



THE NEWSLETTER

January - February 2022

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

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RUSSELL HELLER, CGCS AWARDED THE 2022 DISTINGUISHED SERVICE AWARD



Russell started his career after obtaining his Turfgrass Management degree at the Stockbridge School of Agriculture at UMass Amherst. He spent several years as an assistant superintendent at Andover Country Club. After a short stint as superintendent at Tewksbury Country Club he joined Sterling Golf Management. He worked two years at Chelmsford Country Club before moving to Franklin Park Golf Course, the second oldest public course in America. He has continued to hold the position of superintendent there since 2001.

He achieved Certified Golf Course Superintendent status in 2004 and maintains that to this day.

Russell became a member of the GCSA of New England in 1996 and joined the Board of Directors in 1999 where he served as Newsletter Chairman for several years before working his way

through the ranks. In 2007 he was elected President of the Association. He has continued to serve on various GCSANE committees.

He has served on several GCSAA committees. The Government Relations committee was his favorite, as it afforded him the opportunity to directly meet lawmakers in D.C. He is currently a GCSAA Grassroots Ambassador and visits with his local state representative periodically.

He hosted a First Green Field Trip at Franklin Park to introduce 6th grade students to the intricacies of golf course maintenance. Subjects dealing with insects, soils, monitoring of the greensward, water use and conservation and other subjects associated with the environment were explained to inquisitive children and their teachers.

Each December he organized a yearly visit to Doyle's Cafe in Jamaica Plain. It was a chance for superintendents, assistants, sales reps, and others to wrap up the season over lunch and a few cold beers. This event lasted for 15 years until Doyle's closed its doors for good in October 2019.

As one nominator stated, "Russ has done it all for GCSANE."

Russell and his wife Raina have been happily married for 22 years.

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CONGRATULATIONS TO

Tom Brodeur, recently retired from the TPC Boston in Norton, MA after 20 years maintaining superb playing surfaces there.

Chris Cyr who left the Milton Hoosic Club and is now Client Relations Manager at Tom Irwin, Inc.

Joel Cyr, formerly Superintendent at Blue Hill Country Club, now Superintendent at the Milton Hoosic Club.

Dennis Houle, recently retired from Winchester Country Club

Jon Zolkowski, formerly Superintendent at Norfolk Golf Club, has accepted the Superintendent position at Blue Hill Country Club.

WELCOME NEW MEMBERS

Erik Anderson, Superintendent, Wampatuck Country Club, Canton, MA

Benjamin Boepple, Assistant Superintendent, Bear Hill Golf Club, Stoneham, MA

Colin Briggs, Assistant Superintendent, Longmeadow Country Club, Longmeadow, MA

Chris DeLuca, Assistant Superintendent, Blue Hill Country Club, Canton, MA

Tom Hoffer, Affiliate, Harrell's, Auburn, MA

Klark Johnson, Assistant Superintendent, Essex County Club, Manchester-by-the-Sea, MA

Kimberly Koprowski, Associate, Bethlehem Country Club, Bethlehem, NH

Colby Major, Assistant Superintendent, The Kittansett Club, Marion, MA

Shaun Marcellus, Superintendent, Wanumetonomy Golf and Country Club, Middletown, RI

Scott Strong, Assistant Superintendent, Worcester Country Club, Worcester, MA

Back Issues!



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

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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The Super Speaks Out

For the enjoyment of our readers, and as a way for superintendents to share ideas about modern and seasonal issues and challenges, The GCSANE Newsletter has rebooted a column which was published for many years in older versions of this publication. ‘The Super Speaks Out’

This month’s question:

Labor shortages are a modern-day reality in nearly all industries. How are you handling the current labor market? What tips do you have to hire and retain staff?

Eric Richardson
Director of Grounds
Essex County Club

Based on the location of Essex County Club, the labor market, or lack thereof, has always been a challenging hurdle for the entire club during my fifteen-year run; there isn’t a large population of people looking for seasonal/entry-level work. During 2020, we reduced staffing levels and quickly filled the few open spots with college-age students who were unexpectedly home and looking to get away from their parents. The lack of non-college age applicants was noteworthy in 2020, and we thought this was due to government programs and COVID. Unfortunately, it indicated a much larger issue that plagued us and every local business in 2021.

Competition for labor is not only external but internal as well. The Clubhouse/Kitchen and other departments have the same staffing challenges, and we interview many of the same candidates. The external competition for labor continues to mount as wages and sign-on bonuses increase and become the standard for hiring seasonal or part-time staff. At one point early summer of 2021, I had a local excavation company offering \$35-\$40 per hour for an entry-level seasonal position. Even though I work at a private club that treats its employees well, competing with that kind of entry-level salary wasn’t possible.

While \$35+ per hour wage wasn’t possible and with no new applicants, we focused on retaining our existing staff in 2021. These staff members helped the club survive 2020 and worked extra hours in 2021 to compensate for the lack of able bodies. Increasing your pay scale isn’t easy, fun, and requires constant communication with your board, owner, chair, etc. But it is the necessary first step if retention is a priority. There are no indications that the labor crisis is over, but having a motivated, highly trained core group of people will soften the blow.

At least in New England, our business needs to find ways to reduce the reliance on seasonal workers for our operations. Yep, I know, this is a pie-in-the-sky take, and my soapbox is big, but I am correct. If possible, increase your full-time staff numbers, advocate for equipment purchases that reduce the number of person-hours needed for general maintenance, create maintenance plans reflective of realistic labor numbers, and communicate, communicate, communicate. Not just speak to your boss, but to the people who utilize the facilities the most, particularly if the maintenance plan is altered due to the labor shortage.

Rarely, if ever, have I encountered a challenge/hurdle in this business that has a straightforward solution. Tangible solutions require hard work, perseverance, intelligence, and the ability to think outside the box. I wonder who possesses those traits.... Yes, I mean you! Superintendent’s ability to problem solve is one of our most desirable traits, and we will find a way like we always do.

Ryan Green
Superintendent
Crystal Lake Golf Club

I feel I have been fortunate and perhaps a bit lucky, to have assembled a core crew which for the most part return every season. The starting wages in our industry can deter people at first, however I believe you can create a work environment which attracts and retains certain employees. Now, having stated this, we do run a smaller crew than neighboring private clubs who have a stronger need for a larger, seasonal staff. We try to maximize by using less hand work where possible. For instance, nothing is walk mowed, and most of our rough is mowed by one person, lowering the overall need to have a lot of people on the crew.

While I have had great employees who do not play golf, over the 8 years that I have been at Crystal Lake, the core seasonal staff that has remained, use the golf as their primary benefit. Other than prime tee times, we have a generous golfing policy for employees, which I would recommend to those struggling to retain seasonal staff. Our budget doesn’t allow us to pay starting employees high wages, and while we also offer 401(k), health insurance, and other benefits, the golfing benefit has been an attractive part of the benefit package for the right candidate. From experience, I have also hired older members who are either retired, got laid off or could no longer afford their dues. The amount of care they have for the course is very high due to their emotional attachment to it.

I am also creative with work schedules. I have had luck getting recommendations from friends of employees. There is also a market for younger retirees looking for a second job. For example I have two (20 year and out) retirees, a retired fire captain and retired US Air Force employee, both in their mid 40’s who were looking for a lower stress level second career with a golfing benefit.

The biggest thing I look for when hiring is getting deeper into the interview questions about why they want to work at the course. If it’s only money, then you’ll most likely be looking to replace them



The Super Speaks Out (continued)

the first time they get a better financial offer elsewhere. I also look to make sure a new candidate seems like he or she will get along with the current crew.

Colin Smethurst, CGCS

Superintendent

Hillview Golf Course

At least at my property, I can't compete pay-wise with any of the other options out there for hourly labor. My only real attraction is to offer free golf and the prospect of joining a fun, dynamic team. So for me, it is essential to recruit from my regular golfers. Among that group, I can appeal to their desire to provide exceptional conditions when they play for both themselves and to show it off to their friends. So when I make my rounds around the course or checking in with the guys at the golf shop, I've always got my best Nick Saban recruiting hat on.

From there, fostering the team I created becomes the next task. In my opinion, gone are the days of the fearsome taskmaster superintendent. Millennials don't respond to it and retirees have been listening to it their whole lives, they don't need it. I try to be as flexible as possible with scheduling. I've found that even my

younger crew members like starting early and ending by lunchtime, giving them their afternoons to themselves. At Hillview, working around the amount of play we get is near impossible. By streamlining labor processes ahead of play in the morning, I can get the same amount of productivity out of them while freeing up myself and my assistant in the afternoons for other tasks. Further, I have to keep everybody motivated by means outside of money. I try to build relationships with the staff by taking an interest in their lives outside of the course. Retirees especially love talking about their kids, grandkids, etc. or indulging them in complaining about whatever issue is hot in the news. I try to keep it positive no matter how high the pressure gets throughout the season. I slap some backs and thank them for their hard work whenever I can. I strive to be the boss that the crew wants to get the job done for, not because they'll get yelled at or lose their job, but because they don't want to let me down.

Lastly, I believe a major offshoot of this labor crisis is going to be the emergence of robotics in everyday life. We already see them at the checkout counters and restaurants, and they're coming for the golf courses. All of our mowing will be done by some kind of robotic system someday and I believe it will be here sooner than we think.



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January-February 2022



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The Newsletter

Thoughts From Your Executive Director *by Don Hearn*

We all know how clever and ingenious people in our industry can be. Many innovations in course maintenance equipment and techniques are the result of someone trying to create a way to develop or improve on a piece of equipment or a device that positively changes the playing surface of turf.

We have one of these people in the area who has done just that. Rodney Hine, Superintendent at The Boston Golf Club has invented a brush system to help with putting green grain control. To help “spread the word” Golf Course Trades magazine produced a webinar featuring Rodney and his clever invention, the TurfTrainer Brush System. The webinar was recorded, and the video has created a lot of interest in the product. The video is a little over 30 minutes and Rodney answers a lot of questions about

the various uses for the product. [To view the video click here.](#)

Rodney’s invention prompted me to think about ways to let others know about some of your inventions and ways of doing things differently. If you have a piece of equipment or an item you’ve modified or built from scratch, or developed a new way to do something, why not share it with others. We are always looking for articles of interest to share, particularly articles that will make tasks easier to perform. Send your photos and a description of the device and how it’s used to me at donhearn@gcsane.org. Don’t worry about your writing ability. We can put the article together for you. Equipment Managers are especially encouraged to make contributions. You are the ones who many times actually create the physical product.

The Association has created an Assistant Superintendent Committee this year. The committee’s criteria was created by a group chaired by Eric Richardson. Assistant Superintendents form the future of our profession and they are our future leaders and practitioners. As the next wave of leaders, this is a great opportunity for them to contribute to the Association, expand their network, and build something that will be tailored specifically for Assistant Superintendents. Ryan Boudreau, Assistant Superintendent at Framingham Country Club, is the chair of this committee and he has recruited others to help him move forward. Any suggestions you have that will further the development of Assistant Superintendents will be welcome. Please contact Ryan at ryboudreau@gmail.com.



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January-February 2022



Here's What Happens When Salary is Actually Included in Job Listings

By Kathryn Vasel, CNN Business

Updated 11:39 AM ET, Wed February 9, 2022

Job listings can be extremely detailed, with long lists of responsibilities and required skills, descriptions of company culture and perks, and numerous other reasons for why you might want to work there. But there's often one glaring omission: the pay.

Only about 12% of postings from US online job sites include salary ranges, according to Julia Pollak, chief economist at ZipRecruiter. And that's an increase from 8% in 2019. Part of the reason for the uptick is the stronger job market, Pollak said. "A tightening labor market does appear to have caused more companies to disclose pay rates," she said. But a growing number of companies will soon be required by their local governments to disclose what they'll pay. A new law in New York City, for example, requires employers to include a salary range on job listings. The law, which goes into effect in May, applies to employers with four or more employees, and excludes temporary staffing firms. "Our new law shines a light on pay inequity," Helen Rosenthal, a former City Council member and sponsor of the bill, told CNN in a statement last month. "Including pay ranges in job postings allows job seekers to determine whether they will be able to support themselves and their family when they apply for a job." Colorado has a similar law that has been in effect since January 2021, and a few other states, like Rhode Island and Maryland, have legislation that requires employers to provide salary ranges upon request.

Why the big secret?

Labor costs are a major expense for companies, and staying mum on what they're willing to pay can enable them to hire candidates for less, said Katie Donovan, founder of consultancy Equal Pay Negotiations. "Companies don't want informed consumers ... because the more informed the consumer is, the harder it is to negotiate a savings of any kind," she said. "There's definitely a mindset that the job of recruiting and hiring is to bring in the best person at not a penny more than needed. And the best way to do that is don't tell them how much you actually have available." Keeping the

number under wraps can also be a negotiation strategy. "The person who says a number first loses," said Donovan. Publishing salary information also means that competitors and current employees can see what a company is paying. In some cases, current employees may discover that they are underpaid, which could lead them to demand more or find a new job. "That's the scary part, that is why [companies] aren't putting it in writing," she said.

Why it's good for employers

But posting salaries can also be advantageous to companies when it comes to negotiating, said Zoe Cullen, assistant professor of economics at Harvard University. "Firms that firmly set a price for a particular job have a high degree of bargaining power in the sense that they are announcing to potential job candidates that, 'if you try to negotiate anything higher than this price, it is going to effect everybody else because I will have to publicly adjust the going rate for this job.'" Sharing salary ranges can also help attract workers. "When people are searching for work, [compensation] is the most salient concern typically. So if they don't find the [salary] information they need, they may not waste the time going through the process at all," said Pollak. At the same time, employers can also create a more qualified applicant pool. "It saves them the time and energy of searching through candidates who are never going to accept the job... people will self-select out when the [salary] is too little," said Donovan. She added that when companies are more upfront about salaries, it can help create trust. "They feel more respected and apply more when there is the information...it's like 'OK, they are treating me like a human being.'"

Why it's good for job hunters...

For starters, published salary ranges help job seekers understand what the market is willing to pay for certain positions. "If you have the ability to know what salary is being offered and know what others are earning, then you are in a position to advocate for yourself," said Laurie Berke-Weiss, principal attorney at Berke-Weiss, a

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Salary continued

labor and employment law firm in New York City. Knowing what a job pays from the start can also make the job-hunting process more streamlined. In the current tight labor market, candidates are being more selective about what roles they apply for, and advertised salary ranges can help them narrow down their options. “Role descriptions can be made to sound more than they are and [job seekers] can go deep into the process and realize that the salary is significantly lower than what they make right now,” said Rohan Rajiv, group product manager at LinkedIn. He added that LinkedIn job postings that included salary information increased by 50% in January 2022 from January 2021. Laws requiring salary disclosure, as well as other laws like banning companies from asking about salary history, can also help with pay equity. Studies show women and people of color tend to be paid less than White men in the same roles.

To right the issue would require significant salary increases.

“Mathematically, for a Hispanic woman to answer the question: What are you looking to earn in this job? For her to say the same number as a White guy, she would have to increase her current pay by over 100%... just based on statistics,” said Donovan.

...And also for existing employees

Posting salary ranges can be enlightening for current employees as well. “[If employees] see that they can get a 20% increase just by going to the competition, they’ll start paying attention to their openings,” said Donovan. Such transparency can also help existing employees know if they’re underpaid. “Most people think that the people with longer tenure [at a company] are making more than the new kid that just started. But no, the new kid is probably making more,” said Donovan. “The new kid is getting paid the current market value and your 2% [annual] raise hasn’t kept up with the market rate.”

Cullen’s research shows that employers’ public disclosures of pay ranges can reduce a worker’s bargaining power and limit their ability to ask for more beyond the range.

But there’s more to compensation than what’s on a paycheck. Companies can also offer benefits like signing bonuses, stock options, and other perks that they might not always be required to be disclosed.

“You can have a company that is very openly, publicly committed to pay transparency, but if they really want a candidate who requires more to take the job than they initially offer, they can find ways to make that posted salary range still hold,” said Pollak. “Companies can find all kinds of creative ways to get around these requirements.”

2022 PARTNER PARTICIPATION PROGRAM (PPP)

This year’s program is underway with companies and their Affiliate Members offering their support to Superintendents, Assistant Superintendents and Equipment Technicians. Companies wanting to enroll in the program can do so by viewing the opportunities [available here](#).

It should be noted that when companies and their representatives enroll in this program, they help our industry by supporting not only our Members, but by offering their support in government regulatory issues and help us solve problems.

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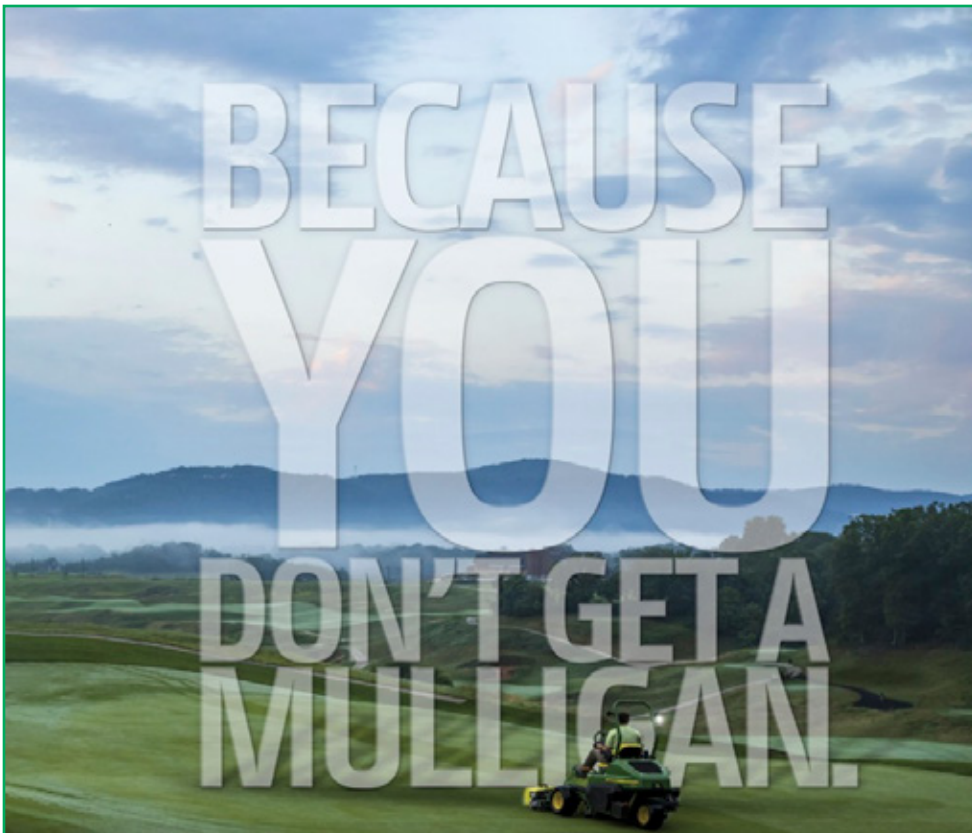
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The Newsletter

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Creating New Healthy Habits *By Gina Ramos*

We are halfway through the month of January, the month of resolutions. We all start the new year with the hope of making behavior changes and making better choices for our health and wellness.

I hope you all know by now that quick fixes and detoxes and 30 day challenges fail for a reason. They are not sustainable.

What does work is creating small habits that build into healthy sustainable actions that do not rely on huge amounts of motivation and willpower.

Making small, manageable changes are where it's at. Remember this is a marathon, not a sprint, and there is no finish line. There is always room for work and growth. Here are 5 tips for creating healthy sustainable habits that lead to big change. Make that commitment to yourself, because you are so incredibly worth it!

Be grounded in your intention.

Your why and your reasoning behind the changes you want to make are going to be your most important tool for success. Your intention needs to inspire you on a daily basis. Research has shown that having a strong reason to fall back on when things get tough is one of the biggest predictors of successful outcomes. Go back to this intention when life throws you curveballs or your motivation is not there or you want to give up and eat all the double stuff Oreos (don't even come at me with regular stuffed).

Accountability

Having someone or something to hold you accountable greatly increases the chances of sticking with your new habits. This can come in the form of supportive friends and family or a health coach, therapist or trainer. We are biologically wired for social approval and when we enlist the help of someone who can hold us accountable, we activate this part of us that fuels social approval which increases the likelihood that we will stick with these changes. This can also come in the form of self-accountability using tools like habit trackers or fitness trackers. I recently got a Fitbit for Christmas and I love seeing my steps pass 10,000 and earning active zone minutes.

Be consistent but also flexible

Consistency is key and I will always champion consistency over perfection. There is zero room for an all or nothing mentality when creating new habits. Humans are imperfect beings. All you can ask is that every day you try. Every day you show up and stay consistent. Be consistent but also give yourself compassion and grace. No one ever got abs from one salad and you will not ruin all of your progress with one day of poor eating choices. And you are always one meal, one step away from getting back on track. There is no such thing as perfection. I would rather you be 80% consistent than 100% perfect. If you are 100% perfect you are not living. Stick to your goals, be consistent, and have that piece of cake.

S.M.A.R.T. Goals

S - Specific

M - Measurable

A - Achievable

R - Realistic

T - Timely

Research shows that those who choose small, specific goals that can be broken down into steps have a 90% better chance of succeeding. Say your goal is to start walking. Set a goal to walk for 10 minutes a day. You can easily get in a 10 minute walk. Keep track of your progress. You will soon find yourself naturally wanting to add on more minutes and then suddenly you are walking 30 minutes every day. It is so easy to want to dive in with large goals. We feel motivated and ready for change and set a goal to walk an hour every day. After 4 days you are over it and your motivation dips and then it seems so hard to go walk for an hour. I know it seems so simple and anti-climatic to start with 10 or 20 minutes but this is how good habits are cemented. I started walking every day during the pandemic because I needed to get some alone time every day with everyone in the house 24/7. It started with "I need some alone time I think I will go for a walk" and transformed into a daily walking habit that I have continued with 2 years later.

Habit stacking

Habits require consistent context cues to stick. I drop the kids at school every day and drive directly to the gym or yoga. I already have a habit of driving the kids to school every morning. Then I attach a habit to an already existing habit. Dropping the kids off cues me to go workout. If your goal is to increase your water intake add the habit of drinking a glass of water to your daily meals. Before you sit down to each meal, drink a full glass of water. Sitting down to eat cues that habit and soon you've created a great habit around hydration. I take my supplements with my breakfast because I would often forget to take them. Eating breakfast is an established habit and now I have added on supplements to that. Meditate after you brush your teeth and get ready for bed. Do squats, jumping jacks or pushups every time you go to the bathroom if you're looking to add movement to your day.

I hope these tips help you on your journey to create a wellness plan that works for you. As always, feel free to reach out and let me know if I can be of assistance.

*With love,
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Golf Industry Outlines 2022 Priorities Around Diversity, Equity & Inclusion, Led by Industry Job Board & Make Golf Your Thing Directory

Industry's Workplace Inclusion Survey Outlines Areas that Need Addressing; Grassroots Grants Program Expands, with \$750,000 Allocated in Next Phase

ST. AUGUSTINE, Fla. (Feb. 3, 2022) – Last week, the golf industry convened for the first time in two years, at the 2022 PGA Show in Orlando, Fla. A consistent presence that greeted those in attendance was [Make Golf Your Thing](#), the industry's diversity, equity and inclusion initiative.

The [American Golf Industry Coalition](#) provides support to the six cross-industry Make Golf Your Thing work groups dedicated to making golf accessible to all. Leaders from each of the six groups took part in panel discussions at the Show, including the human resources group sharing results of an industry-wide workplace inclusion survey (more than 2,300 industry professionals from 35 organizations participated).

“These survey results are pivotal to the industry's ability to understand how we can make our workplaces more inclusive,” said Sandy Cross, Chief People Officer, PGA of America. “The industry collectively is committed to being more welcoming and inclusive of individuals from all backgrounds, identities and abilities, and the tangible data provided through the survey will help us advance that mission.”

Additional key priorities discussed at the Show around advancing Make Golf Your Thing in 2022 included:

- Establishing an industry-wide job board that implements a comprehensive recruiting plan to attract more diverse talent to the industry
- Launching a Make Golf Your Thing directory for consumers to easily find a golf program, clinic, event, or coach best suited for their skill level
- Expansion of the Grassroots Grants program: Phase I and Phase II each awarded \$150,000 to support organizations dedicated to increasing golf participation for underrepresented populations; Phase III will award an additional \$750,000 in funding
- Developing a utilization baseline for the golf industry's free [database of diverse owned suppliers](#), which to-date includes more than 1,600 businesses
- Expanding the Make Golf Your Thing industry toolkit to reflect more resources and engagement at the facility level.

Representing a partnership among golf's leading organizations, the American Golf Industry Coalition is committed to addressing the collective interests of the industry. The coalition also works to amplify tangible examples of key initiatives at both the grassroots and industry workforce level and advocate in support of issues that impact the industry at the state and federal level.

The industry came together virtually for 'National Golf Day' in 2021 due to the coronavirus, and details on 2022 National Golf Day will be made available soon.

About Make Golf Your Thing

A multi-faceted, multi-year movement, Make Golf Your Thing is a collaborative effort across the industry to invite more people to golf from all backgrounds. Six cross-industry work groups are committed to making the sport more diverse, equitable and inclusive, with a specific focus on: education & skill development, talent acquisition, procurement, human resources, youth & adult player development, and marketing/communications.

About the American Golf Industry Coalition

The American Golf Industry Coalition advocates on behalf of golf's diversity, equity and inclusion efforts; environmental and sustainability initiatives; contributions to the economy (local and national); health and wellness benefits, as well as charitable giving. The organization unites the golf industry in pursuit of goals designed to enhance the vitality and diversity of both the business and recreational levels of the sport. The American Golf Industry Coalition is a division of the World Golf Foundation. To learn more, visit www.golfcoalition.org.

Media Contact:

Jeff Szklinski
American Golf Industry Coalition
814-880-6933
jszklinski@worldgolffoundation.org



In case you couldn't join us for the GCSA Conference and Show in San Diego, here are some snippets from Show and highlights for members here in the Northeast region.

A total of 3,700 seminar seats were filled. In addition to education for superintendents, the event also included specialized education for assistant superintendents, equipment managers, students and more.

The in-person conference and show will be followed by a two-day virtual education event Feb. 23-24. The GCSAA Conference and Trade Show in-person total attendance was 6,500.

The trade show covered nearly 114,000 square feet of exhibit space at the San Diego Convention Center and hosted more than 300 exhibitors.

Your 2022 Board of Directors

Kevin P. Breen, the certified golf course superintendent (CGCS) at La Rinconada Country Club in Los Gatos, Calif., was elected to a one-year term as president of the Golf Course Superintendents Association of America (GCSAA) at the association's annual meeting Feb. 10, held in conjunction with the GCSAA Conference and Trade Show. He is the 86th president in the association's history.

Other elected officers were Kevin P. Sunderman, CGCS, director of grounds at Isla Del Sol Yacht and Country Club in St. Petersburg, Fla., as vice president, and Jeff L. White, CGCS and superintendent at Indian Hills Country Club in Mission Hills, Kan.; as secretary/treasurer.

Board members Douglas D. Dykstra, CGCS, golf course superintendent at White Mountain Country Club in Pinetop, Ariz., and **Marc E. Weston, CGCS, superintendent at Indian Hill Country Club in Newington, Conn.**, were elected to serve again, while Steven J. Hammon, superintendent at Traverse City (Mich.) Country Club, was newly elected to the board.

MELROSE LEADERSHIP ACADEMY, EQUIPMENT MANAGEMENT EXPERIENCE

Support from the Kendrick B. Melrose Family Foundation, founded by the late Ken Melrose, former CEO and chairman of Toro Co., and longtime friend and supporter of the Golf Course Superintendents Association of America (GCSAA), will give 12 GCSAA members the opportunity to attend the 2022 GCSAA Conference and Trade Show, Feb. 5-10, in San Diego, Calif.

The Melrose Leadership Academy supports the professional development of GCSAA superintendent members while the Melrose Equipment Management Experience provides professional development for GCSAA equipment managers. Both programs are administered through the GCSAA Foundation, the philanthropic organization of GCSAA.

NE Region participant in the 2022 Melrose Leadership Academy:

- Donovan Maguigan of Springdale Golf Club in Princeton, N.J.

NE Region members of the 2022 Melrose Equipment Management Experience are:

- Jason Calderwood of Dedham Country and Polo Club in Westwood, Mass.
- Alec Welch of Essex Country Club in Manchester, Mass.

NE Region participants in the 2021 Melrose Leadership Academy:

- Terry Davio of Rutland Country Club in Rutland, Vt.
- Mark Mansur of Wintonbury Hills Golf Course in Bloomfield, Conn.
- Andrew McHugh of Green Meadow Golf Club in Hudson, NH.
- Peter Fish of Potowomut Golf Club in Warwick, R.I.
- Jessica Aytoun of Sutton Creek Club in Essex, Ontario, Canada

NE Region member of the 2021 Melrose Equipment Management Experience are:

- Frank McQuiggan of Raritan Valley Country Club in Bridgewater, N.J.

2022 Turf Bowl

Purdue University took first place in the 2022 GCSAA Collegiate Turf Bowl, presented in partnership with John Deere. Forty-four teams competed in the event. Also on the podium was a member of the NE Region:

2nd place: State University of New York at Delhi, team No. 19; Charles Bourgeois, Drew Romanski, Mike Battaglia and Bradley Woessner; adviser Julia Ward.

Bayer Superintendent Grant Program to send Nine Members to the 2022 GCSAA Conference and Trade Show

For more than 15 years, the Bayer Superintendent Grant Program has offered GCSAA members the opportunity to attend the GCSAA Conference and Trade Show. Nine members have been chosen to participate in the Bayer Grant Program and will attend the 2022 GCSAA Conference Feb. 5-10 in San Diego.

- George Thomas of Bridgton Highlands Country Club in Windham, Maine

GCSAA Update *by Kevin Doyle*

2022 Health in Action 5K presented by Syngenta and the Golf Course Superintendents Association of America.

Thanks to everyone who participated in the Health in Action 5K in San Diego, including the Rhode Island CC Rocket who finished second overall!!!!

Andrew Hannah
14:40 100 100 100 6:00 18:39

The virtual 5K will begin Saturday, February 12 at 12:00 am CST until Monday, February 28 at 12:00 pm CST. Registration for the virtual event closes on February 28 at 11:00 am CST. All times for the virtual race must be submitted by 12:00 pm CST on February 28.

GCSAA Resources and Deadlines you Get Cool Stuff from your Association Already

Get started on Facility BMP Manuals

Once your state BMP manual is available through GCSAA's BMP Planning Guide and Template you can easily create a facility BMP manual for your facility. Access is easy with your GCSAA website member log-in using the link immediately below, then select the facility BMP icon and go. Webinars are available to assist you with this easy to use tool.

[Access the Facility BMP tool»](#)

Upcoming Virtual GCSAA Education!

Looking for the latest info on GCSAA Education? Virtual opportunities February 24-25th....You can find it ALL here: [Education \(gcsaaconference.com\)](https://www.gcsaaconference.com/education)

Virtual 5K....There is still time!!

The virtual 5K will begin Saturday, February 12 at 12:00 am CST until Monday, February 28 at 12:00 pm CST. Registration for the virtual event closes on February 28 at 11:00 am CST. All times for the virtual race must be submitted by 12:00 pm CST on February 28.

UPCOMING WEBINARS

[Goosegrass Control Options to Avoid Resistance](#)

Fred Yelverton, Ph.D.
Mar. 10 @ noon

[Lowering the Cost of Managing Trees, Shrubs and Flowers](#)

John Fech
Mar. 23 @ noon

[Get Ideas to Get Ahead: Tips from a Veteran CGCS](#)

Don Garrett, CGCS
Mar. 29 @ 10 a.m.

[Be Precise! Reduce Water Use in Your Fairways](#)

Chase Straw, Ph.D.
Mar. 31 @ 10 a.m.

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

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Member Rates:	Monthly Rate	3 Times Per Yr. (Save 5%)	6 Times Per Yr. (Save 10%)
<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
Non-Member Rates: *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. The newsletter is published in February, April, June, August, October, and December.

Send all Newsletter ads to:
 Don Hearn, Executive Director
 300 Arnold Palmer Blvd., Norton, MA 02766
 Email: donhearn@gcsane.org O. 774-430-9040

