



THE NEWSLETTER

March - April 2023

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

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President's Message *by Brian F. Skinner*



Greetings All,

Here we go! Spring is here and the 2023 golf season is upon us. Hopefully everyone is ready and recharged. For me, this time of year brings energy, life and an appreciation for Mother Nature. I believe we are fortunate to have a change in seasons throughout the year and I welcome the warmer weather and longer days.

This time next year, GCSANE will enter its 100th season as an Association. I am grateful to be a part of that legacy as a member for 25 years. It never occurred to me how the Association maintained existence until recently. I always considered that meetings would be scheduled automatically and I could just show up. However, a few years ago, I realized that the individuals that volunteered their time were the ones that made it all possible. There are many moving parts to the Association and all of the past participants should be commended and it's amazing that this has occurred for almost 100 years.

Our continued success as an Association for the next 100 years depends on folks stepping up. We will always need volunteers and member participation. It is vital for any Association. Please do not hesitate to inquire about Board positions or committee assignments. More importantly, please make an effort to attend as many meetings as you can. The schedule is on the web site and is very appealing.

The current Board has continued working hard on several initiatives. The primary focus is on promoting our members and jobs and a continuation of industry advocacy, environmental concerns and scholarship and benevolence just to name a few. We feel we have had success in several areas and look forward to further developing these programs. We would also like to remind our Friends and Affiliates about the lunch and learn program which we would be happy to help facilitate. A relevant topic could be covered at any participating facility or at a maintenance facility as it has been done in the past.

Looking forward to a great season.

Best of Luck in 2023,
Brian Skinner, GCSANE President



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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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For more information, please contact Don Hearn at 774-430-9040 or donhearn@gcsane.org

March - April 2023



Thoughts From Your Executive Director *by Don Hearn*

Each year I include information about The Wee One Foundation. What does this foundation do? The foundation's mission in part states: The Wee One Foundation was developed to assist golf course management professionals (or their dependents) who incur overwhelming expenses due to medical hardship without comprehensive insurance or adequate financial resources. In a way it's about taking care of each other. Please keep in mind the Wee One Foundation has donated a substantial amount to a member of the GCSA of New England and will consider future needs of our members.

Since its inception in 2004, membership within the Wee One Foundation has grown to over 350 in 27 states. More importantly, the Wee One Foundation has gifted over \$1,800,000 to families in Arizona, California, Colorado, Connecticut, Florida, Georgia, Iowa, Illinois, Kansas, Kentucky, Massachusetts, Michigan, Minnesota, Missouri, Montana, North Carolina, New York, Ohio, Oklahoma, Pennsylvania, Texas, Virginia and Wisconsin - As the Wee One grows more people are helped and more funds are needed to distribute. Please consider contributing today.

To learn more about the Wee One Foundation [click here](#).

As you may know, we are in the process of having a book published about our 100 years as an Association. The author is Gary Larrabee, a golf historian and one who has written extensively about golf course superintendents on the north shore, his home base. If you have material, a story, an incident that relates to an event you would like to have considered for inclusion please send it along to me at donhearn@gcsane.org.



The Annual UMass Alumni Breakfast, sponsored by the Alumni Turf Group (ATG) took place Wednesday morning in the Rotunda Room at the convention center. This is always a pleasant event to attend and an opportunity to catch up with others and learn about the latest happenings in the turf world at UMass. Jason Lanier and Michelle DaCosta gave us the status of enrollments and recent, and soon-to-be retirees from the school that will have an impact on the programs at Stockbridge. Bob Ruzsala, President of the Alumni Turf Group gave an update of the funding of Stockbridge and the Dr. Joseph Troll Turf Research Center activities, and this year's fundraiser to be held October 4 at the Pinehills Golf Club in Plymouth, MA. Brian Cowan, Retired Superintendent at Eastward Ho! In Chatham, MA and Jim Staszowski, longtime board member of the ATG and representative of Turf Products in sales and support positions are this year's honorees.

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SOME TIPS TO BE AWARE OF WHEN INTERACTING WITH OTHERS

1. Slouching Slouching is a sign of disrespect. It communicates that you're bored and have no desire to be where you are. You would never tell your boss, "I don't understand why I have to listen to you," but if you slouch, you don't have to—your body says it for you, loud and clear. The brain is hardwired to equate power with the amount of space people take up. Standing up straight with your shoulders back is a power position. It maximizes the amount of space you fill. Slouching, on the other hand, is the result of collapsing your form—it takes up less space and projects less power. Maintaining good posture commands respect and promotes engagement from both ends of the conversation.

2. Exaggerated gestures Exaggerated gestures can imply that you're stretching the truth. Aim for small, controlled gestures to indicate leadership and confidence, and open gestures—like spreading your arms apart or showing the palms of your hands—to communicate that you have nothing to hide.

3. Watching the clock Watching the clock while talking to someone is a clear sign of disrespect, impatience, and inflated ego. It sends the message that you have better things to do than talk to the person you're with, and that you're anxious to leave them.

4. Turning yourself away from others Turning yourself away from others, or not leaning into your conversation, portrays that you are unengaged, uninterested, uncomfortable, and perhaps even distrustful of the person speaking. Try leaning in towards the person who is speaking and tilt your head slightly as you listen to them speak. This shows the person speaking that they have your complete focus and attention.

5. Crossed arms Crossed arms—and crossed legs, to some degree—are physical barriers that suggest you're not open to what the other person is saying. Even if you're smiling or engaged in a pleasant conversation, the other person may get a nagging sense that you're shutting him or her out. Even if folding your arms feels comfortable, resist the urge to do so if you want people to see you as open-minded and interested in what they have to say.

6. Inconsistency Inconsistency between your words and your facial expression causes people to sense that something isn't right and they begin to suspect that you're trying to deceive them, even if they don't know exactly why or how. For example, a nervous smile while rejecting an offer during a negotiation won't help you get what you want; it will just make the other person feel uneasy about working with you because they'll assume that you're up to something.

7. Exaggerated nodding Exaggerated nodding signals anxiety about approval. People may perceive your heavy nods as an attempt to show you agree with or understand something that you actually don't.

8. Fidgeting with or fixing your hair Fidgeting with or fixing your hair signals that you're anxious, over-energized, self-conscious, and distracted. People will perceive you as overly concerned with your physical appearance and not concerned enough with your career.

9. Avoiding eye contact Avoiding eye contact makes it look like you have something to hide, and that arouses suspicion. Lack of eye contact can also indicate a lack of confidence and interest, which you never want to communicate in a business setting. Looking down as you talk makes it seem like you lack confidence or are self-conscious, causing your words to lose their effect. Sustained eye contact, on the other hand, communicates confidence, leadership, strength, and intelligence. While it is possible to be engaged without direct, constant eye contact, complete negligence will clearly have negative effects on your professional relationships.

10. Eye contact that's too intense Eye contact that's too intense may be perceived as aggressive, or an attempt to dominate. On average, Americans hold eye contact for seven to ten seconds, longer when we're listening than when we're talking. The way we break contact sends a message, too. Glancing down communicates submission, while looking to the side projects confidence.

11. Rolling your eyes Rolling your eyes is a fail-proof way to communicate lack of respect. Fortunately, while it may be a habit, it's voluntary. You can control it, and it's worth the effort.

12. Scowling Scowling or having a generally unhappy expression sends the message that you're upset by those around you, even if they have nothing to do with your mood. Scowls turn people away, as they feel judged.

13. Weak handshakes Weak handshakes signal that you lack authority and confidence, while a handshake that is too strong could be perceived as an aggressive attempt at domination, which is just as bad. Adapt your handshake to each person and situation, but make sure it's always firm.

14. Clenched fists, Clenched fists, much like crossed arms and legs, can signal that you're not open to other people's points. It can also make you look argumentative and defensive, which will make people nervous about interacting with you.

15. Getting too close. Getting too close. If you stand too close to someone (nearer than one and a half feet), it signals that you have no respect for or understanding of personal space. This will make people very uncomfortable when they're around you.

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2023 Turfgrass Conference and Show: Technology and Turf By Gary Sykes



Congratulations to everyone who was involved in the 26th New England Regional Turfgrass Conference and Show. Thank you to our Attendees, Exhibitors, Speakers, Sponsors,

and all Volunteers. Some say it takes a village to bring up a child, well, it takes an Industry to support a turfgrass show! We appreciate the fact that for our event to be successful, we do need input, cooperation, funding, interest, talent, and much luck for it to all come off as planned. In my mind, the show is a geometric triangle. We have the show floor with exhibitors and sponsors, we have the education rooms with wonderful speakers, and we have the networking and friend shipping going on during the three days including the after-hour activities. All three must include quality time to be successful. Our speakers, our exhibitors, and our attendees all bring quality and value to the show.

The show floor bulging with more than 311 booths representing 153 companies gave more than 1600 attendees the opportunity to speak to exhibitors one on one. Attendees could direct their questions concerning equipment and products being displayed and learn more about the products and equipment so to envision how these products and equipment can fit into their maintenance schemes. Budgets may have grown in some areas of the Industry, but inflation and shortages have impacted these opportunities negatively. So, collecting information at the show could be vital to our upcoming management plans. This year the energy on the show floor was as good as we can remember. Our sponsors really stepped up this year with more sponsors and \$'s that allowed for much more activity and nourishment during show floor hours and during the seminars. Thank you to all our sponsors!

We appreciate the efforts of our speakers who give high quality presentations on much needed relatable management topics for our New England area within the 70 hours of offered education. In 2023, more than 600 seats were sold in the 12 Tuesday seminars. For 2023, we focused some of our time on a "Technology and Turf" theme. Each year, we hear of more technology being introduced to the turfgrass industry including drones, field stripping machinery, mower technology, GPS, mapping, weather and irrigation among other types of technology. We also recognize that technology also includes what application products are coming into or leaving our workplace. These losses are concerns that are sometimes hard to deal with when you have relied on products such as these. New products might also take a while to win the confidence of the industry. Information sharing is the key to future industry success. We appreciate the quality that our speakers have brought with them, putting education first has and will be the way we roll!

One wonderful highlight we had on Wednesday was our 19th consecutive auction at the show. We had generous support from our donors, the highest we have ever had at nearly \$41,000 worth. Bidding was quick and at times somewhat competitive as Kevin Bruneau energetically engaged the bidders. All items went quickly

and when all was done, \$31,640 was raised for turfgrass research! More than \$4000 greater than any other year! We thank all donors, bidders and our man, Kevin for a great event!

We would like to take credit for all the after-hour activities. After all we did pick the venue. The city of Providence keeps adding to the show's success by being a great place to host our event. Our sponsors and off-site gatherings create wonderful networking and friend-shipping opportunities beyond the scope of the turfgrass conference and show. These interactions can be critical to making new acquaintances and friends rounding out the concept of it takes a village! In our industry it is important to have friends and associates that know your challenges. We appreciate all that is done and the spirit that it is done with. We thank everyone involved in many ways for attending and adding to the 26th Annual New England Regional Turfgrass Conference and Show.

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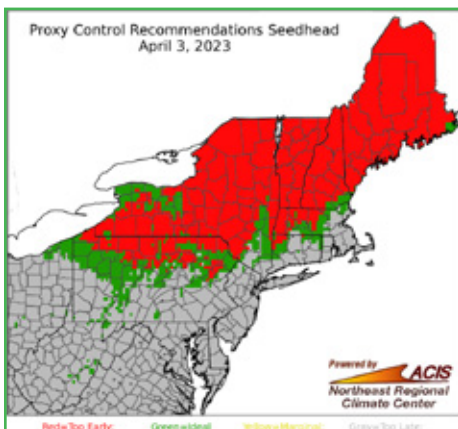


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Cornell Turfgrass ShortCUTT *Gazing in the Grass, April 3, 2023*

Frank Rossi, Ph.D.

Except for the freak snow/ice storm that moved through Upstate NY, above normal temperatures (2-4F) and adequate rainfall last week has begun to move the growing season along. It's starting to feel like a typical Spring, despite the early tease. Growing Degree Days (GDD) are progressing, especially base32, so if planning a follow up application in Northern region for Spring Annual Bluegrass Seedhead Suppression, check the [FORECAST website](#) maps this week.



Thursday March 30. Most recent past Golf Course Superintendent Chris Carlini and the new Supt. Stephen Stewart were in attendance. A nasty snow and ice storm passed through the night before but did not dampen the over 30 in attendance discussing the use of covers (impermeable and permeable) for winter annual bluegrass protection. YGC uses a two-cover system from GreenJacket and the impermeable covers had just been removed prior to the visit. See the reveal as the permeable covers were pulled back. All looked well!



to 50's at night. This will allow the soil to warm, especially if on the dry side. Dry will not be the case for next few weeks for upstate NY expecting 1-1.5 inches. It will be dry across New England, NYC and Long Island and NJ for this period. Some soil temperatures south of NYC have begun to persist in the mid 50's that can trigger fairy ring drench, but still, plenty of time for Summer Patch drench when soils persist at 65F.

Most are within a week of a first mow and have begun to see Prostrate Knotweed germinating. A significant amount of damage is visible from geese as they have returned to many landscapes. It's still early for pre and post emergence herbicides unless you have a significant winter annual weed problem. WA weeds have survived well with the mild winter and are likely large. Not much in flower yet so if these weeds are an issue an early application of broadleaf material when average air temperature is above 50 could be effective.

The GCSAA-NY hosted a Walk and Talk at Yahnundasis Golf Club last

Expect above normal temps this week (50s and 60s) during the day, 30's

Quick Hits

- ☐ Check out this [rare insight](#) into the agronomic practices that make Augusta National unique.
- ☐ As the sports season gets underway, [be sure to communicate](#) with your coaches and athletic directors about field quality and use.
- ☐ People are out and about in the lawns. Our own [Carl Schimenti looks at google searches](#) for the term "weed and feed" and provides a couple tips.



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March - April 2023



73rd Annual Ouimet Dinner By Greg Cormier, CGCS



I had the opportunity to attend the Ouimet Fund Annual Dinner on April 3rd at the Encore Casino along with Brian Skinner, Peter Rappoccio, Colin Smethurst and Ryan Boudreau. We shared a table, as we do each year, with the NEPGA.

There were 1,400 attendees, including club members, former and current scholarship recipients. Ernie Els was the honoree of the evening. We learned about his long list of accomplishments as a pro golfer and also about his accomplishments off the golf course.

Ernie and his wife established the Els for Autism foundation and have raised over 50 million dollars to build an entire campus in Jupiter, FL. They serve kids with autism and related conditions by providing a school that runs from K-12 grade and even provides young adult services.

The keynote speaker was Anthony Adelizzi. He gave an uplifting speech about his struggles with autism and his goal of becoming a PGA professional. He is attending Methodist University and the Ouimet Fund will cover this year for him in full.

The Ouimet Fund awards scholarships to over 400 students annually and averages \$10,000 per student. If you have employees working at your facility who need assistance with college funding, please direct them to the Ouimet Fund website. <https://www.ouimet.org/>

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March - April 2023

NTEP Distinguished Service Award



Dr. Scott Ebdon, right

The National Turfgrass Evaluation Program (NTEP) is pleased to announce that the first recipient of the NTEP Distinguished Service Award is Dr. Scott Ebdon, Professor Emeritus of Turfgrass Science, at Stockbridge School of Agriculture.

THE DISTINGUISHED SERVICE AWARD RECOGNIZES INDIVIDUALS WHO HAVE MADE AN OUTSTANDING CONTRIBUTION TO THE ADVANCEMENT OF THE TURFGRASS INDUSTRY THROUGH COOPERATION WITH, OR SUPPORT OF NTEP.

Dr. Ebdon received the award at the Crop Science of America annual conference in Baltimore, MD, on November 9, 2022.

BECAUSE OF HIS RESEARCH ON WATER USE AND DROUGHT TOLERANCE IN TURFGRASSES, DR. EBDON IS A RECOGNIZED EXPERT ON HOW GRASSES UTILIZE WATER AND IN UNDERSTANDING DROUGHT TOLERANCE MECHANISMS.

Dr. Mike Richardson, University of Arkansas nominated Dr. Ebdon for the award, noting that Ebdon's greatest contribution to NTEP is probably his efforts to improve NTEP's statistical analysis procedures. In addition, Dr. Ebdon has been instrumental in his commitment to the NTEP database and the revolutionary, publicly available Turfgrass Trial Explorer search engine, aiding in design, accuracy and output of statistics critical to the success of this new product.

EBDON RECENTLY RETIRED AFTER 25 YEARS OF SERVICE TO THE UNIVERSITY OF MASSACHUSETTS AND THE STOCKBRIDGE TURFGRASS SCIENCE PROGRAM, RATED #1 IN NEW ENGLAND AND #2 NATIONALLY.

NTEP, established in 1980, is a non-profit program that develops and coordinates uni-

form evaluation trials of turfgrass varieties and promising selections across the United States and Canada. NTEP is currently testing over 600 cultivars and experimental selections, encompassing about twenty turfgrass species. Trial locations can be found at land-grant universities in forty states, and about 25 golf courses nationwide.

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Fine fescue has a finer leaf blade that is more shade tolerant and requires less water and fertilizer compared to a standard bluegrass blend.



SODCO is currently growing Fairway Height Pureformance Bentgrass, ideal for repairing and replacing fairways after the summer golf season.

We also offer Greens Height Pure Distinction that has been top-dressed with 2 mil. sand.

Additionally, SODCO offers contract growing opportunities with all of our varieties to meet any specific needs you may have!

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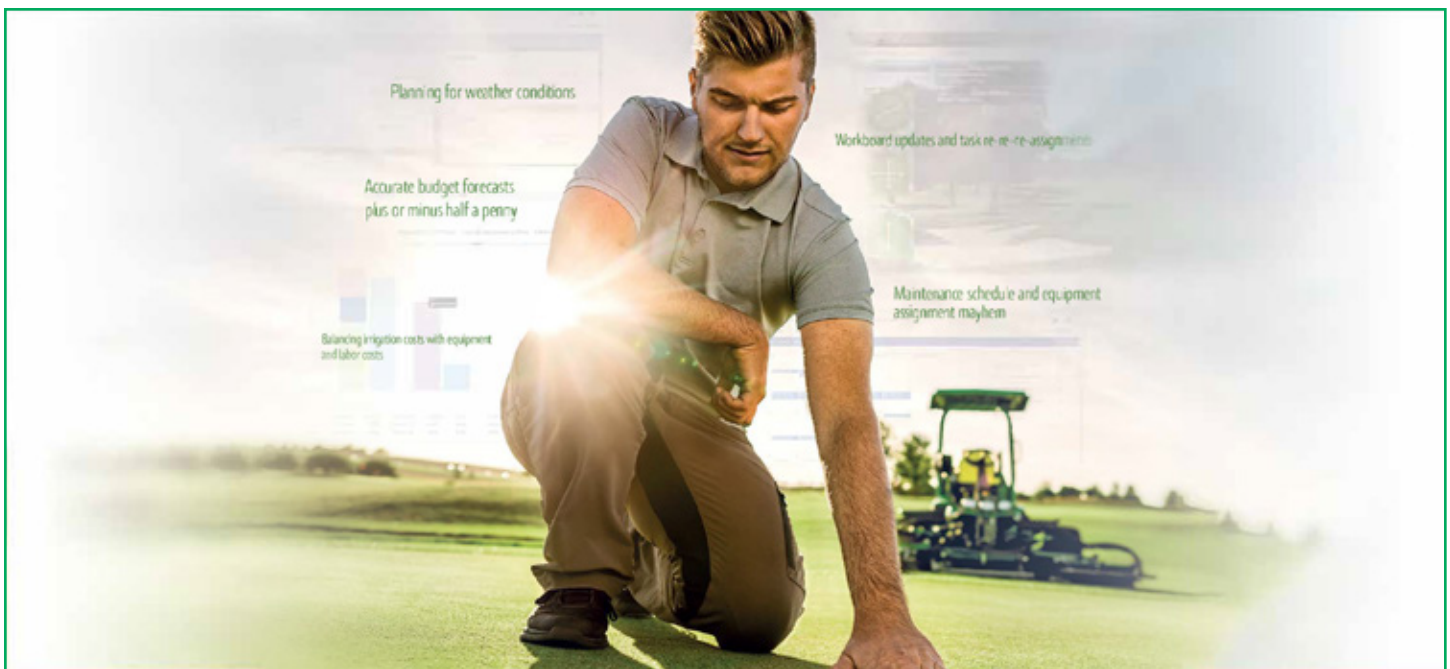
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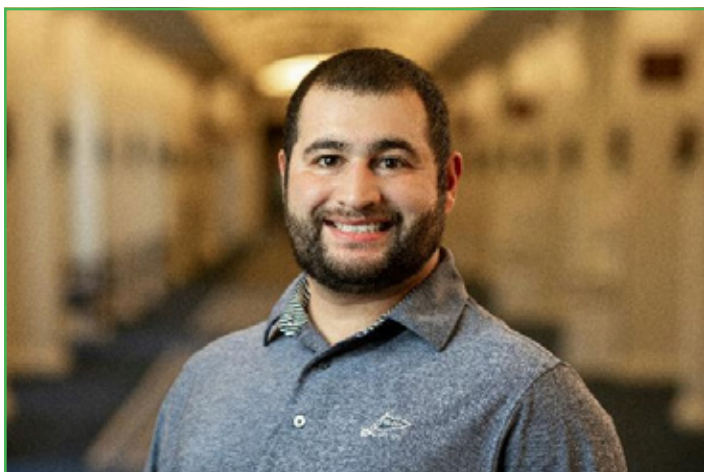
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March - April 2023



Assistant Superintendent Spotlight **Mark Mello, Vesper Country Club** *Interviewed by Kyle Franey – Bass Rocks Golf Club*



Previous jobs before Vesper?

I started as an intern with the Minnesota Vikings, then as an AIT at Concord CC, second assistant at Belmont CC

What sparked your interest to pursue a career in turf management?

I switched to turf after working in Dr. Alm's entomology lab. I really enjoyed working with him and taking entomology courses. I wanted a job where I wasn't stuck in a cubicle, and golf course maintenance was a good fit.

Do you have a favorite job/task that you like to perform while on the golf course?

Course setup is my favorite. I like putting around behind morning maintenance to find a few interesting pins to put out for the membership.

Favorite golf course and why?

My favorite course so far has been Torrey Pines. The views of the ocean were incredible, and the conditioning was great.

Bucket list golf course to play?

Bandon Dunes

Hobbies and activities outside of work?

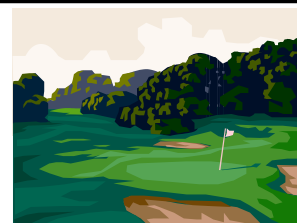
My wife and I enjoy visiting national parks, road trips, and hanging out with our dog.

What would you like to see change within our industry to help promote Assistant Superintendents and the value they bring to golf course operations?

The industry has been valuing assistants more and more every year as fewer students go to turf school. Salaries are starting to climb and be enticing to prospective employees and college students looking for a career.



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From the Nor'easter Ski Committee

This year's ski day was struck by some last minute inclement weather in Killington the evening before and into the day of the race. We had a lot of fog and rain come in which brought visibility down to only several feet and the weather made the snow pretty tough to race in, so for safety reasons Killington Race School and our committee decided to cancel this year's race. Ironically one of the more difficult spots of the course was the finish line with heavy slush spots which they told us would cause a lot of knee injuries, along with on the race course.

Regrettably that's the third time mother nature had foiled us, but no fears, we'll continue to get back on the mountain next year!! Fun was still had by all that attended and skied some and joined us at the Wobbly Barn!!

We're going to investigate renting all of Pico Mountain next year, so stay tuned for more information and hopefully a save the date in the near future!!

Thank you!

The Nor'easter Ski Committee

Assistant Superintendent Roundtable Discussion Recap by Colby Major, The Kittansett Club

On March 8th, The Assistant Committee of the GCSANE hosted a round table discussion for Assistant Superintendents at Dave and Busters in Providence, RI. The purpose of the event was to allow assistants to come together, have some food and drinks, network, and ask questions regarding what it takes to make the next big step. Topics included what signs to look out for when applying for a superintendent job, transitioning into the new role, and some career advice from our panelists. The panel consisted of Kevin Banks, Superintendent at the Vineyard Golf Club; Tim Kurr, Superintendent at the Wollaston Golf Club; Ben Bouchard, Superintendent at the Sky Meadow Country Club; and Eric Richardson, Superintendent at the Essex County Club.

There was great interaction between the attendees and panelists who shared their successes, management philosophies, shortcomings, and numerous challenges they have overcome. The biggest take away from this event was that the panel-

ists unanimously agreed that setting and aligning goals with what fits your own career path is one of the most important aspects to becoming a successful golf course superintendent.

The assistant committee was formed in 2022 to help promote the growth of assistants in the New England region by providing opportunities for networking with fellow assistants, superintendents, professors, sales representatives, and other industry professionals. In the future, we hope to provide opportunities for professional growth and development by hosting events like the one we hosted in Providence. We want to thank all our panelists, sponsors and over 40 attendees for making this event so much fun, interactive, and educational. Our committee looks forward to hosting more events like this in the future and are always open to suggestions so feel free to reach out to us via twitter @AssistantsGCSNE.



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Lift Weights, Eat More Protein, Especially if You're Over 40

New York Times By GRETCHEN REYNOLDS

People who would like to become physically stronger should start with weight training and add protein to their diets, according to a comprehensive scientific review of research.

The review finds that eating more protein, well past the amounts currently recommended, can significantly augment the effects of lifting weights, especially for people past the age of 40. But there is an upper limit to the benefits of protein, the review cautions.

On the other hand, any form of protein is likely to be effective, it concludes, not merely high-protein shakes and supplements. Beef, chicken, yogurt and even protein from peas or quinoa could help us to build larger and stronger muscles.

It makes intuitive sense that protein in our diets should aid in bulking up muscles in our bodies, since muscles consist mostly of protein. When we lift weights, we stress the muscles and cause minute damage to muscle tissue, which then makes new proteins to heal. But muscles also will readily turn to and slurp up any bonus proteins floating around in the bloodstream.

But the advantages of added dietary protein have been less clear. Past studies have indicated that, in general, people will gain more strength and muscle mass while weight training if they up their intake of protein than if they do not. But many of those studies have been relatively small or short-term and often have focused on only

one kind of person, such as young men or older adults, or one kind of protein, such as whey shakes.

Whether everyone, including women, benefits similarly from consuming added protein while weight training and just how much protein is ideal, as well as what that protein should consist of and when it should be eaten, are all open questions.

So for the review, which was published in the British Journal of Sports Medicine, researchers from McMaster University in Hamilton, Ontario, and other institutions decided to aggregate the results from the

best past studies of weight training and protein.

Using databases of published research, they looked for experiments that had lasted at least six weeks, included a control group and carefully tracked participants' protein intake as well as the eventual impacts on their muscle size and strength.

They wound up with 49 high-quality past experiments that had studied a total of 1,863 people, including men and women, young and old, and experienced weight trainers as well as novices. The sources of the protein in the different studies had



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varied, as had the amounts and the times of day when people had downed them.

To answer the simplest question of whether taking in more protein during weight training led to larger increases in muscle size and strength, the researchers added all of the results together.

And the answer was a resounding yes. Men and women who ate more protein while weight training did develop larger, stronger muscles than those who did not.

The impacts of this extra protein were not enormous. Almost everyone who started or continued weight training became stronger in these studies, whether they ate more protein or not.

But those who did ramp up their protein gained an extra 10 percent or so in strength and about 25 percent in muscle mass compared to the control groups.

The researchers also looked for the sweet spot for protein intake, which turned out to be about 1.6 grams of protein per kilogram of body weight per day. In practical terms, that would amount to about 130 grams of protein a day for a 175-pound man. (A chicken breast has about 45 grams of protein.)

Beyond that point, more protein did not result in more muscle benefits.

That number is considerably higher, however, than the protein levels called for in the current federal recommendations, which suggest about 56 grams of protein a day for men and 46 grams a day for women.

«We think that, for the purposes of maximizing muscular strength and mass with resistance training, most people need more protein» than is advised in the recommendations, says Rob Morton, a doctoral student at McMaster who led the study.

That advice holds especially true for middle-aged and older weight trainers, he says, almost none of whom were getting the ideal amount of protein in these studies and who, presumably in consequence, tended to show much smaller gains in strength and muscle size than younger people.

On the other hand and conveniently, any type of and time for protein was fine. The gains were similar if people downed their protein immediately after a workout or in the hours earlier or later, and it made no difference if the protein was solid or liquid, beef, vegan or any other.

Still, many questions remain, including whether adding more protein affects body weight or metabolism and if so, what that means for health. «We obviously need more studies,» Mr. Morton says.

But in the meantime, if you are wondering about your own protein intake, you can find many apps that will parse your diet, he says.



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VOCATIONAL SCHOOL OUTREACH By Mark Casey, Finch Turf, Inc.

For the good of the profession and future of the industry, an effort has been initiated to make contact with vocational schools, specifically auto mechanic/autobody & horticulture students. We have reached out to vocational schools - offering to introduce and educate their auto tech, horticulture and landscape classes about the golf industry to draw mechanically inclined students and horticulture students into our profession. Our goal is to:

1. Educate students to equipment tech to the mechanic positions available in the golf industry
2. Inform students & administration to golf course industry and viable long term career opportunities offered,
3. Connect the vocational school system to the local courses in their vicinity here forward. Since September we have presented at 4 school programs Essex Agricultural, Montachusett Regional School, Leominster High School, and Greater Lawrence Technical school. We are finalizing visit dates at several more schools for the coming months.

The GCSANE board has invested in producing a promotional video to draw attention to the profession and support for the industry. Toro manufacturing, Finch Turf and John Deere Golf have provided substantial investments to produce spotlight video's on the Equipment managers profession. The film productions are central in the presentation highlighting the need for technicians in the profession. The videos can be found at gcsane.org.

We have had success presenting with 2-3 individuals sharing personal experiences of life within and growing up through many positions in the golf industry. We have featured an equipment manager in each presentation, and round out with a superintendent and sales representative to provide a broad perspective of careers on the course & with equipment distributors. The approach establishes an introduction from the superintendent and conversation with the equipment managers on how they found the industry and their experience. It is light, it is casual, and stimulating to the student audience. What we observe is many of them never thought about golf as a job. Continuing with this effort, it will raise awareness among young students to head toward the profession, to look in their backyard to see what golf courses are local and maybe try an internship position or a summer job at a course. Generally, after a presentation to about 30 to 40 students, a handful of 5 to 8 kids will come down after to discuss one on one to learn more.

How you can help?

This is the beginning of an ongoing effort that will benefit long term hiring efforts of the industry. In the philosophy of "If you build it, they will come"; We have to make this first step of outreach to change the status quo. Help us to help you !!

- Is there a vocational school in your town or the next town over?
- Do you have a relationship with any teachers or administration?
- Would you be interested in participating to establish a contact in someone to speak with?
- Would you like to establish a working relationship with them?
- Would you like to participate & present your experience in the industry?

If yes came to mind on any of these questions, reach out and share some info!

Thank you to volunteer presenters: Wayne Lacroix, Andover Country Club, Glen Pergamo, equipment manager of Bellevue country club, Brian Skinner Superintendent at Bellevue country club; Jim Favreau, Sale Representative Harrells, Nick Bonosoro Equipment Manager of Worcester Country Club, and Bob Denbek Superintendent of Lexington Golf Club. Jason Adams Of Concert Golf, Matt Verdon of Vesper CC & Alex Welch of Welch Mechanical will be future presenters. Michael Turner of Toro Manufacturing is organizing the similar effort on Cape Cod in conjunction with the Cape Association.

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The Newsletter—Rate Schedule

THE NEWSLETTER DISPLAY ADVERTISING ORDER FORM

Company Name: _____ Phone: _____

Address: _____

Contact Name: _____ Email: _____

Issues (List month or months of publications where we will publish your ad): _____

Amount of payment: _____

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. You do not need a Pay Pal account to use your credit card.

<u>Member Rates:</u>	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
<u>Non-Member Rates:</u> *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:
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300 Arnold Palmer Blvd., Norton, MA 02766
Email: donhearn@gcsane.org O. 774-430-9040