



THE NEWSLETTER

August 2017

of the **Golf Course Superintendents Association of New England, Inc.**

Sponsors and administrators of the Troll-Dickinson Scholarship Fund – Awarded yearly to deserving Turf Management Students.

Saying Farewell to Millwood Farms GC by Matthew Bamforth



When it comes to golf in New England there are a great variety of courses from links on the ocean to courses carved into mountainsides. We are blessed with a great concentration of golf courses but it is always sad to see one close its doors for good. I am personally saddened by the closing of Millwood Farms Golf Course in Framingham, Massachusetts. Millwood was the course where I learned to play the game with my father, brother, and grandparents.

I am sure there are a good number of people in the golf industry that owe their start in golf to their own local public course. These courses may not get the respect that high end country clubs or PGA tour stops get but I think they are arguably more important. Without courses like Millwood many of us who run and maintain golf courses across the country may have never got into the business to begin with. Your local public course is a great place for the kids to get their first taste of the game. In my case it was also a place where three generations could get together on a weekend and create memories.

Millwood is a 14 hole public course, yes 14, that has been owned and operated by the Drake family since 1968. The course is across the street from the popular Callahan State Park and is nestled in a quiet area of an otherwise busy town. Originally a 9 hole course, it expanded its course with five more holes in 1976 and has been operating under that layout since. The course has a fun variety of holes, with some that let you pull out a driver and go for it and oth-

ers that would be wiser played with an iron. It is hard not to enjoy yourself as you make your way around this quiet New England course.

I personally owe a great deal to Jim Drake who along with his siblings have operated the course since their father left it in their hands. Jim gave me my first job on a golf course and helped guide me in the right direction when I chose to pursue a career in turf.

Although I am sad to see Millwood close its doors after this season, I am fortunate for the lessons I learned there and the memories that will always stay with me. With still a few months left in the golf season I will certainly make a trip or two to that quiet corner of Framingham to hit the ball around the 14 hole track before the opportunity has passed me by. I encourage all those who, like myself, get too busy to enjoy the game that helped to shape their future, to get out there and patronize their local course. There are many great courses all throughout our region that need our support. Some may not be around forever so don't let the opportunity pass you by, get out there and enjoy some of the best golf New England has to offer.

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Thoughts From Your Executive Director by Don Hearn

The 25th Annual Scholarship and Benevolence Tournament was held July 17 at the Oak Hill Country Club in Fitchburg, MA. Over 100 players enjoyed a magnificent day on a wonderful golf course at a Club where all were made comfortable with the hospitality extended by the personable staff at Oak Hill.

This year's memorial honoree was Dick Gurski, who was a representative for the Chas. C. Hart Seed Co. Dick passed away August 29, 2016. Dick's brother, Dan, and Dick's wife, Rose, and friends of the Gurski's from Ludlow Country Club participated in the day's activities. Matt Berger, the current superintendent at Ludlow Country Club, spoke about Dick as did Mike Hermanson, a close friend of Dick's. Both had wonderful stories about Dick and his generous and warm personality.

It was wonderful to have such significant support from the companies that are an important part of our industry. Without their support it would be difficult to raise funds for the financial needs of our members' children and provide assistance to members who need a bit of help with difficulties they're facing. We also are thankful for the donations received from our members who supported the event with personal donations and raffle prizes. These donors and sponsors are listed elsewhere in this issue of the NEWSLETTER. To our sponsors, donors and all who attended – Thank you!

This year's UMass Turf Research Field Day took place at the Joseph Troll Turf Research Center in South Deerfield, July 26. The event has been held in odd numbered years for a while and the research being done benefits all who manage turf. Many of our industry companies had displays with information available for anyone who cared to stop by their booths. The UMass researchers had plenty to show and interesting projects dealing with dollar spot control strategy using fairway rolling, post emergent herbicide strategies, bentgrass breeding trials, red fescue wear tolerance, comparisons of colonial and velvet bentgrass, a constructed wetlands wash area, drought tolerance, plant health equipment products, and many other trials were available for viewing. In addition to the research projects, sponsor displays and technical representatives were available to answer questions and discuss latest technologies. The day was capped with a delicious lunch and time to meet others and socialize with new and old friends. The staff at the research facility spent a lot of time preparing the plots and making sure all was in order to make the day a success for all who attended.



From left: President Dave Johnson, Rose Gurski, S&B Chairman David Stowe



25th Annual Scholarship and Benevolence Tournament

S&B Results

1st place	Keith Tortorella, Rick Baptist, Mark Palm, James Martin	
2nd place	Matt MacDonald, Jason Bassteill, Andrew Ingham, Matt Haynes	
3rd place	Mike Hermanson, Bob Healey, Robin Hayes, Jim Fitzroy	
Closest to hole #5	Brett Johnson	2'5"
Closest to hole #8	Scott Mackintosh	5'9"
Closest to hole #13	Carl Teschke	13'2"
Closest to hole #17	Scott Mackintosh	3'1"

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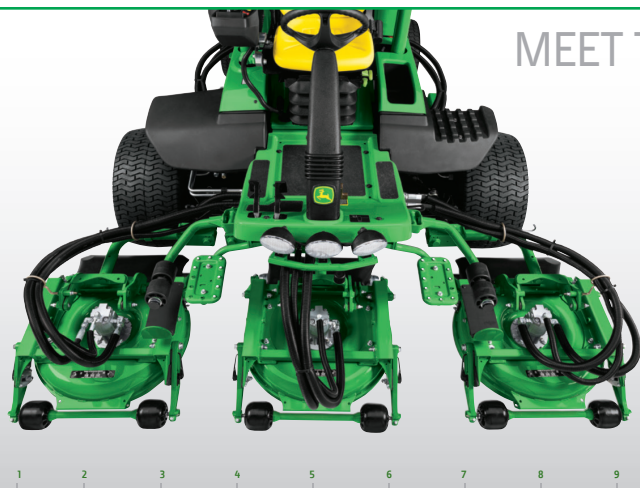
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What Your Customer Knows by Steve Keating

The following is from a blog post written by Steve Keating, leadership trainer, who spoke at our GCSANE Annual Meeting a couple of years ago. Even though this pertains to customers in retail I think there are many similarities to how we often think of our golfers. Maybe you are at a daily fee course or a private club; either way, the golfers are your “customers” and you are the “customer service representative”. As we all know, the agronomy is the easy part but even more important is how we communicate with our “customers”.

Greg Cormier, CGCS GCSANE Newsletter Chairman

JULY 30, 2017

I have heard one too many complaints lately about customers and most of the complaints have been from people in customer service roles. They have come from kind of a wide variety of businesses but the majority have been from people working in the retail industry.

It's those complaints and additional comments regarding customers that prompted this post.

While the complaints and comments have come from a variety of industries they all seem to have the same underlying theme.... “we” would have much easier jobs if it weren't for these pesky, demanding customers.

Keep in mind that the vast majority of these comments have come from people specifically charged with caring for customers.

I find that amazing.

Now I don't think they actually mean that they wish all their customers would leave; if they would just listen for a second to what they are saying I'm certain they would quickly realize how foolish they sound.

It's a couple of other comments however which are really concerning. A couple of people I had lunch with recently work in the call center for a huge brick & mortar retailer with thousands of stores around the United States.

It became clear that they really believed a good many customers they dealt with on the phone all day were just plain stupid. They assured me however that they were experts in hiding that “belief” from those same customers. I think these two “professionals” honestly believed that the customers were so dumb that they could not tell the true feelings of the reps on the phone.

If you're a customer service representative of any kind and you told me 1000 times that you had the absolute ability to hide your true feelings and emotions from the customers you interact with I would tell you 1000 times that you are wrong.

And I don't believe in telling anyone they are wrong. But in this case you are as wrong a wrong could be.

You can only hide the fact that you believe the people you're dealing with are stupid for so long. Sooner or later, likely sooner, much

sooner, the people will figure it out. A few words here, a little tone of voice there and your “professional” demeanor is betrayed.

Your customers know whether or not you respect them. Your customer knows whether or not you value their business. They know when you think they are a pain in the butt. I mean seriously, you can tell when you're annoying someone, you can tell when the customer service rep just wants to get you off the phone....well guess what, your customers can tell that too.

But that's not the important lesson in this post. The lesson is this: your customers are NOT stupid. Yes, they may get some things wrong, they might not understand all your “policies” and they may at times exaggerate because they don't trust you enough to take the matter seriously if they don't. You likely do know more about their situation than they do but hey, you're supposed to, you're getting paid for it.

If you're in any kind of position where you interact with customers you must treat with them the full level of respect that they deserve and I didn't say deserve by accident. They aren't just paying for your products, they are paying to be treated fairly and with respect. If you find yourself unable to do that on a very consistent basis then you need to find another line of work. Sorry to be so direct with that but hey, if you're not taking care of the customer you're not taking care of the business.

There is this great big hulking monster of retail out there largely unencumbered by bricks and mortar who will take care of your customer if you don't and in doing so they will take your business with them.

In today's business environment if you think that outstanding customer service is optional you won't need to be thinking much longer.

Think about that!

GCSAA Update *by Kevin Doyle*



GCSAA Resources and Deadlines you Get Cool Stuff from your Association Already Register now for the Can Am Cup



Canadian and U.S. golf course superintendents will face off in this point-quota competition to be held in New Jersey, Oct. 22-24, at two championship golf clubs: Baltusrol Golf Club in Springfield and Canoe Brook Country Club in Summit. Bayer Environmental Science is the presenting sponsor of the event.

GCSAA/Golf Digest Environmental Leaders in Golf Awards

Applications are now being received for the ELGA! Presented by GCSAA and Golf Digest in partnership with Syngenta, the Environmental Leaders in Golf Awards recognize golf course superintendents and golf courses around the world for their commitment to environmental stewardship. For more information on how you can be considered for the stewardship at your facility, please visit: <https://www.gcsaa.org/about-gcsaa/awards/environmental-leaders-in-golf-awards>

GCSAA/Golf Digest Environmental Leaders in Golf Awards

The Melrose Leadership Academy supports the professional development of GCSAA member superintendents by providing individuals the opportunity to attend the Golf Industry Show. The program is set provides up to 20 scholarships every year. Applications for the 2018 Academy are due by Sept. 15, 2017.

The academy is open to applicants who meet the following eligibility requirements:

- Must be a current GCSAA Class A or Class B member and GCSAA Chapter member in good standing.

- Must be a Class A or Class B member for five or more years.
- Class A or Class B members working for current members of the board of directors or the board of trustees, and children of GCSAA staff members shall not be eligible for the Melrose Leadership Academy.
- Past recipients are not eligible.
- Attendees of the Golf Industry Show in the last five years are not eligible to apply.

To learn more, or if you qualify and want to apply, follow: <http://www.eifg.org/education/melrose-leadership-academy/>

Upcoming FREE webcasts:

Sept. 12: [First Green & Equipment Managers: Growing the Game – equipment management series](#)
[Karen Armstead, Ph.D. and Cathy Relyea](#)

Again, if I can be of any assistance, please feel free to contact me.

Kevin Doyle

GCSAA Field Staff

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Follow me on Twitter @GCSAA_NE

How to Respond to a Greeting *By Don Hearn*

No Need to be Tongue-Tied When You See Someone You Know

Do you ever find yourself flustered when you see someone you don't expect to see? Have you experienced awkward moments when you can't think of something to say? Prepare yourself for the future so you won't be caught off guard.

When you're out and about, or at one of the Association's meetings, there is a good chance you'll encounter someone you know or have met in the past. Although you might be tempted to pretend not to see the other person it's a good idea to be friendly and at least offer a greeting. Not doing so can label you a snob, and that will stay with you for a long time.

What to Do

When you see someone you know, it's good form to start with a smile. If the situation allows, extend your hand and offer a firm handshake. If this person is an old friend, you might want to say a few extra words and offer some pleasantries. If you don't know the person well or perhaps only met once, you might not remember the person's name. It is acceptable to apologize and ask for their name again. Repeat the name and then state your name to help the person remember yours. If your name is unusual, difficult to pronounce, or spelled differently, make a production of helping others with it. Give them a tool to remember how to pronounce it.

What to Say

It is always nice to have some ready responses for the times when you see familiar faces. If you have time, you can stop and chat. Otherwise, let the other person know you don't have time to talk, but it is nice to see her. You don't have to be extremely witty or clever to initiate a conversation. Simply starting out by greeting the other person and introducing yourself is a straightforward way to show friendliness and the willingness to break the ice. More people will respond better to a person with good manners than to someone who tries too hard to impress.

Here are some easy ways to respond to a greeting:

- *"It's nice to see you again."*
- *"Hi! I haven't seen you in a while. You look great!"*
- *"Good morning! I wish I had more time to chat, but I have an appointment in fifteen minutes."*
- *"It's great seeing you. I hope you're doing well."*
- *"I'm doing well! And how about you?"*
- *"Wow! It's been ages since we saw each other. Let's get together soon when we both have more time to talk."*

What Not to Say

One thing you don't want to do is say something negative or anything that can be misconstrued. Keep your initial greeting brief to prevent having to take time to explain something. Don't ask any rude questions that might make the other person uncomfortable.

Here are some things not to say in a brief greeting:

- *"Have you lost weight?"*
- *"Did you and that guy you were engaged to ever get married?"*
- *"Are you feeling OK?"*

Resist the Urge

You might be tempted to say something that will require a long explanation or answer, but you're better off saving that for later. Even if you feel terrible, unless your eyes are red and your nose is running, there is no need to share that information during a brief greeting.

Here are some risky things to say in during the initial greeting:

- *"Things haven't been so good for me lately."*
- *"Did you hear about (fill in the blank)?"*
- *"It's a lousy day."*

Things to Remember

When you see someone on the street, at the course, or at a meeting, you don't have to feel obligated to chat for a long time. If you'd like to spend more time with someone, ask if you can call later to set up a coffee or lunch get-together later.

6 Tips from SOLitude Lake Management to Prevent Summer Fish Kills



SHREWSBURY, MA, July 13, 2017

Hot summer temperatures can put a strain on aquatic environments and often push animals, such as fish, to their limits. As temperatures increase, so does the possibility of a fish kill. When a fish kill is discovered, it's common for communities to fear the worst – from chemical spills to foul play. However, most fish kills are a natural occurrence that can happen as water warms and dissolved oxygen levels become depleted. While nature is often to blame, communities can take action to improve the summer conditions of their waterbodies.

"The risk of a fish kill can remain high over time unless proactive steps are taken by property owners to break the cycle," said David Beasley, Director of Fisheries at SOLitude Lake Management, an industry leader in lake, pond and fisheries management. "It's important for communities to understand the cause and introduce proactive management strategies before a fish kill occurs."

SOLitude Lake Management recommends the following measures to homeowners, landowners, fisheries managers and municipalities with freshwater ecosystems to better predict and prevent summer fish kills:

Be observant

Fish respire through their gills and require oxygen to survive—and warm summer water retains less oxygen than colder water. If dissolved oxygen levels become too low, fish will often gather at inflow areas as well as near the surface of the water where oxygen is most saturated. Fish will also exhibit

stressed behavior, and quickly startle in mass when you approach the waterbody. If these signs are recognized early on, it is possible to take steps that may prevent an imminent fish kill.

Introduce an aeration system

Without suitable circulation, the water column can become stratified by temperature and dissolved oxygen levels that cannot effectively sustain life. Floating fountains may help distribute oxygen in the upper water column of a lake or pond by spraying water across the surface of the waterbody. Submersed diffused aeration systems can help oxygenate the entire water column by pumping air through a series of weighted tubing and diffusers placed at the bottom of the pond.

Prevent nuisance algae and vegetation growth

When nuisance aquatic algae and plants like duckweed, watermeal and hydrilla are left unmanaged, they may form dense blooms or mats on the surface of a lake or pond, blocking sunlight, impeding water circulation and depriving native plants and fish of necessary oxygen. Nutrient management measures like beneficial buffers, biologicals and phosphorous-locking technology can help limit excessive nutrients in the waterbody that are known to promote undesirable algae and vegetative growth.

Regular water quality testing

Lake and pond owners often wait until after a fish kill occurs to conduct water quality tests, but a proactive water quality testing program can help identify water quality impairments, like dissolved oxygen, pH and nutrient levels, before they get out of hand and ensure the most effective management methods are being utilized to protect the waterbody.

Acknowledge the unpredictability of nature

No matter the steps that are taken to protect the fish in your waterbody, Mother Nature sometimes throws curveballs. Large

thunderstorms and natural disasters can create lake and pond turnover, where water chemistry changes rapidly, suddenly trapping fish in stressful conditions. As a result, the waterbody may experience a fish kill that is very difficult to prevent.

Consider an Integrated Management Plan

While fish kills are typically a natural occurrence, knowledge and diligence can help prevent them from happening—or help your pond bounce back if one has occurred. If your waterbody is susceptible or has sustained a recent fish kill, consider consulting with a professional lake or pond manager to implement new preventive strategies. A professional can help you develop a unique long-term management plan and recommend the most suitable type of aeration, beneficial plants and vegetation, fish species and management methods to revitalize your waterbody once again.

SOLitude Lake Management is committed to providing full-service lake and pond management services that improve water quality, preserve natural resources, and reduce our environmental footprint. Our services include lake, pond and fisheries management programs, algae and aquatic weed control, mechanical harvesting, hydro-raking, installation and maintenance of fountains and aeration systems, water quality testing and restoration, bathymetry, lake vegetation studies, biological assessments, habitat assessments, invasive species management and nuisance wildlife management. Services, consulting and aquatic products are available to clients nationwide, including homeowners associations, multi-family and apartment communities, golf courses, commercial developments, ranches, private landowners, reservoirs, recreational and public lakes, municipalities, parks, and state and federal agencies. Learn more about SOLitude Lake Management and purchase products at www.solitudelake-management.com

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