



# THE NEWSLETTER

September - October 2020

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

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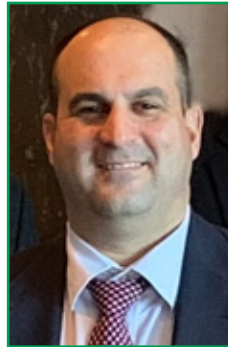
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## President's Message by Peter J. Rappoccio



I hope this message finds you well. As we look back on the year 2020 it will be one to remember for many different reasons, let alone everything that's happening with the global pandemic. Our thoughts and prayers go out to those who have been affected by this terrible disease.

The year was a difficult one for growing grass. Inconsistent weather, warm temperatures, challenges with staff and of course rain; or lack thereof. Golf in the state has been booming. Our facilities are busier than ever, which has been putting extra pressure on keeping up with the wear and tear associated with extra play. I know at my club, we broke the all-time rounds record in early October and that was without the month of April and we have the rest of the season to go! All of this has made it more challenging to get our jobs done but is certainly great for the game and hopefully this growth will continue.

One thing I certainly missed this season was not being able to see everyone in our association at our monthly meetings. I am hopeful that 2021 will be a better environment to host these events and we can get back to meeting as a group more often. I'd like to thank Bob Dembek and all the host sites that have agreed to host again in 2021. We greatly appreciate your efforts and support!

Looking ahead to this winter we plan on having our two meetings (December and January) in a virtual environment. With the uncertain nature of the world we live in the board felt it was best to conduct our meetings this way. More information about these meetings will come out soon so stay tuned!

I would like to thank all of our industry partners and supporters of our association. This year has been a challenging one for everyone and your continued support through the PPP, Friend of the Association, Affiliate memberships, and other means has been truly remarkable. I, along with the board thank you for your continued commitment to the association.

I look forward to seeing you in the future and encourage you to join us for our December and January meetings.

Thank you.

Regards,  
Peter

# Divot Drift

## WELCOME NEW MEMBERS

**Ryan Babcock**, Assistant Superintendent, Wellesley Country Club

**Scott Gabrielson**, Affiliate, The Cardinals, Inc

**Chris Grady**, Assistant Superintendent, Bass Rocks Golf Club

**Jake Ronchi**, Superintendent, Blackstone National Golf Club

## CONGRATULATIONS

**Justin Gagne**, formerly Assistant at Franklin Country Club, is now Superintendent at Hopkinton Country Club.

**Colin Smethurst**, Superintendent at Hillview Country Club, recently became a Certified Golf Course Superintendent (CGCS).

## ARE YOU INTERESTED IN SERVING ON THE ASSOCIATION'S BOARD OF DIRECTORS?

The Nominating Committee will be considering candidates for service on the GCSA of New England's Board of Directors. If you are interested in becoming a member of the board please contact Brian Skinner, Chairman of the Nominating Committee. He can be contacted by email at: [brianskinner@bellevuegolfclub.com](mailto:brianskinner@bellevuegolfclub.com) or at 781-248-0216.



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## Back Issues!



Past issues of the NEWSLETTER are available using this link: <http://bit.ly/GCSANewsletters>.

As in the past, *The Newsletter* continues to invite Affiliate members to submit a press release about new personnel, new products or a company bio. We will print each and every release **free of charge**. This is a great way to advertise for free. Who said nothing in this world is free? Free advertising to better your company, wow what an offer.

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# Thoughts From Your Executive Director by Don Hearn

This year's Assistants Meeting was held at Marlborough Country Club, September 29. Our hosts were Tim Crane, Superintendent and Shaun Allen, Asst. Superintendent. The weather cooperated and the sunny day made for a pleasant way to spend time away from the course, meet new people in the same industry and swap stories. Because of the pandemic, the day wasn't set up as usual. Registration was in advance, there were no "closest to the hole" or "long drive" contests, lunch consisted of a box lunch and there were no after-golf beverages or dinners. The raffle was conducted off-site before play started. In spite of these changes, a good day was had by all.

It's good to see the next generation of potential leaders of our industry participate in this event and it always brings a smile and good thoughts when I see them. When I was young, I didn't think a lot about the history of our Association or of those who set the pace and created standards for our industry and profession. They were the innovators, the thinkers, the doers, the people who drove us forward. These traits were in the group that teed it up at Marlborough.

A thank you to our sponsor Tom Irwin, Inc. and Ben Petersen, and Glen Misiaszek, Superintendent at Cohasset Golf Club for their generous sponsorship and contributions. Tom Irwin has been a sponsor of this event for a number of years. Glen sponsored gift certificates for purchases at a PGA TOUR Superstore.

The day's format was a team scramble.

## Low Team Gross with a score of 60

Mike Leahy, Cohasset Golf Club  
Alex Wallace, Cohasset Golf Club  
Joe D'Ambrosia, Cohasset Golf Club

## Low Team Net with a score of 54 (won on a match of cards)

Kyle Franey, Bass Rocks Golf Club  
Chris Grady, Bass Rocks Golf Club  
Shaun Allen, Marlborough Country Club  
Connor Kuehl, Kernwood Country Club

## Raffle Winners

Chris Grady, Bass Rocks Golf Club  
Ben Pacific, Nashawtuc Country Club  
Patrick Martin, Walpole Country Club  
Jacob Donahue, Concord Country Club



From left: Willem Geldenhuys, Ben Pacific, Pat Simmons, Mark Fratto



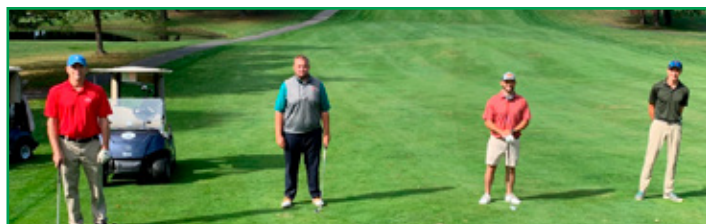
From left: Mike Leahy, Alex Wallace, Joe D'Ambrosia



From left: James Tyler, David Miethe, Jacob Donahue, Derek O'Dea



From Left: Jason Gerich, Patrick Hennessey, Keith Daury

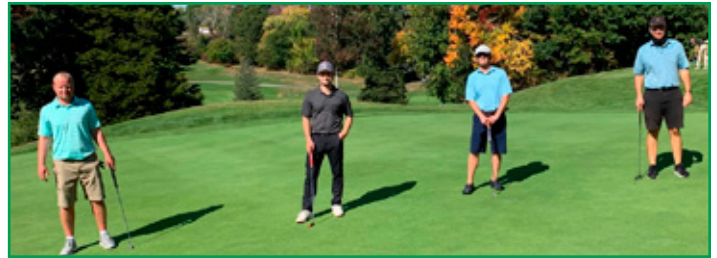


From Left: Mark Sheridan, Andrew Travers, A.J. Marino, Hunter Mott

## Thoughts *continued*



From left: Bryce Fountain, Tim Cosgrove, Patrick Martin, Chris Hurley



From left: Kyle Franey, Chris Grady, Shaun Allen, Connor Kuehl



Pat Lange, left and Scott Johnson



Craig Coombes, left and Daryn Brown



Andy Ingham, representative of the event sponsor Five Star Golf Cars & Utility Vehicles

The Oakley Country Club team of Scott Johnson, PGA and Pat Lange, GCSANE and the Braintree Municipal duo of Craig Coombes, PGA and Daryn Brown, GCSANE tied for the New England PGA Pro-Superintendent Invitational title on Thursday, both posting scores of 2-over par 74.

The Oakley team claimed first place in the gross division, while Braintree, which matched Oakley at 2-over, finished net 7-under to win the net division. Coombes and Brown recorded 14 pars on the day a birdie and just three bogeys on the scorecard.

Sixty-four players representing 31 different facilities participated in Thursday's tournament under perfect fall conditions, with sunshine and temperatures in the 70s.

Thanks to Indian Ridge, head golf professional Mike Miller, PGA and superintendent Roger Brink, GCSANE for hosting the event. Five Star Golf Cars and Utility Vehicles and representative Andy Ingham, PGA, supported the event. Andy greeted each group on the Par-3 16th hole and provided the field with some extra entertainment.

Photos courtesy of Nick Heidelberger, NEPGA

For the event standings and scores [click here](#)



From left: Jason Paradise, Scott Mackintosh, Bob Cullen, Matt Bamforth

In addition to the Assistants event, the only other golf event this season was the August 27 event held at The Haven Country Club in Boylston, MA where Matt Bamforth is the superintendent. The pandemic caused us to adopt a different format for the event. Registrations and pre-payments were done online exclusively. Golf bags were placed on golf cars by each player and removed by each player at the finish of play. Lunch was served "box style." There was no gathering inside the clubhouse. This took away the opportunity to socialize after the round, and scoring was accomplished using an electronic format and entering scores by cell phone. The electronic scoring was a "first" for the Association and will be used for our events going forward. Our thanks to Mark Gagne, Director of Member Services for Mass Golf and a past president of our Association, and Jesse Menachem, Executive Director/CEO of Mass Golf for making this program available to us.



## Thoughts *continued*

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This event was the Individual Championship and the qualifier for the New England Superintendents Championship that was to be held at the Essex County Club. Unfortunately, the pandemic caused the latter to be cancelled. The plan is to play the event next year at Essex.



While traveling around the course I came across this plaque on a bridge at the course. A nice honor for the longtime and now retired superintendent – Todd Sauer.

To see the event scores [click here](#)

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Recently I had the opportunity to attend an online regional workshop sponsored by the Town of Lexington, the Town of Wellesley, Quiet Communities, Inc. and the American Green Zone Alliance (AGZA).

The intention of the presentation was to point out the health and environmental impacts of gasoline powered equipment, explain the benefits of battery powered equipment and to show how municipal programs have transitioned from gasoline to battery powered equipment. Two days later the workshop was followed by a demonstration of various pieces of battery powered equipment.

Before I attended this workshop, I thought the main reason for a transition to battery powered equipment was mostly for noise reduction. While this is a benefit, there are many environmental and health hazards associated with the blowing of leaves, grass clippings and other matter that I hadn't considered health hazards. From what I saw, battery powered equipment has many advantages that can have positive environmental and operator safety benefits. Battery powered equipment has been in use in the golf industry for at least 30 years. It's not a new phenomenon. Bunker raking machines, greens mowers, leaf blowers, utility vehicles, hedge trimmers and other items have been in use at many courses. I believe the greatest motivator to purchase battery powered equipment has been for noise reduction. I suggest you take a look at the operating costs and the environmental and potential personal health hazards associated with gas powered versus battery powered equipment when considering a new or replacement piece of equipment.

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### **Best Management Practices (BMP's)**

The Massachusetts BMP Manual is nearing the finish line. Many hours have been spent creating this document. The chair of the group tasked with the production of the manual is Rick Lawlor. Rick is a retired superintendent on Cape Cod who has spent many years as an active participant dealing with legislation that could have negative effects for the green industry and particularly golf courses. In addition to Rick, the committee is composed of Greg Cormier, Charlie Passios, Eric Richardson and me.

Countless hours have been spent by these gentlemen in the quest to create a useful document for members of the GCSA of Cape Cod and the GCSA of New England. Consultants who have, and continue to have, a close relationship with our Associations have contributed their expert knowledge in the sections aligning with their field of expertise. The plan is to have the manual available by the end of this year.

# What's in your backpack?

By Colin Smethurst, CGCS - Hillview Golf Course

There's a monologue in the very rewatchable (for me, anyways) movie "Up in the Air" where George Clooney's character discusses how we carry around unnecessary baggage in our lives. This baggage is either physical or emotional. This includes our physical possessions and also our personal relationships that weigh us down in our "backpack."

Google the clip. It does make you think. He's basically saying that the less you have attached to you, the more free you are. But in the end of the movie, he realizes a very important thing, life is pointless without the relationships we make. It brings up an important subject, who have you collected in your backpack?

Think of all the relationships you have and how important they are to you both professionally and personally. Obviously, there's your friends and family, some of

them can definitely weigh you down, but for the most part, they're the reason we go to work and strive for success. I know my drive to better myself is to make a better life for my wife and son. Without them, I'm pretty sure I would be content driving an old pickup and living in someone's basement.

Professionally, think of the contacts we make and put in our "backpack." There's the mentor you had at the beginning of your career who you can call to get your mind right when you're having a bad day. There's the client representative who you can call at all hours when you're looking for a solution to a problem your course is facing. How about the service technicians for your equipment, pump station, or irrigation system. I'm always truly amazed at how helpful these guys are at all hours and most of the time without cost. These are the relationships we collect that make being a successful golf course superinten-

dent a true team effort. I have yet to meet someone in this business who could do it alone.

Next time you have a slow day, take your spouse to lunch or have your kid dropped off at the course one afternoon and hit some balls around with them. Make sure you realize how important they are and how much you appreciate that you have them in your life.

Make a point to scroll through those contacts in your phone and maybe call somebody you haven't talked to in a while. Catch up and re-establish a connection. I'm sure you are in a lot of other people's backpacks. Realize that and be of service when you can. You never know when you're gonna need to reach into your backpack and look for someone to help.



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# *A Thank You from The Northern Trust Tournament and TPC Boston*

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With some of the uncertainty that came from Covid 19, it wasn't until mid-July that it was confirmed that the Northern Trust Championship would be played at TPC Boston August 20<sup>th</sup> to 23<sup>rd</sup>.

Up to that point we felt it would be best not to organize a volunteer contingent with no knowledge of what the health, safety, and security requirements would be expected of staff and volunteers working the event, or if the tournament could be held in Massachusetts at all. To streamline the recruitment, and to maximize the skill level of volunteers on short notice, I reached out to our Executive Director, Don Hearn and asked him to post a notice through GCSANE in hopes of finding about 25 industry affiliated people who would assist us with the event.



The response from members of our association was incredible, especially considering the difficulty of the year agronomically and with the numerous complications and challenges resulting from the pandemic. About 40 talented and committed volunteers donated 16 to 80 hours of their time to help us with this year's tournament. In addition to the volunteers, several industry affiliates committed financial, equipment, and human resources to provide extra support to everyone involved with the preparation of the golf course.

One of the more rewarding aspects of tournament volunteering is going out on the golf course after a shift and watching a professional competition after you've helped prepare the course for play that day. Staff and volunteers couldn't watch golf this year in order to maintain the integrity of the bubble which was one of several true indications of the level of commitment on the part of our volunteer group.



With all that in mind, on behalf of TPC Boston and The Northern Trust Tournament, I would like to thank the volunteers, the staff and Superintendents at their respective clubs, and the industry allies who gave their time, effort, and financial support to ensure our event was a success. Player feedback on the golf course this year was the best it has ever been, none of this could have been achieved without the spirit of volunteerism of our association members and generosity of our association business partners.

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Tom Brodeur  
Golf course Superintendent  
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*September - October 2020*

## 2020 NERTF Press Release *by Gary Sykes*



August 25, 2020

The New England Regional Turfgrass Foundation recently held its August Board Meeting and there it was decided that with the many challenges facing the public and our industry, President Peter Rappoccio, CGCS, along with the Board of Directors, announce that the 2021 New England Regional Turfgrass Conference and Show will be going virtual on March 2 & 3, 2021. It is unfortunate, but this means, we will forgo a formal trade show for 2021 in Providence. The 24 years of success is not possible without the partnering of the trade show and the conference. We appreciate

all the support and participation of our exhibitors and hope this format will only have to last for 2021. We also encourage exhibitors to participate in our 2021 education sponsorship opportunities. More information will follow on that and recognition of all sponsors will be a high priority. With the amazing advances of meeting platforms it has been determined that the best possible path would be to schedule and arrange a top notch education program using these tools while avoiding all the concerns of travel, spacing, infections and so on. Clearance has been given to provide Pesticide Recertification Credits in a virtual format. Please, put on your calendar the dates of our program and plan to attend. More program information will be sent and posted later this Fall. It will be a program full of amazing, informative, and inspiring presentations and a conference you do not want



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## New England Golf Course Superintendents Are Getting the Job Done *By Linda Parker*



Apparently, Mother Nature didn't think COVID-19 was enough of a curveball to throw at golf course superintendents this year. Superintendents in New England, along with their counterparts in many other areas, found that the spring of global pandemic was followed by one of the driest and hottest summers on record, just to make life especially interesting.

Despite all they have been dealing with, members of the Golf Course Superintendents Association of New England took a breather long enough to share a great message about where they've been and where they are going. Their story, both looking back and looking ahead, helps put 2020 in perspective.



*Golf Course Superintendents Association of New England*

### Join the Club

On February 25, 1924, forty-one greenkeepers came together at Cottrelle's Restaurant in Boston. Their plan was to

establish an official organization through which they would facilitate an exchange of ideas and information and create comradery, learning and advocacy.

With the "war to end all wars" (World War I) behind them, they had every reason to feel optimistic about their future and their profession. They had no idea that within the decade, America would see the stock market crash and the economy hit rock bottom or that they would face the drought and relentless windstorms of the 1930s Dust Bowl.

As they shared their dinner that wintery Monday evening optimistically making plans for the formation of the Greenkeepers Club of New England, they were clueless that their culture, economy and profession would soon be redefined by billowing black squalls of topsoil blowing from the Great Plains to the Atlantic Coast.

If you had read this article a year ago, you might have brushed it casually aside, unable to relate to their situation. Today, however, you can speak from experience, identifying with what it's like to be blindsided by circumstances beyond your control. You know clearly how it feels to see nature behave in the most unpredictable ways and events unfold like falling dominos, taking out segment after segment of life as we know it. You can also look at this historic group of resolute greenkeepers as examples, recogniz-

ing that you, too, have the capabilities and wherewithal to survive and even thrive, no matter what the economy or the environment throws at you.

### A Rich History and a Promising Future

Almost a full century has passed since its founding, and the Greenkeepers Club of New England, officially recognized as the New England Chapter of the Golf Course Superintendents Association of America, is still flourishing. With over 500 active members, including golf course superintendents, assistant superintendents, equipment managers, student members and companies, and their affiliates, the New England Chapter of GCSAA has never let global war, economic crisis, or nature at its most outrageous stop it from serving and supporting its membership.



*Don Hearn, Executive Director of the GCSA of New England*

The organization's history includes continuous publication of a professional paper since 1929, funding of research at the University of Massachusetts and the Rhode Island Experimental Station plus scholarship funding and administration. Add to that hundreds of meetings, training opportunities and conferences for members, companies, industry representatives and countless other initiatives that benefit, enrich and protect the needs of golf course superintendents and the future of the profession.

This past July, The Golf Course Trades had the opportunity to talk to Don Hearn,

## Getting the Job Done *cont.*

who, for more than ten years, has been the first full-time employee of the association and is its Executive Director. Don is a past golf course superintendent with more than 40 years in that role and a past president of the Golf Course Superintendents Association of America. With a job description that spans four pages and includes nearly one hundred discrete duties, it's safe to say that his responsibilities for the organization include "everything that needs doing." He is the organization's recordkeeper, marketing department, communications specialist, administrator, meeting planner and facilitator, membership coordinator, newsletter distributor, content creator and website manager along with countless other hats he enthusiastically wears for the association.

Don is not, however, a one-man band. He is joined by the association's President Peter Rappoccio, CGCS at Concord Country Club, Vice President Brian Skinner, CGCS, CPO at Bellevue Golf Club and Secretary/Treasurer Bob Dembek of Lexington Golf Club. The Board of Directors includes David Stowe, CGCS at Newton Commonwealth Golf Course, Eric Richardson of Essex County Club, Greg Cormier from Tom Irwin, Inc., Len Curtin of George Wright Golf Course, Ryan Emerich of Vesper Country Club and Past President Dave Johnson of The Country Club (Brookline), as well as many actively contributing, dedicated committee members. So what is it about this organization that inspires the enthusiasm and support of busy golf industry professionals who all have plenty on their plates already? Each of these members of the New England Chapter of the Golf Course Superintendents Association of America recognizes that this association provides a vital lifeline for superintendents, turf managers and others who too often get to the golf course before dawn and leave long after dark, working with their teams to ensure an optimal golfing experience by members and golfers. As Don explained, "The more members our association has, the stronger our organization becomes, and the stronger our members become as individuals."

## Feedback Directly from New England GCSAA Superintendents



*Peter Rappoccio, CGCS, President of the GCSA of New England*

Don is a goldmine of information about the state of golf in the New England area. Among the valued insights he shared are data collected through June 10, 2020, surveying 45 golf superintendents, all members of the association. Of the 45 courses they represent, five are 27-hole courses, seven are 9-hole courses, one is a 36-hole course and the remaining thirty-two are 18-hole courses.

Twenty-five of the 45 superintendents identified, that as of the date of the survey, they were maintaining their course as well or very close to as well as they did the year before. A couple of the superintendents even noted that their courses were in better shape than in previous years. Others, who said their maintenance was not up to 2019 standards pointed out that their courses were, in fact, in good shape, "up the middle," just not on the outskirts.

Twenty of the 45 superintendents had either laid off workers, brought their staff back more slowly than they typically would or were working their crew fewer hours than in a normal season. More than half of those surveyed also said they were working with a reduced budget or frozen spending, while others who had not yet experienced budget cutbacks noted that they were proceeding cautiously. Additionally, many of the superintendents stated that budgets for pay raises, capital equipment purchases or capital projects specifically have been frozen for 2020 or "deferred until further notice."

Outlooks and attitudes among the superintendents are positive, in spite of the fact that they generally have been trying to do as much as they did in the past but with reduced labor and budgets. In addition, rounds of golf at many facilities have been booming, creating greater stresses and demands. The surveyed superintendents spoke about the importance of communication and noted that most golfers and club members were understanding of course maintenance challenges and social distancing requirements.

Remarkably, the superintendents participating in the GCSA of New England survey even shared optimistic and encouraging messages for their peers. They stated that this difficult year provides an opportunity to get back to simpler approaches and offers an experience for challenging themselves and their crews. Most importantly, they called out 2020 as a time to build stronger bonds with colleagues. Recognizing that "a lot of courses are in the same boat," they stressed that no one should hesitate to reach out to each other for "help with the burden."

Hyannisport Club Superintendent Tom Colombo, CGCS summed up the situation and the spirit of New England superintendents especially well, saying, "As golf course superintendents, I believe that we are all resilient. We continuously adapt to change, and we always find a way to get the job done."

To learn more about membership in the Golf Course Superintendents Association of New England, visit the association's website at [gcsane.org](http://gcsane.org) or contact Don Hearn at [donhearn@gcsane.org](mailto:donhearn@gcsane.org).

*Linda Parker has been writing professionally since the 1980s. With clients in finance, sports, technology, change enablement, resorts and nonprofit global initiatives, Linda helps organizations communicate their stories in meaningful ways to the people they most want to reach. She has authored, ghostwritten or contributed to more than a dozen nonfiction books. Linda is a member of the Authors Guild and the Golf Writers Association of America. You can connect with her at [linda@glindacreative.com](mailto:linda@glindacreative.com)*





As 2020 progresses, the 50 by 2020 Best Management Practices (BMP) goal is fast approaching. Most of the Northeast region closes in on the final stages of the document that you, your colleagues, our entire industry, and stakeholders of all types will benefit from. Please take the opportunity to thank your BMP committee for volunteering their time to develop such a great resource.

Many of the successful concepts and practices used to build your document came from ideas the committee in New York developed. Superintendents and scientists in NY began their BMP initiative in 2012. The committee was led by a dynamic individual, Ken Benoit, CGCS, and then superintendent at GlenArbor CC, would be named the first Executive Director of the organization tasked with overseeing the state BMPs, The New York Golf Course Foundation (NYGCF). Not only was Benoit's leadership critical to the success of the New York Golf BMP, his passion for the concept has gone miles, literally, since then.

On August 14th, Benoit began a cross-country bicycle trek from Connecticut to Oregon to promote facility BMPs through his "Connect to Protect Tour." Just days ago, Benoit dipped his front tire in the Pacific Ocean at Bandon Dunes! An avid and accomplished cyclist, Benoit stopped at golf courses along his route to highlight current BMP practices in place and posting blogs and videos on his company website, Eco Turf Consulting. Benoit also posted updates via his twitter feed. It was a fascinating follow with environmental information you and your facility could benefit from too! Here is where you can find Benoit's Connect to Protect Tour information to learn from now, even after his journey:



Ken Benoit, CGCS, will blend two of his interests – cycling and golf course environmental stewardship – on his cross-country Connect to Protect Tour beginning Aug. 14. Photos courtesy of Ken Benoit

Website: [ecoturfconsulting.com/connect-to-protect-tour/](http://ecoturfconsulting.com/connect-to-protect-tour/)

Twitter: @kenbenoit1

GCM wrote a more in depth article about Benoit's unique adventure which can be found here: [www.gcm-online.com/latest-stories/ken-benoit-golf-course-bmps](http://www.gcm-online.com/latest-stories/ken-benoit-golf-course-bmps).

Hopefully, you enjoy the blogs and videos of Benoit's trip as much as I did. I am equally optimistic that BMP resources Benoit uncovers and shares from facilities across the country will benefit you and your environmental efforts! Be sure to connect with the Connect to Protect Tour in any way you can!.

## GCSAA Resources and Deadlines you Get Cool Stuff from your Association Already **Las Vegas update**

The 2021 Golf Industry Show is going virtual. Amid the ongoing coronavirus pandemic, GCSAA announced that the annual education conference and trade show will be presented in a virtual format instead of the previously planned in-person event in Las Vegas.

In addition to the education, trade show and special events that will take place live on the virtual platform the first week of February, attendees will also have the option to view or review all content from the show for an extended period after the event concludes.

The theme of GIS 2021 — "Your space. Your pace. All in one place." — not only reflects the ability of participants to attend the show from the safety of their homes or offices and consume the content when they want to, but also speaks to the convergence of industry experts that is a hallmark of GIS and will remain so in the virtual format.

GOLF INDUSTRY SHOW GCSAA		GIS2021 VIRTUAL Packages At A Glance					
PACKAGES	EDUCATION All access to all content for 1 year	ON DEMAND All access to all content for 1 year	EDUCATION Basic access to all content for 1 year	ON DEMAND Basic access to all content for 1 year	Access to the Virtual Show for 1 year	Specialty Sessions, Round Tables and other special content marketing events	PRICING
ALL ACCESS	✓	✓	✓	✓	✓	✓	Member: \$1,200 Non-Member: \$1,500 Individual: \$1,500 Corporate: \$1,500
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Virtual Show Only					✓	✓	FREE

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## Upcoming webinars

Oct. 21 @ 10 a.m.

**Calibrating Your Sprayers and Selecting the Right Nozzles**

Aaron J. Patton, Ph.D.

Oct. 29 @ 9 a.m.

**Shade: Triple Trouble Series Part Three**

Mike Richardson, Ph.D.

Nov. 11 @ noon

**How True Are Your Putting Greens?**

Doug Linde, Ph.D.

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

**Kevin Doyle**

GCSAA Field Staff

[kdoyle@gcsaa.org](mailto:kdoyle@gcsaa.org)

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Jon Targett (978) 855-0932  
Joe Trosky (860) 508-9875

## Winding Brook Turf Farm

Wethersfield, CT and Lyman, ME

240 Griswold Road  
Wethersfield, CT 06109  
Kathy Arcari (401) 639-5462  
karcari@windingbrookturf.net

[www.windingbrookturf.com](http://www.windingbrookturf.com)

## WinField United

29 Gilmore Drive—Unit C  
Sutton, MA 01590

Using industry-leading insights to provide you with the products that help you win.

Time Hanrahan (978) 815-9810

## Winterberry Irrigation

Pump service, installation and sales.  
Irrigation installation, service, repairs, and sales.  
Wire tracking, GPS mapping, grounding testing, start-up, and winterization.

Matt Faherty 860-681-8982  
mfaherty@winterberrylandscape.com

Visit [www.winterberryirrigation.com](http://www.winterberryirrigation.com)



# ***Golf Course Superintendents Association of New England***

## ***The Newsletter—Rate Schedule***

### **THE NEWSLETTER DISPLAY ADVERTISING ORDER FORM**

Company Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

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

Issues (List month and total number): \_\_\_\_\_

Amount of Check: \_\_\_\_\_ (Made payable to "GCSANE")

Payment can be made by check payable to GCSANE or by credit card using the Pay Pal link on the home page of the Association's website at [gcsane.org](http://gcsane.org). You do not need a Pay Pal account to use your credit card.

<b><u>Member Rates:</u></b>	<b>Monthly Rate</b>	<b>3 Times Per Yr. (Save 5%)</b>	<b>6 Times Per Yr. (Save 10%)</b>
<input type="checkbox"/> 1/4 page (vertical; 3.75" wide x 5" deep)	<input type="checkbox"/> \$ 100.00	<input type="checkbox"/> \$ 285.00	<input type="checkbox"/> \$ 540.00
<input type="checkbox"/> 1/2 page (horizontal; 7.5" wide x 5" deep)	<input type="checkbox"/> \$ 165.00	<input type="checkbox"/> \$ 470.00	<input type="checkbox"/> \$ 890.00
<input type="checkbox"/> Full Page (vertical; 7.5" wide x 10" deep)	<input type="checkbox"/> \$ 220.00	<input type="checkbox"/> \$ 630.00	<input type="checkbox"/> \$ 1190.00
<b><u>Non-Member Rates:</u></b> *All payments must be received in full before the ad appears in The Newsletter.			
<input type="checkbox"/> 1/4 page (vertical; 3.75" wide x 5" deep)	<input type="checkbox"/> \$ 130.00	<input type="checkbox"/> \$ 370.00	<input type="checkbox"/> \$ 700.00
<input type="checkbox"/> 1/2 page (horizontal; 7.5" wide x 5" deep)	<input type="checkbox"/> \$ 200.00	<input type="checkbox"/> \$ 570.00	<input type="checkbox"/> \$ 1080.00
<input type="checkbox"/> Full Page (vertical; 7.5" wide x 10" deep)	<input type="checkbox"/> \$ 265.00	<input type="checkbox"/> \$ 755.00	<input type="checkbox"/> \$ 1430.00

**\* Deadline for ads:** *The first of the month for that month's issue.*

### **Ad Preparation Specifications:**

**File Specifications for Ads Supplied in Digital Format:** Files should be created at 300dpi at the correct size for that ad. Formats preferred are JPG and PDF. Full color is available with all ads. Please send ads to Don Hearn at the email address below.

**Send all Newsletter ads to:**  
Don Hearn, CGCS  
300 Arnold Palmer Blvd., Norton, MA 02766  
Email: [donhearn@gcsane.org](mailto:donhearn@gcsane.org)

***September - October 2020***

