



# THE NEWSLETTER

Golf Course Superintendents Association

OF NEW ENGLAND, INC.



February - 1986

## — DATES TO REMEMBER —

February 10th

GCSANE Regular Meeting  
Franklin C.C.  
Franklin, Mass.

\*RESERVATIONS REQUIRED\*

March 1

MGA Spring Conference & Luncheon

Mar. 3-6 (Newton-Marriott Hotel)

U-Mass. Conference & Show  
Springfield, Mass.

— No Regular Meeting in March —

## — NEXT MEETING —

Franklin C.C.  
Franklin, Mass.

Host Superintendent-Gary Lucini

10:30 A.M. - Directors Meeting

12:00 Noon - Lunch

1:00 P.M. \*Program: Retaining Wall  
Construction - Dean Robertson,  
G.C.S., Kernwood C.C.

\*1985 Golf Awards

**RESERVATIONS REQUIRED**

617-528-6110 or -

Gary at home - 617-528-6110

**Directions to Club:** From Rte. 495 take  
King St. exit. Go North to traffic light  
and turn right on Route 140. Club is  
appx. one mile on right.

## — Position Available —

Assistant Superintendent  
Andover C.C.  
Andover, Mass.

Contact:

Mr. Tony DeBettencourt, Supt.  
Office (617) 475-6638  
Home 603-424-5380

## — Position Available —

Golf Course Mechanic  
(Cart Experience Preferred)  
Andover C.C., Andover, Mass.

Contact:

Mr. Tony DeBettencourt, Supt.  
Office: (617) 475-6638  
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## — SANTOS HAS CRANBERRY UNDER CONTROL —

Frank Santos admits his course sometimes gets the same verbal abuse which is considered the divine right of country club members.

"I get the screaming and hollering, not much, but just enough to call for a response," the Cranberry Valley superintendent explained. "That's when I point to that Golf Digest article, the one saying we're in the 'top hundred' again, and the screaming and hollering go away."

Perhaps, this is oversimplifying the course of action Santos takes when golfers think the lanes aren't fast enough at Cranberry Valley - the pride of the municipal layout family in Harwich. Actually, he doesn't get that much flak. Why should he?

Cranberry Valley comes with credentials - a slew of them, in fact.

Santos, who says he's been at Cranberry since it was "dirt", climbed aboard the Bill Robinson-designed course in 1973. He was there for its conception, birth and maturation. Indeed, his hand has been in there in the development of Cranberry as one of the outstanding municipal golf courses in the country.

The layout has been included in recognition ratings three different times, the latest coming during the just-concluded season. Which means Santos must be doing something right. Amazing, too.

Cranberry is one the busiest courses on Cape Cod, that condition only natural because of the way Robinson designed it and the way Santos continues to adorn it with the finishing touch.

Since it opened, the course has grossed in excess of \$4 million in green and membership fees and marches to a drummer's profitable beat.

"I wish I owned it." Santos flapped. "No kidding, the people come flocking here in numbers you can't believe. We run about 50,000 rounds a year, peaking at 10,000 for the month of July, alone. Last year, we turned \$604,000 for a net of \$186,000. The town's doing all right by the course but it's a two-way street.

Santos doesn't have a green chairman to work with since the course is town-owned. He does fall under the authority of a golf commission, appointed by the Harwich Board of Selectmen.

"The relationship with the commission is good," Santos remarked. "But it has the last word in decisions and I must abide by them. The members are hand-picked, though, and they take a sensible approach to their responsibilities.

"They hire professionals to operate the golf course and let the results stem from that. The course is inspected once or twice a year, there are discussions if they are needed to make a change or improvement and it's up to me to carry out whatever needs to be done."

Because Cranberry is a municipal course, residents of Harwich are accorded more than reasonable access to it. They can buy a membership for \$220 which gives them around-the-year golf privileges.

"The course is closed in January and February to everyone except resident members," Santos described the unique arrangement. "We don't take green fee players those months but residents are allowed to play - using temporary greens, of course."

That means Santos has some relief from a dizzying conditioning schedule, although there is no conditioning work, as such, conducted in the winter months.

Otherwise, keeping the grass green and the putting runways smooth at Cranberry challenges all the expertise at Santos' command.

"We have so much play, our crews literally have to sneak into openings to get their work done," Santos disclosed. "It's nothing to have four foursomes playing a

Santos con't. on page 2 —

# Golf Course Superintendents Association



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

## — LAST MEETING —

**Franklin C.C., Jan. 13, 1986**

Another full house packed Franklin for the GCSANE Annual Meeting and Election of Officers, and to hear Kip Tyler, G.C.S., Salem C.C. give a very interesting talk and slide presentation on the U.S. Women's Open held at Salem in 1984.

25 Year Membership Awards were presented to Al Auger, Beverly Golf and Tennis Club; Tom Curran, Eastman C.C., New London, N.H., and Ron Kirkman, Needham G.C.

William Largy, G.C.S., VA Golf Course at Bedford was voted into our association as a regular member, and Richard Rockwood, Asst. Superintendent, Foxboro C.C. was voted in as an Associate Member - *Congratulations to all!!*

### ELECTION RESULTS Officers and Directors GCSA of New England —1986—

President	David Barber
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Trustee	Stephen Chiavorali
Trustee	Mark Klimm
Trustee	Kip Tyler
Finance Chairman	Joseph G. Mondor
Golf Chairman	James O'Kelly
Educational Chairman	Edward Brearley
Newsletter Chairman	Ronald Kirkman

## PR Manual for Superintendents

Golf course superintendents around the world, are scheduled soon to receive a public relations manual written specifically for them.

The manual contains basic information and how-to steps to follow in obtaining favorable publicity for the superintendent as an individual and for the profession. To contain 10 sections when completed, the manual discusses such subjects as relationships with the news media, how to write news releases, public speaking, how to prepare and present reports, and other subjects related to promoting the professional image of the golf course superintendent.

Eugene D. Baston, CGCS, President of GCSAA, said of the new manual: "The PR Manual for Superintendents will, I'm sure, prove to be an invaluable source of information to our members."

Although the manual is not yet complete, the first mailing contains important sections that will allow the superintendent to develop a comprehensive PR plan, or to improve an existing plan. The remaining sections are to be completed and mailed to members no later than February 1986.

The manual is free to all 1986 Class A, Class B and Associate members as another benefit of membership. Other GCSAA members may purchase the manual for \$45. The manual will be made available to non-members in March 1986 at a cost of \$95.

For further information, contact Billy J. Shelton, Media Relations Manager.

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## —The Super Speaks Out—

(Welcome to *The Super Speaks Out* - a monthly feature which offers the golf course superintendent a forum to express his views on topics and issues relating to his profession.)

This month's question: *Are you for or against unionization of golf course maintenance personnel?*

**Bob Ruzala, Hickory Ridge Golf Club:** "This really is a loaded question because there are so many spinoffs of the topic to be dealt with.

"However, I'd be inclined to lean against having unions in the maintenance department because in the end, it would result in a decline in productivity.

"At my course, I have two full time people - a mechanic and an assistant. Traditionally, I concentrate on getting more benefits for them since they are important in the overall operation.

"I think unionization would mean courses have to have all full time help and that would be a drain on the budget. In that case, I'd have a tough time convincing the course owners they have to finance a year-round crew.

"The idea of unions on the course just doesn't hit a responsive chord. I don't know about any trends in that direction but one I would like to see is more job security involvement by the national in regards to the superintendent. However, that wasn't in the question, was it?"

**Paul Miller, Tedesco Country Club:** "Unions mean setting standards and,

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## —Santos con't from page 1

par five hole in the height of the season. And, needless to say, vacation time means golfers are out at the crack of dawn."

At one time, Santos tried to get his work force to hit the course at 5 in the morning but union restrictions wiped that out. Now, his men begin at six o'clock and hope they find enough working room to keep Cranberry in Triple-A shape.

"I have four full time workers and the rest are seasonal," Santos explained the makeup of his crew. "During the peak season I hope to have a crew of 11 but usually wind up with eight. Whatever, we do with what we have around here and hope for the best."

Apparently, there's more to it than hope because Cranberry Valley gets rave reviews wherever golfers gather to rate courses. Obviously, Santos has things under control - whether it be January or July.

—GERRY FINN

<b>PRESIDENT</b> Donald E. Hearn, CGCS 4 Topeka Rd. Chelmsford, MA 01824 Home Phone 256-8709 Office Phone 894-5906 Club Affiliation Weston Golf Club	<b>FIRST VICE PRESIDENT</b> David Barber, CGCS 145 Dedham St. Canton, MA 02021 Home Phone 828-7266 Office Phone 828-6540 Club Affiliation Blue Hill C.C.	<b>SECOND VICE PRESIDENT</b> Pierre Coste, CGCS 121 Granite St. Medfield, MA 02052 Home Phone 359-7247	<b>SECRETARY</b> Richard C. Zepp, CGCS 27 Fowler Rd. Northbridge, MA 01534 Home Phone 234-8490 Office Phone 234-2533 Club Affiliation Whitinsville Golf Club	<b>TREASURER</b> Thomas Schofield, CGCS 290 North Rd. Sudbury, MA 01776 Home Phone 443-3712 Office Phone 235-2487 Club Affiliation Wellesley C.C.	<b>TRUSTEE</b> Paul Miller 173 Salem St. Swampscott, MA 01907 Home Phone 581-2808 Office Phone 595-3107 Club Affiliation Tedesco C.C.	<b>TRUSTEE</b> Stephen A. Chiavorali, CGCS 100 Airport Dr. Worcester, MA 01602 Home Phone 752 0031 Office Phone 791 5373 Club Affiliation Tatnuck C.C.	<b>TRUSTEE</b> Mark J. Klimm P.O. Box 480 Mashpee, MA 02649 Home Phone 477-3516 Office Phone 477-0919 Club Affiliation C.C. of New Seabury
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—The Super con't. from page 2

me, standards (especially those set by union input) take motivation and drive out of performance.

"Maybe my outlook is different, but I don't see how having unions would contribute anything positive in the way of guaranteeing that we don't come up short on workers in the height of the season. Besides, how many clubs could afford to go full-bore in maintenance employment without heavy financial drains on the treasury?"

"There's a certain amount of independence that's lost in joining unions. Why, I have some retired guys (making \$4.50 or so an hour) who can't wait to come out here and cut grass. Some of my college summer help stays on, even though they could get ten bucks an hour somewhere else.

"So, the motivation factor is vital in my views of having unions. They're not for me and not for the maintenance process."

**Bob St. Thomas, Hyannisport Club:** "First, let me be clear about the fact I am not endorsing unions or do I think they would work in our association area. I'm not and they would not.

"However, I have seen them in action and seen them work. And I have worked with them - for 10 years when I was superintendent at New Sunningdale (Scarsdale, N.Y.).

"In fact, in all that time I can't remember any serious problem relating to the presence of the union - it was the Building Service Employees Union, to be precise.

"It's true, too, that the decent wages going with a union contract equalled better help for me.

"The only rub was and is the cost to the club. Big budget clubs could afford it in New York. But that was New York. Under our union setup there, I had 10 full time workers. That would be a load up here when you consider how much we rely on seasonal help.

"Whatever the pros and cons, I don't see unions coming here because of the cost factor. I'm not a union man, myself. However, from my personal experiences with the idea, I am not against the theory."

**Bob Mucciarone, Dedham Polo and**

### Ban Sought on Bird-Killing Pesticide on Golf Courses—

The Environmental Protection Agency, seeking to protect migratory birds that flock to grassy areas for food, said yesterday it wants to halt use of the pesticide diazinon on golf courses and sod farms.

The substance, used to control a variety of insects at agricultural and non-agricultural sites, is considered highly toxic to waterfowl and other birds, the EPA said.

The agency said it has received 60 reports of bird kills in 18 states in which diazinon was "confirmed or strongly implicated" as the chief cause of death. Twenty-three species of birds were involved, including the Canada goose, snow goose, ring-necked pheasant, and great blue heron.

"Most of the reported mortalities were associated with large grassy open sites, such as golf courses, which are preferred feeding sites because they are easily located from the air and are stable and reliable food sources," the EPA said.

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**Country Club:** "I'm not a union man and I don't like them.

"I don't know. Maybe I'm old-fashioned. I know I've been around a long time. But early in my life, I had experience with unions in the construction business. The unions controlled things there, told who would work, when and on what. So, how could anyone want that kind of condition around a golf course?"

"I admit that I have trouble getting help in the summer but I live with it and we get by here. We have a lot to do, too, not only in the peak of the golf season because this is a year-round facility.

"I have people who have to look after tennis and platform tennis courts, bowling alleys, a skating pond. You name it and we do it. How could we make it, if the union told me I could use only one man on one specific job? It's ridiculous. That's unionization to me and frankly, I don't want any part of it."

—GERRY FINN

### — NOTICE —

#### REGIONAL SEMINAR IN ALBANY, NEW YORK

#### "Golf Course Design Principles"

March 26-27, 1986

Sheraton Airport Hotel

The Northeast GCSA and Golf Course Superintendents Association of America announce the presentation of the most popular seminar in the GCSAA Continuing Education curriculum in March, 1986. "GOLF COURSE DESIGN PRINCIPLES" will be the subject of a two-day program by Geoffrey S. Cornish and Robert Muir Graves, internationally renowned golf course architects, on March 26 and 27, 1986, at the Sheraton Airport Hotel, Albany, New York.

This seminar will cover all facets of golf course design including the history of golf course architecture, the Great Master Architects, contemporary design concepts and construction, course layout, site selection, reconstruction/restoration, master planning and construction management. Instructional techniques to design their own 18-hole course. Included in the registration fee are luncheons on both Wednesday and Thursday and a hardback copy of The Golf Course by Cornish and Whitten, a beautiful 320-page text retailing at \$35.00. Successful completion of the seminar will earn participants two Continuing Education units (CEUs) and a Certificate of Achievement from GCSAA.

Space is limited and registrations will be confirmed on a first-come, first-served basis. Refunds will be allowed only for written cancellations received two weeks in advance of the seminar.

**NOTE:** Registrants are responsible for their own overnight accommodations. A special rate of \$56/night (single) and \$62/night (double) is available to seminar participants. A reservation card documenting your seminar registration will be forwarded upon receipt of your registration fee.

— REGISTER EARLY —

Call 1-800-GSA-SUPT for more information.

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