rizzio, Hosts

October 2, 1984

GCSANJ Field Day, Rutgers University, New Brunswick, N.J.

October 2, 1984

Sixth Annual Met Area Superintendent Associations Team Championship, Wilmington Country Club, Montchanin, Delaware. Dave Kroll, CGCS, Host

December 3-6, 1984

New Jersey Turf Expo, Resorts International, Atlantic City, N.J.

December 11-14, 1984

Pennsylvania Turfgrass Conference and Trade Show, Hershey, Pennsylvania

GREENER SIDE DEADLINE

Issue No. 5
September 1, 1984

the GREENER SIDE

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You Must Earn Respect

I would like to take this opportunity to discuss the high degree of professionalism which members of our association are developing.

It is quite obvious at our monthly meetings by the comments that are made by people outside our profession, not only has the general condition of golf courses improved, but the regard in which the superintendent is held has also improved. There were always a few superintendents and a few courses that were standards for the industry. This is not for the exceptional few anymore, but has become a fact at most of our golf courses.

Superintendents are becoming more

President's Message

Bob Dickison
CGCS



involved on the club level, more active in their community, and thusly becoming more respected for it. The more we become involved, the more people will understand and appreciate our profession.

On a professional basis we, as an organization, have become more involved on a national and regional level. Our improved respect has also come from our involvement on a state level with the State Golf Association and the New Jersey PGA.

For us to gain the respect and understanding that all of us wish, we, as a group, have to give respect and become involved.

BRAVO U.S.G.A.

Although the recently completed U.S. Open Championship had some small problems, it seems, from this viewpoint, to have been the USGA's most successful Open to date. Sure they had traffic problems early in the week, and sure rain delayed play for a short period of time, but those situations were dealt with and controlled without much difficulty.

The very positive notes were the condition and playability of the course, the two very personable players who entered into a playoff for the championship and, in my opinion, the USGA itself.

Without question Sherwood Moore and Bob Alonzi (Winged Foot's Co-Supers) had their course in absolutely super condition. The greens were perfect and, although not as hard and fast as the previous Open, most players were hard-pressed to find any flaws. I had the opportunity to visit Winged Foot early in the week and I don't know that I have ever seen better, tighter fairways. Most courses would be satisfied to have tees as good as those fairways were during the championship. The rough was much shorter than earlier Opens but at Winged Foot trees come into play so often missing a fairway by just a few feet usually left little or no chance of recovery. All in all, the course was very fair.

A writer could not have developed a better plot with more appropriate characters than Fuzzy Zoeller and Greg Norman, two of the most personable players on the PGA tour, going head to head in an 18-hole playoff. And although Fuzzy

From the Editor's Desk



had the upper hand, it certainly did not diminish the enthusiasm they brought to Westchester County's most prominent course the week of June 14. People who enjoy people really had to like these two guys. They not only played for themselves, they played for the crowds and their TV audience. Bravo to two of the best. The PGA needs many more like them.

Now we come to what I really feel was the most noticeably improved part of the U.S. Open. The U.S.G.A. or, more appropriately, the lack of the U.S.G.A. In the past, U.S.G.A. officials stuck out like brown spots on a green. You always knew who they were. If it was 95 degrees, they were the folks with long-sleeved shirts, ties and jackets on. Everybody had an arm band and generally (before Bill Campbell) never smiled. It made it really tough to associate with those people.

Well now, thanks to common sense and guidance from folks like Bill Campbell, Frank Hannigan and John Morris, the U.S.G.A. and its officials do associate with most golfers, not just a chosen few. I think they have turned a corner and realize the

GCSAA On-Site at the U.S. Open

WINGED FOOT GOLF CLUB, Mamaroneck, N.Y. — Large numbers of golf course superintendents from around the country attended the 1984 U.S. Open. Included among them were James W. Timmerman of Orchard Lake Country club, Michigan, President of the 6,000-member strong Golf Course Superintendents Association of America (GCSAA); Donald E. Hearn of Weston Golf Club, Massachusetts, a GCSAA Director; Frank Lamphier of Aspetuck Valley Country Club, Connecticut; and Frank Bevelacqua of Blue Hill Golf Club, New York, to mention a few.

All of these golf course management experts agreed that Winged Foot was in excellent condition.

What does a golf course superintendent do when visiting a national championship hosted by another golf course?

Often, visiting superintendents are recruited to help with the tournament or to lend advice to a colleague. Most commonly, these visits become extremely valuable educational experiences.

"Visiting an Open championship is an invaluable resource for superintendents," Timmerman explained. "Not unlike the challenges placed upon the contestants to identify who is the best golfer in the United States, the Open is also the ultimate proving ground of our profession's capabilities.

"Literally every aspect of managing a golf course is stressed and strained beyond the limit for the U.S. Open. It is because of this stretching of our limitations that golf courses and playing conditions everywhere have improved so tremendously over the past 20 or so years. We, who manage the nation's golf courses, flock to major championships because of our desire to stay current on the technology of our profession. The Open represents the 'cutting edge' of this technology.

The USGA recognizes the contributions we have made to advancing golf and the obvious educational opportunity we have by attending the championships. That's why the USGA provides the members of our Association complimentary guest passes for all their national championships."

And this is no better exemplified than by Frank Bevilacqua who volunteered to assist in setting the pin placements Saturday morning. "I just wanted to give a little back to golf," Bevilacqua said, "and where else could I learn so much."

EDITOR'S DESK

Continued from page 2

future of the game we all love is in the encouragement of all players. Public and private alike have something to get and, more appropriately, to give, to keep golf the game of tradition and leadership.

I personally take my hat off and salute the U.S.G.A. for their direction. There is certainly strength in numbers and recognizing and associating with all in the golf community is a goal worth attaining.

Ask: Willet Wilt



This month's column is dedicated to Willet Wilt's list of the most distinctive and sometimes extinctive golf holes in New Jersey, the Garden State. Willet is considered to be the foremost golf course reporter in the state with the weakest possible credentials. His requested list of fabulous golf holes is as follows:

Mazdabrook G.C., Parsippany, N.J. — The par five 682 yard seventh hole now must be played over ten lanes of east and west bound Route 80. The big hitters should try to carry the first two island dividers which would only leave about 220 yards to clear the express lanes. This is a tremendous hole for the big hitter.

prevailing winds behind you. There is a slight drawback on this hole, since you have to pay a toll to get to the green, but if you get the receipt they will reimburse you at the pro shop.

Valley View G.C., Hanover, N.J. — The par 3, 104 yard first hole: this hole is now located on the campus of the Nabisco Brands World Headquarters. One must enter the main lobby to get to where the tee used to be. Even though it is a very short par three, the golfer must use a long iron in order to get the ball through the plate glass picture window that is between him and the green.

These holes may not be the most



Broadacres G.C., Bloomfield, N.J. — The par four 410 yard second hole: if you look carefully you will be able to see that the right shoulder of the south bound Garden State Parkway is its fairway. The hole is deceptively tough since the golfer is forced to lay up with his drive short of the toll booths. Only try to clear the booth if you have the

scenic in our state, but they are definitely the most exciting and challenging. If you would be interested in playing the Willet Wilt Athletic Association Golf Tournament on these three holes, get in contact with Ken Kubik. It will be limited to the first forty-four persons, since we will need a bus to get to all these holes.

Computers in Golf Course Management — Continued from page 1

Earth. If not properly controlled and allocated, they may be your demise. Good control of them can make your management tasks and decisions vastly easier.

Where Computers Fit

It may surprise you as a course manager that there are software programs designed and available today to assist you in keeping solid accounting records and producing beneficial managerial reports. The following course manager industry software is available on the market today:

—**Labor Hours Accounting** is a series of programs to track the employees time by course-area-function performed. Assists the manager in manpower planning, employee utilization, work schedules and equipment buying decisions.

Properly programmed it can assist the manager in determining potential areas on the course, equipment, and employees.

—**Vehicle Maintenance Scheduling and Costing** can assist the manager in developing productive cost saving preventive maintenance schedules, identifying logical replacement of equipment, and aiding in renting vs. buying equipment decisions.

—**Inventory Control** can help reduce expending costs, and lower premium prices on out-of-stock situations by providing the manager with reports showing current below minimum stocking levels.

—**Budget Tracking and Status** will aid the manager in budget planning, identifying budget over-runs, and projecting budgets. Can be critical in planning and status decisions.

—**Diary Logging and Retrieval** can keep the manager abreast of upcoming pertinent events such as golf outings, work schedules, and projects. Can aid the manager in tracking absenteeism, tardiness, and injury occurrences.

—**Computerized Irrigation Management** can assist the manager in planning logical, timely watering to increase course effect as well as maximizing water and energy usage.

—**Word Processing** can help the manager with correspondence and proposal preparation. The professional image is becoming more important to the manager; word processing can effectively enhance the manager's communication ability.

—**General Accounting**, such as accounts receivable, payroll, general ledger, and accounts payable are readily available from many sources throughout the country.

Other applications available in the near future range from energy management to disease forecasting and diagnosis.

Let's Put in Perspective

If one was to take a close look at the golf course operation he would probably see many similarities to a manufacturer. Consider: the course manager's main function is to manufacture a quality product (the golf course) to be sold to

produce revenue and profits. The golf

course has other product lines such as food, beverages, banquets, lessons, pro shop products, cart fees, green fees, etc. All of these other products are secondary to the golf course itself. Membership dues, initiation fees, and minimums are all predicated upon and proceed in relation to the quality of the course, the main offering. All of these secondary products will fluctuate sales in direct proportion to the quality and condition of the main product - the course. If a course is in terrible condition, the adverse effect on membership, the amount of play, and food service sales is obvious.

The course manager is the course's vice-president of manufacturing. He is controlling and managing the main product line. He should have available all the necessary equipment and tools to insure the quality and deliverability of the product.

Think of what you are attempting to successfully orchestrate. Most courses are worth \$1,000,000 plus, equipment assets or more than half that value, inventory valued at thousands, irrigation systems worth hundreds of thousands, operating budgets of hundreds of thousands. Not to mention the employees. You may be amazed that many of the board and committee members you deal with don't manage these kind of numbers, and may themselves be astounded at these figures.

To put in another perspective, there are approximately 14 million companies in the U.S.A., of which 12 million have annual sales of less than \$250,000 and assets under \$200,000. This being the case, the course manager's operation fits in the top 15 percent in the country. These 12 million small businesses in the country are the companies that are presently purchasing and implementing computers in their operations to stay abreast and maximize their dollars.

Information

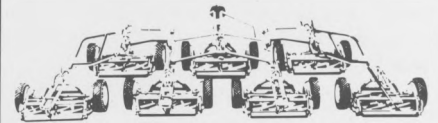
What is the importance of information? Why post and track it? Why spend time with it? I never had to before, why now? These are some of the first questions the course manager asks himself when the thought of a computer comes to mind. Valid, factual, logical information can be the foundation of successful management.

Information can be a friend or an enemy. In the human body, pain is initially perceived as an enemy. However, pain is your friend. It warns you that something is wrong and needs attention. If ignored, it will then become your enemy.

Information is similar in the business climate. It can warn you, advise you and assist you if needed. Well organized and properly gathered information, which can be analyzed becomes an invaluable resource for decision making. If overlooked or ignored, it can be the beginning of your undoing.

Continued on page 5

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Marty Futyma

Chip Smith

Dave Smith

Continued from page 4

Your owners, board members and committee members are managing companies which deal in hard facts. Hard facts are created through sound record keeping. They are not fabricated or estimated. They are the actual result of what has happened. When employees purchase new equipment, management wants to know and understand why this purchase is necessary. The statement "from my years of experience we need" will no longer suffice in business.

Competition in the Golf Industry

It is generally accepted that there is only friendly competition in the golf industry. That we are, in effect, a sort of brotherhood of professionals attempting to produce a quality product for the consumer. Obviously, though, the bottom line is that the best course will have the best play. And the best play will generate the best revenue, which will generate the most operating income. Without being abrasive or trying to start territorial battles, the bottom line is this -- the best product will win. That's the course manager's challenge. Every course manager desires to offer the best course in his geographical area. The ego is important; however, the results of increasing revenue, play and membership are critical. All subsequent budgets, purchases, and headcounts will be decided by your results.

The golf industry is and most likely will continue to be an industry which transfers and shares information among its professionals. Nonetheless, a leading edge should never be overlooked. Computers, with the information presentation they can produce, can be that leading edge. To collect, analyze, produce, and present information in a decision making format may be the fine line between the good and the best course in the area. People tend to migrate to the best. And that migration will increase revenue, membership and play. Fears

How much time will it take? The computer is a good idea but we (committee, board, owners), want you to be on the course . . .

The most ironic aspect of course management is that the more you're required to manage, the less time you have to devote to your specialty. Conversely, the more time you devote to your specialty, the less time you have to manage . . .

The fear of spending too much time on paperwork crosses every person's mind. The apprehensions of not being on the course every day and minute instills primal fear in the manager and his bosses. But consider the time and energy that's being consumed already in the requirements of bookkeeping. Ask yourself and business associates a couple of these questions: If they are in sales management, how much time do they spend with customers as compared to when they were salesmen? Or a manufacturing plant manager; how much time does he spend on the shop floor, as opposed to when he was a foreman? If he is an accounting manager, how much time does he spend doing accounting for his company or clients?



Marc J. DeYonker is the President of Associated Computer Consultants, Inc., Royal Oak, Michigan. Marc's company has developed software programs for the golf course maintenance operation. The GC-SANJ is presently trying to arrange a seminar run by Marc for the winter of 1984-85. If we do get the seminar on our schedule, don't miss it. I personally guarantee you will not be dissatisfied.

Job descriptions and performances change as demands change. You should not be expected to perform all of the daily tasks you were once required to, since your job has changed considerably. Spending one to two hours per day managing your business concerns will not adversely affect your performance, but rather enhance it. Analyzing what has occurred will always assist you in your preparations for what may happen. Your importance to the course is realized in the overall success of the course, not the individual effect you have by raking traps, mowing, etc.

Tools of the Trade

Every manager, owner, board-committee member and employee can readily understand the necessity of providing tools to increase productivity and insure quality performance. Would any course manager in the country consider hand mowing of fairways? Fertilizing by hand? Your predecessors did, to produce the best course care that the technology of the era would permit. Times change. A manager today couldn't utilize those same procedures and stay competitive. But the same manager still practices the manual method of accounting. Why? Because it's secure and familiar, even though it's inefficient.

A computer with industry related software is the course manager's **powertool** for accounting. You mow fairways with tractors and gang mowers to increase efficiency and quality. Shouldn't you also consider automation for the accounting of valuable information?

Oregon Certified Blue Tags Mean Money for GCSANJ Research Fund

Lesco, Inc., in cooperation with Turf Seed, Inc., is redeeming Oregon Certified Blue Tags from selected turf seed varieties. Each variety has a designated point value. Each point is worth 50 cents. The purpose of the Oregon Blue Tag promotion is to boost the recognition and desirability of Oregon Certified Seed. It is also a great way to gain funding for turf research.

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CHIP SHOTS

Effective July 9th, Gregg Hutch will leave the Terre Company and join Bell Labs in Holmdel as Grounds Operations Supervisor. Good luck in your new position, Gregg.

Gene Tarulli was recently in the hospital undergoing an operation. Hope you're feeling better soon, Gene!

Al Rathjens of Raritan Valley C.C. has set the new groundhog capture record. He has caught 31 of the little pests since April 1. Al plans to run a clinic on the capturing of groundhogs in December.

Jerry and Judy Schoonmaker became the proud parents of a baby girl, Lindsey Leigh, on May 30, 1984.

Steve Chirip of Lebanon Chemical and his wife Joann are proud parents of Danielle Lynn, 7 pounds 4 ounces as of July 10th.

Joann Ward has been retained as the new golf course superintendent at Morris County Park Systems' Sunset Valley Golf Course. Joann was formerly Dave Brubaker's Assistant Golf Course Superintendent at Americana Resort.

"Way to Go, Angelo!"

Congratulations to Angelo Petraglia on his recent victory in the New Jersey State Golf Association's Mid-Amateur Championship. Ang disposed of a very talented field the week of May 15-18 at Montclair G.C. He played six matches with two being won on the 19th hole and, as Ang suggests, "Lady Luck was certainly on my side." Ironically, Angelo's opponent in the finals was Paul Samanchick, Green Chairman of North Jersey C.C.

I have had the pleasure of playing with Paul in a recent Ike Tournament qualifying and he probably thought all green supers played like I did. I am sure Ang changed his mind!

NEEDED!

Used Otis Truckster parts, especially rear end. Please call Les Stout at Somerset Hills Country Club, (201) 766-2307 if you have some available.

"In this day and age, a golf course superintendent has to be an educated scientist, agronomist, an economist and a good people manager.

"If you put all this together with a love for a piece of earth, then you've got a good golf course superintendent."

TOM WATSON



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4 DOWN 2 TO GO

Fat Chance

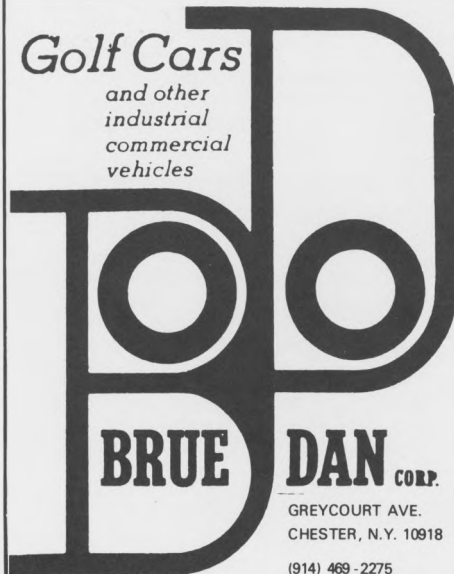
I do not have to be a sage
To know I'll never shoot my age,
But what scares me from toe to pate,
Is that someday I'll shoot my weight.
— Dick Emmons

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ME

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From me you get food, clothing, shelter, and such luxuries as you can enjoy.

If you want me too badly enough, I will get you a 12-cylinder automobile and a home on Park Avenue.

But I am exacting . . .

I am a jealous mistress, yet sometimes you seem hardly to notice me at all.

In fact, you make slighting remarks about me at times and neglect me.

Considering the fact that you need me, not only for the material things of life but the spiritual as well, I wonder that you neglect me as you do.

Suppose that I should get away from you?

Your happiness would flee, for a time at least, your friends would worry and your bank account would dwindle.

So, after all, I'm pretty important to you. Cherish me, take good care of me, and I promise that I will take good care of you.

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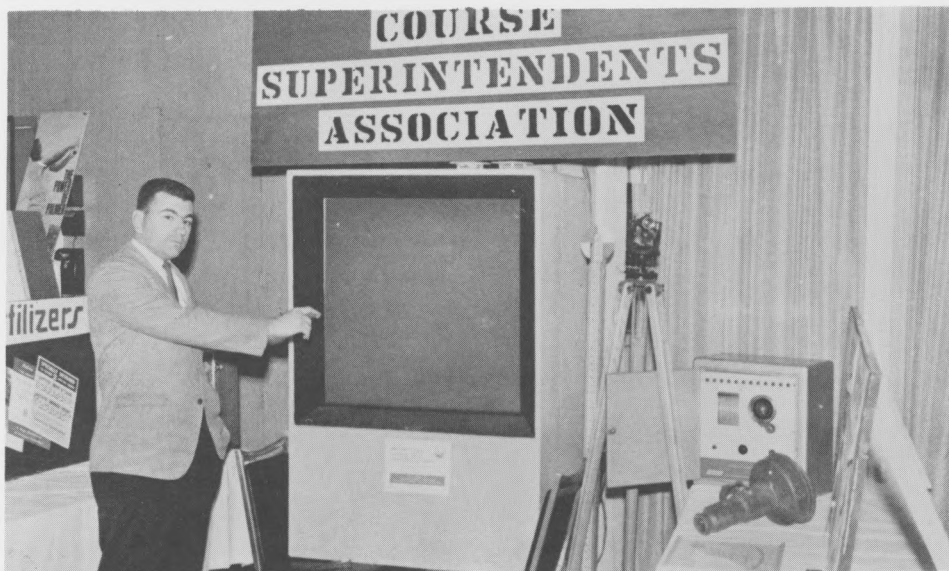
JAMES DAVENPORT

BS IN FORESTRY • U of MAINE
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Remember When . . .



Who can identify these gentlemen and the year this picture was taken? The answer is on page 13.



No, this picture wasn't taken from the Post Office. Two obvious things should tip you off to this man's identification — the cigar and the waistline.

Rutgers Alumni

A Rutgers Turfgrass Alumni Association is now forming. This association is to be made up of past students of the winter and four year turf programs, also Rutgers Turfgrass graduate students are welcome.

As an organized group considerations may be given to such activities as:

1. Annual sessions during N.J. Turfgrass Expo
2. Support advances in turfgrass science
3. Encourage better financing of turfgrass education
4. Promote interest in turfgrass education
5. Representation and-or liaison in the N.J. Turfgrass Association and other organized turfgrass interests.

Registration will begin at Turfgrass Research Field Day (Rutgers), Aug. 8 and again at GCSANJ Annual Equipment Field Day, Oct. 2. Our first meeting is tentatively set for Dec. 4, 1984 at N.J. Turfgrass Expo Resort International.

Any interested persons may also contact: Joseph Bianco, Green Thumb Spray Service, (201)297-3333 or Joel Jacquemot, Oak Hill Golf Club, (201)995-4379.

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What Are the Best Courses in New Jersey?

The GREENER SIDE went to the experts and asked that question. Red Hoffman, Bob Issler, Angelo Petraglia, Bob Housen, and Doug Schroeder were all gracious enough to give us their opinions.

Red Hoffman

In reply to your request, the five best golf courses in New Jersey in my estimation, are:

Pine Valley Golf Club
Ridgewood Country Club
Baltusrol Golf Club Upper Course
Baltusrol Golf Club Lower Course
Plainfield Country Club

The selection is based on my personal knowledge and the experience of having played more than 100 courses in the state and more than 425 courses world wide. In addition, as a golf writer my assignments have exposed me to more than 100 other courses of championship requirements in this country and around the world.

The five courses selected by me can stand the test of any criteria required for greatness. Pine Valley, Baltusrol Lower and Plainfield have been fixtures on the "100 Greatest Golf Courses in America" selected biennially by GOLF DIGEST magazine. But with the exception of Pine Valley which is unique, Ridgewood and Baltusrol Upper, to me, epitomize the best in the American style of golf course architecture. The fact that both courses were done by one golf course architect, Albert W. Tillinghast, was no accident. He was, without a doubt, the most ingenious and most imaginative golf course architect to be born in this country before and after him. His unusual creativity is especially true in the design of greens, no better examples are needed than the 27 which comprise the magnificent Ridgewood complex and the 18 challenges which confront a golfer on the Upper at Baltusrol.

New Jersey is fortunate in having among its more than 200 courses almost every conceivable kind ever built from near mountain to almost links, but the five I have cited can be regarded as the "giants" of Garden State golf courses.

Red is considered one of the finest sports (and particularly, golf) writers in our state. Since his retirement from the Newark Evening News, he has kept busy working in a public relations capacity with Robert Trent Jones. Co.



Essex County Country Club — considered by many to have one of the toughest back nines in the state.

Bob Issler

Somerset Hills

Contrasting nines - Front nine is a wide open links type layout with the back nine a tight tree lines walk through the woods.

Sea View (Pines)

The best layout I have ever played. It is hard to believe you are standing in New Jersey when you play this tract.

Baltusrol (Upper)

Terrain makes the layout unique. You must put a great amount of thought and imagination into all approach shots to the greens.

Essex County (East)

The back nine is probably the toughest and best layout of any nine holes in the state.

Bob is the Head Golf Pro at the Woodlake Country Club, Lakewood, N.J. He is a past New Jersey Open Champion and is always well represented in local tournaments.

Bob Housen

In order for a course to be of true championship character it should meet certain requirements, such as:

A. The course should require that a variety of shots be played, also the golfers should be required to play a full complement of clubs.

B. The par three holes should be sporty in character, par fives should allow an option to gamble, and, the par fours should mix long par fours (at least four in number) with short and moderate holes where the premium is on driving.

C. Greens should be quick but fair.

D. The course must be picturesque.

The courses that meet these requirements and are my favorites are as follows:

1. Pine Valley (anyone who has played there will know why I pick it first)

2. Baltusrol (how can an open course be less than second?)

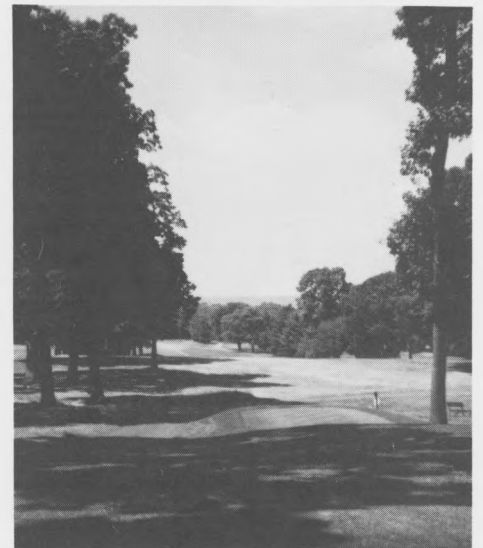
3. Essex County (the best back nine holes in the state.)

4. Ridgewood (character, tall oaks, good mix of holes)

5. Manasquan River (home pick, two distinct nines, hills, VRS links)

I'm sure I left out some fine courses but, these are the ones that first came to mind, N.J. is blessed with excellent courses of which I'm thankful.

Bob is a member of both Woodlake C.C. and Manasquan River C.C. He is considered the finest amateur player in New Jersey, having won that title in 1973-1978-1980 and 1982. Bob is also a member of the NJSGA Stoddard Cup team which includes the best 12 amateur players from New Jersey.



Trees and A.W. Tillinghast have made Ridgewood C.C. one of New Jersey's finest.

New Jersey's Best *Continued*

Angelo Petraglia

I think you know that I enjoy playing golf on any course. It is a treat to play a course that is well maintained and designed.

I am honored to be selected by you to name my five favorite golf courses in New Jersey. I am also naming five others which I feel deserve honorable mention:

1. Montclair nines No. 3 and 4
2. Pine Valley
3. Baltusrol Lower
4. Hominy Hills
5. Plainfield

Honorable Mention:

1. Ridgewood
2. Somerset Hills
3. Canoe Brook North
4. Essex County
5. Alpine

The criteria of factors which make golf courses challenging yet a fair test of golf to me are as follows:

Length: Should not be less than 6,300 yards or more than 7,100.

Topography: Should ideally be gently rolling, offering a variety of lies without causing totally blind shots especially to greens.

Greens; Should be designed to accept an approach shot from the fairway if it is well struck. If the green is small, it should not have severe slope or undulations, whereas a large green can, offering specific target areas. A putt of 15 feet or less should be relatively easy and a putt of 30 feet or more should be very difficult.

Overall Design: Should reward the best shotmaker for 18 holes. Ideally, the person who hits the most fairways and greens in regulation will have the greatest advantage. I should add that a good design will also test a player's ability to maneuver the ball from right to left and from left to right as well as test his ability to control distance as well as direction on approach shots.

Ed, thanks again for the opportunity to express myself on my favorite subject. I hope I didn't ramble on too much. I know you will get a varied response because all players are amateur architects anyway and superintendents are probably worse. I hope I didn't offend anyone on my selection or non selection, after all, it is just an opinion but I tried to be impartial, unprejudiced and scientific in my selection. Thank you.

Angelo needs no introduction as we know him as the finest player in our ranks. Ang is also a member of the Stoddard Cup team and recent winner of the NJSGA Mid-Amateur Championship.

Doug Schroeder

As per your request here is my selection of the five most enjoyable golf courses in New Jersey. They have been listed in alphabetical order:

- Essex County C.C.
- Knickerbocker G.C.
- Montclair G.C. (No. 2 and 3 nines)
- Plainfield C.C.
- Ridgewood C.C. (Center - West nines)
- Essex County C.C.

This course has been one of my favorites for a long time. The architect, Arthur Banks, has done a number of other courses in New Jersey including The Knoll Hackensack, Forsgate, and Rock Spring. The construction of the greens in a natural setting is extremely appealing.

The course is difficult but fair. It is scenic particularly holes No. 11, 13, and 18.

The back nine is regarded by many golf professionals as one of the tougher nines in the state. Although the front is not as difficult it is still challenging and picturesque. The ninth hole, an uphill par three which requires a shot over trees to a green that is heavily bunkered is unique.

In summary, the course is both challenging and aesthetic to the eye. Knickerbocker G.C.

Although I have only played the course about four times and not recently, my memory is an extremely picturesque parkland type golf course.

Every hole is different from another. The

course has many holes with large beautiful trees. The fairways have an especially aesthetic look to them because of natural contours and the manner in which they are shaped. They have a curving look to them instead of a plain square look.

The 10th hole is an interesting par five in that it goes over a hill then down into a valley and back up around some trees.

The course was always in excellent condition when I played it. Montclair

There are thirty-six outstanding holes of golf at this club. The Scottish architecture is extremely evident at this hilly, tree-lined layout.

I picked the No. 2 and 3 nines as my favorite. This is not to say the other are any slouch. The number three nine has a number of especially interesting holes. Hole No. 2, 5 and 6 are challenging and scenic. The second hole is a downhill dogleg to the right about 420 yards. The fifth has a winding stream that comes into play on the tee shot. The green is quite unique in that it is contoured and severe. The sixth is an uphill, narrow par 5 with a small contoured green situated on a ledge.

Almost every hole on the course is different from another hole which makes it a pleasure to play. The greens are usually extremely fast, so much so that it is possible to putt off a green.

Plainfield C.C.

It is hard to criticize this golf course. It is a real championship course that is always in excellent condition. The holes are all



Baltusrol, with two great courses, is another example of the great work done by A.W. Tillinghast in our State during the 1920-30s.

Best Courses

Continued

different and the course is characterized by some especially difficult par fours. The course is rolling, hilly at times, without being severe. The green settings for the most part are relatively small and picturesque. There are so many good holes but to mention just a few; the second, a 445 yard par four downhill to a small green is a beautiful hole. The third hole, an 180 yard par 3 with a pond guarding the right side of the green. The seventh hole, a 460 yard par four which requires a big drive to get on top of a plateau to have a chance to hit a medium to long iron to the green down in a hollow.

The course is just a great experience to play.

Ridgewood C.C.

Ridgewood is best remembered by all who play it for its beautiful large trees which border almost every fairway. It is a beautiful layout with 27 holes. It is definitely one of the most scenic parkland type courses in the state.

I picked the Center and West nines because there are some holes which are very different from the average golf hole.

On the Center nine there is what is known as the "Five and Dime Hole." It is under 300 yards with an extremely small narrow green on a ledge. It cannot be more than ten paces across. It is a real teaser.

The third hole is a long par four about 470 yards and is one of the toughest par fours anywhere in the world. A long tee shot to a narrow landing area leaves at best a long iron off a downhill lie. This is a real back breaker.

On the West nine, the eighth hole is a monster par five about 560 yards with Out of Bounds left and a big tree on the right in the second shot area. The green is on the side of a hill with a deep trap left. This is a real three shot hole.

Overall, Ridgewood with its excellent green settings which are usually very fast for tournament play, is a scenic place to enjoy golf.

Doug is the Head Golf Pro at Cedar Hill Country Club, Livingston, New Jersey. He is an active member of the NJPGA and participates in many of the state's golf championships and Pro Ams.

THANK YOU

The Greener Side would like to thank Red, Bob, Angelo, Bob, and Doug for their time and effort. With all the great courses in our state, I am certain the list could be endless.

What is A Salesman?

by Paul Harvey

What is a salesman? A salesman is a pin on a map to the sales manager; a quote to the factory; an overloaded expense account to the auditor; a bookkeeper item called "cost of selling" to the treasurer; a smile and a wisecrack to the receptionist, and to buyers, a prevailer of the bomb of flattery.

A salesman needs the endurance of Hercules, the brass of Barnum, the craft of Machiavelli, the tact of a diplomat, the tongue of an orator, the charm of a playboy, and a brain as quick as Uni-vac.

He must be impervious to insult, indifference, anger, scorn, complaint and the effects of drinking all night with a customer. He must be able to sell all day, entertain all evening, drive all night to the next town and be on the job fresh at 9 a.m.

He must be good enough to play and willing to lose at golf, cards, and storytelling. He wishes his merchandise were better. He wishes his prices were lower. He wishes his commissions were higher, his territory smaller, his competitors ethical, his goods shipped on time, his boss sympathetic, his advertising more effective, his customers more human. But he is a realist and so realizes that none of this will ever be; but he is an optimist so he makes the sale anyway.

He lives or dies by the daily report; he rolls his days away in a tedium of planes, trains, and cars; he bleeps his nights away in a cheerless hotel room then each morning he hoists onto his back the dead weight of last year's sales record and this year's quota and goes forth to do it all, all over again.

And yet for all that, he can't for his life imagine anything he'd rather do, anything he'd rather be, than a SALESMAN.

Golf Notes

The June 26th G.C.S.A.N.J. monthly meeting held at the Essex Fells C.C. was very well attended. The weather was in our favor this time around. The golf course was great thanks to a super job done by host Wayne Remo. The cooperation and hospitality extended to our group by Russ Helwig and his staff was much appreciated. Special thanks to club manager Ray Mott and his staff for all their help in making sure the day went along as smooth as possible.

There were 90-plus golfers who participated in the GCSANJ Two Man Best Ball Championship and the Kickers. The winners in the Two Man Best Ball Championship were Dennis DeSanctis and John Wantz with a score of 62. In second place, also with a score of 62, were Charlie Dey and J. Fowler. (Wantz and DeSanctis won by match of cards.) Third place went to Jack and George Martin with a score of 64. Fourth place was won by Wayne Foster and Bob Ribbans with a score of 65. In fifth place were Jim McNally and J. Thompson with a score of 65. (Foster and Ribbans won by match of cards.)

There were four winners in the kickers. The magic number was 77. The winners were R. Malpere, P. Goegan, B. Phillips, and Wayne Remo.

Thanks again to Wayne Remo and the Essex Fells Country Club for a fine day.

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Participation in the LPGA Tournament

A record number (43) of members of the Association volunteered their services for the Transportation Committee of the 1984 LPGA Tournament held at Upper Montclair Country Club. The courteous and professional performance of the volunteers was quite evident and gratefully recognized and had provided a very positive image for the Association. It was particularly heartwarming to hear the Tournament champ, Barb Bunkowsky, and the runner-up, Spencer-Devlin, make reference to the Golf Course Superintendents in their remarks in the closing ceremony on the 18th green. In addition, gratifying expressions of appreciation for the services rendered were received from Bill Peto, General Chairman of the LPGA Tournament, Pete Busatti, Tournament Director, and perhaps most warmly from Jane Widmark and Frank Sweeney, Co-chairpersons of the Transportation Committee.

The Association is indebted to the following members who volunteered their services and contributed to a very worthwhile cause:

Jeff Allen, Hominy Hill G.C.
Shaun Barry, W.A. Cleary Corp.
Sky Bergen, Vaughan Seed Co.
Nat Binns, Hopewell Valley, C.C.
John Boyer, Seaview C.C.
Greg Brand, Turf Products Corp.
Rick Broome, Little Mill C.C.
Bruce Cadenelli, Hollywood C.C.
Skip Cameron, Canoe Brook C.C.
Matt Clement, Howell G.C.
Charles Cross, Rumson C.C.
Jim Cross, Montclair G.C.
Michael Dale, Emerson C.C.
Phil Eberle, Cedar Hill C.C.
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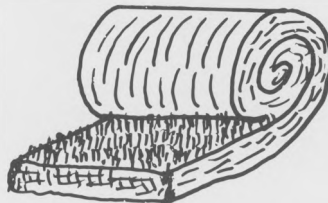
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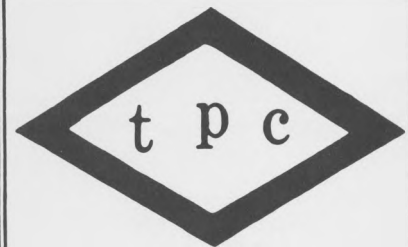
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