



# THE NEWSLETTER

Golf Course Superintendents

Association OF NEW ENGLAND, INC.

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

December 1991

## Mucciarones a "super" one-two punch

They both like to tell the story...the one that has Tony Sperandio scratching his head in wonderment the day he discovered that Bob and Norm Mucciarone are identical twins.

### Annual Meeting

Tuesday, January 14, 1992  
Thompson Club, North Reading, MA

Host Superintendent  
David Kahrman

Education - Open Discussion - Questions

9:00 a.m. Board Meeting  
11:00 a.m. Annual Meeting  
12:00 noon Lunch  
1:00 p.m. Education Session

Reservations Required  
Call before January 10, 1992  
(617) 527-6968

Dave Kahrman's career has taken him from Massachusetts to Ohio and back to Massachusetts. He graduated from Essex Aggie with an A.S. in Turf-Horticulture Management. Dave then became assistant superintendent at Ferncroft for eight years, followed by a three year stint at Steeplechase G.C. in Groveport, Ohio as superintendent. Dave is currently in his fourth year as superintendent at Thompson Club. He lives in Middleton, Mass. with his wife Colleen of five years. Dave says they have no kids, one dog, and he enjoys golf and fishing.

Directions: North on Route 128...Take Exit 41 marked Lynnfield Center. Bear right off exit and follow straight through for 5 or 6 miles until you reach Route 62. Bear left on Route 62 and the Thompson Club is 1/4 mile on left. Route 93...Take Exit 40 marked Route 62 North Reading. Follow down to Kitty's Restaurant. Take left and go down about 15 miles. The Thompson Club is on your right. Route 128 South...Take 114 West to Route 62 Middleton. Take left at Route 62 and follow through until you reach Thompson Club on your left.

Bob's turn (because he's older, by ten minutes): "For a while there, Tony never knew who'd be coming through that door in his old maintenance building. I'd leave for lunch at noon and Norm would return at one o'clock. And Tony would wind up calling him "Bob" the rest of the day."

Norm's turn (he says Bob may be ten minutes older, but he's not ten minutes wiser): "We'd have it all set up with the rest of the work crew. Tony would tell me to do something. A few minutes later Bob would go to his office, asking him what his job was to be that day. It drove Tony nuts."

That's how it all started 45 years ago when Bob and Norm Mucciarone took their first steps in the golf course superintendent's profession under one of the pioneers of the trade. Next month each will retire—Bob after 31 years at the Dedham Polo and Country Club, Norm after 40 years at the Woodland Country Club.

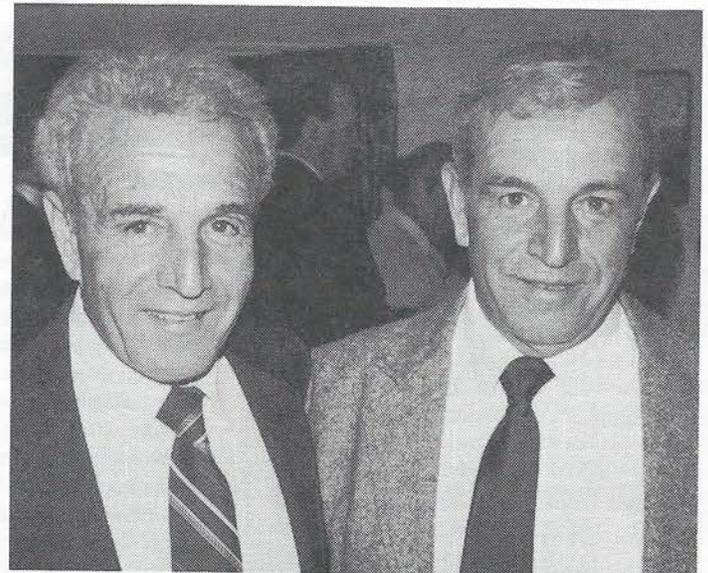
Surely, through those successful runs of high-level dedication and deliverance, they have formed a "super" one-two punch.

"I was first aboard," Bob tells. "I was just out of the Navy in 1946 and collecting at the 52-20 Club (unemployment). Then, I ran into a friend who said they might need some help at the Franklin Country Club. Tony was the superintendent and he took me on." (Sperandio now says he thinks he hired Bob at the time, but on second thought maybe it was Norm.)

Two or three weeks later, Norm arrived on the scene; then, the brothers moved with Sperandio to Framingham. There they made career decisions after some influential advice from their boss. Formal education was next at Stockbridge for both. Then the Mucciarones went their separate ways.

*continued on page 2*

**Retiring  
superintendents  
Norman (left)  
and Bob (right)  
Mucciarone  
get together  
to celebrate  
over 40 years  
in the  
profession.**



**PRESIDENT**

Paul Miller, CGCS  
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Club Affiliation - Nashawtuc C.C.

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Club Affiliation - Presidents G.C.

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(H) 617-364-4859 - (W) 617-254-0925  
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(H) 508-462-9272 - (W) 508-532-2236  
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**PAST PRESIDENT**

Richard Zepp, CGCS  
27 Fowler Road - Northbridge, MA 01534  
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Club Affiliation - Whitinsville G.C.

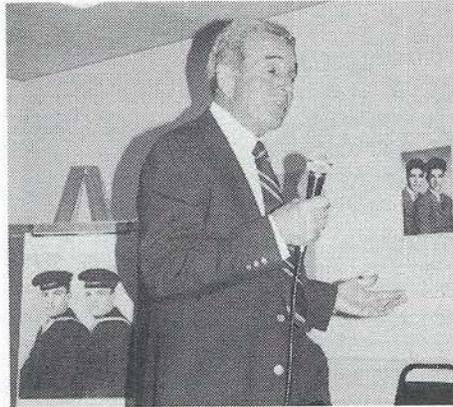


KIP TYLER, CGCS  
Newsletter Editor

RONALD MILENSKI, CGCS  
Business Manager

GERRY FINN  
Contributing Editor

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*continued from page 1*

After a short spin on the Cape, Bob pulled two head super stints of five years each at Wayland and Merrimack Valley. Dedham called. It turned out to be a perfect blend of superintendent and member.

"My life at Dedham couldn't have been better," Bob disclosed. "At first, or early on at my other jobs, the demand was very physical. Automation was just starting to be heard from, so a lot of my work was by hand. By the time I got to Dedham everything was leaning toward a push-button mentality. So, all I had to worry about was the demands from within the club. Funny though, they never came. My members never pushed me. It's been a great 31 years here. But it's time to move on and let younger hands and minds take over."

Bob and his wife Pauline aren't planning anything specific for the retirement years. There'll be travel, a little golf, and more time spent with their three children. Bob doesn't envision going "stale" either, since he's available for a "little private lawn work".

Norm's long tour of duty at Woodland began in 1951, or only five years after he and his brother discovered the superintendent's life was the one for them.

When he finished at Stockbridge, a job opened at Marlboro and Norm spent two years there. That was followed by a three year stay at Lexington Golf Club and eventually the road led to Woodland.

When Norm arrived there, golfers weren't into crowding courses and setting the alarm for daybreak in order to get a place on the first tee.

"It really was a slow-paced situation in those days," Norm explained. "For one thing, no one played until about 10 in the morning, and on weekends there probably weren't any more than 60 or 65 golfers on the course. So, getting the work done was much easier.

"I can't complain, though. Even after golf became so popular and the people started lining up to go out at six and seven,

my members weren't demanding. As long as the grass was green they were happy. I was happy, too. And the club almost became a second home for me. I was invited to play with members and I found myself in a no-pressure situation."

Norm, who remembers pushing lawn mowers and fertilizer spreaders in the beginning of his successful career, says he was blessed by the Woodland approach to overseeing the maintenance program.

"There never were any green committees here," he said. "All the while I was on the job we had just one man, a green chairman. In the end, everything was left to me. I was able to establish my own practice, so to speak, and work at my own pace. That's one of the reasons my 40 years here seemed to fly by. You know, when you're enjoying yourself, all of a sudden you look around and you're wondering where all those years went."

Norm and his wife Blanche are the parents of nine children, all of whom are virtually members of the Woodland family. That relationship remains intact in the superintendent's office since son David will succeed his father at official retirement time, January 1st.

Bob and Norm agree with the changing times and the fact they trigger increasing demands on golf course superintendents to deliver almost perfect playing conditions. Therefore, they're strong advocates of continuing education and active participation in the Golf Course Superintendents Association of New England.

"Nowadays, you have to be on your toes," they chimed in unison. "And you have to have your head on straight. It's the only way to go."

And the Mucciarone twins have gone far. Everyone wishes nothing but happy trails ahead for the popular pair.

**GERRY FINN**

## Calendar

Jan. 9-10, 1992	New Hampshire Turf Conference, Manchester, NH
Jan. 14, 1992	Annual Meeting, Thompson Club, North Reading, MA
Feb. 5, 1992	Regular Meeting, Walpole C.C.
Feb. 10-17, 1992	GCSAA International Conference and Show, New Orleans, LA
March 3,4,5, 1992	Massachusetts Turfgrass Conference and Industrial Show, Springfield, MA

# The Super Speaks Out:

**This month's questions:** *Should attendance at GCSANE meetings be required to maintain membership in the organization? What are your thoughts about setting up a minimum number of meeting appearances in order to keep one's membership in good standing?*

**Mike Nagle, Worcester Country Club:** "I happen to be one of those members who thinks being part of an organization means active participation. That participation also should exist on a regular basis.



"There are situations where members can't make it. Something goes wrong with some phase of the maintenance program and righting it becomes the superintendent's top priority at that moment. I can buy that. I understand it. It's happened to me.

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***"I'd like to be able to match some of those faces with the names in our directory."***

**Mike Nagle**

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"However, except in rare job-spec locations when conditions demand non-stop input by the superintendent, there's no reason why our members can't make meetings on half of the scheduled dates.

"Sure, there are geographical hang-ups for some of our members at certain times, and they have to be considered. But the schedule isn't arranged so that someone has to travel a couple of hundred miles every time there's a meeting.

"As for attendance checks and a minimum number of appearances, I'm for them 100 percent. Absolutely, a member should be required to show his or her face on a regular basis. A set number? I think four is just about right. That's less than half and I think it's a fair figure.

"Actually, I don't see how some of our members can afford not to take in some or most of the meetings. With the number of environmental restrictions and increasing number of situations where awareness of the effects of maintenance methods prey on the superintendent, I know I want to

catch up on every change, rule, discussion, whatever I can.

"So, our educational programs are a must for members. Come on, I'd like to be able to match some of those faces with the names in our directory."

**Glenn Ackley, Marlboro Country Club:** "You know those cereal commercials, the ones where the guy says, 'I'm guilty'? That's me, as far as going to association meetings is concerned.

"Don't get me wrong. I'm not proud of the fact I can't remember the last meeting I went to. I have another confession to make. I guess I'm just not a good member.

"I really don't have a valid excuse for missing them, either, other than the fact I got out of the habit of going when my old friend, Al Sanders (Juniper), retired. He and I used to travel together to meetings.

"But when Al retired and stopped going, I followed suit. That's not a very good reason for me to give it up too, but to tell the truth, I feel out of place with the new breed of members coming in. I'm an old timer and I just figure I'd be a loner if I went to meetings.

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***"As for the educational value of meetings, there's no argument that they give us a good opportunity to keep up on changes and restrictions."***

**Glenn Ackley**

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"As for the educational value of meetings, there's no argument that they give us a good opportunity to keep up on changes and restrictions. I admit I'm missing something in that respect and that I have to rely on second-hand information to keep abreast of things.

"The minimum number idea is something to think about. Will it get me out of here and to the meetings? I don't know. I really don't."

**Doug Johnson, Johnson Turf & Golf Management:** "You got me. I have to admit. I haven't been to one meeting this year, but I'm going to try my best to make them (meetings) in the winter.



"My situation is much different than when I was a one-club superintendent. Because my work load has increased in the last two years and my base of operations changes from one location to another, I find myself on the road all summer. Never mind what day is meeting day. How about, what day is it period?"

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***"I think three (meetings) is a good number. It means you bat around .250 for being an active and good-standing member."***

**Doug Johnson**

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"That's what a growing company means, at least in my case. Really, I'm so busy in the summer I can't make meetings then. It's disappointing too, because I was one of those guys who seldom missed a meeting and would die before scratching from the tournament that goes with it.

"I think the overall count of absentees is a concern and certainly I don't endorse it. As people miss meetings, it becomes easier not to go to them. Eventually, it's automatic or, 'no, I'm not going today'. But it will never come to that for me.

"Therefore, I'm all for setting a minimum meeting attendance number. I think three is a good number. It means you bat around .250 for being an active and good-standing member. That's not asking too much of me or anyone else. Maybe we should get serious about it."

**GERRY FINN**

## A message from the President

At some point in our lives, God willing, all of us will experience the opportunity of retiring from a position we have enjoyed for many years.

Hopefully, the enjoyment from those years of service will be mutual. This has been the case for both Bob and Norman



Mucciarone. Not only have these individuals served their clubs admirably, but they have participated for 40 years in GCSANE activities. I had the opportunity to participate as president of the GCSANE in two retirement functions in November. The first, at Needham G.C. on November 19th, organized by Bob DiRico and committee, demonstrated how many lives these two men have touched in their immediate peer group. The second ceremony was at Woodland G.C. on November 22 in Norman's honor and hosted by the club he has represented for 40 years. The warmth toward our retiring comrade was overwhelming.

We all owe a debt of gratitude to our past superintendents. They have set the foundation for the sophisticated procedures we practice today. I applaud Bob DiRico for seizing the moment on November 19th not only to recognize two great men, but also to recognize those who preceded them — who may not have had the opportunity to be so honored. Their contributions and talents will never be forgotten.

In closing, allow me to remind you that we are a professional organization whose primary objective is to further educate its membership in the science of golf course maintenance. We encourage and will support any member who chooses to recognize another fellow member's retirement in an appropriate manner.

On behalf of the Association, I wish everyone a happy holiday season!

PAUL MILLER

## GCSAA Conference offers sessions for club officials

A program tailored for golf club directors and green committee chairman is scheduled for February 15-17 at the 1992 International Golf Course Conference and Show in New Orleans, Louisiana. The annual conference and show is sponsored by the Golf Course Superintendents Association of America (GCSAA).

The program begins Saturday, February 15 with an afternoon at the GCSAA Trade Show at the New Orleans Convention Center. More than 600 exhibitors will display the latest golf course management innovations at the show. Participants in the program will also attend the trade show Sunday morning, February 16.

Next will be the Green Chairman Session on Sunday afternoon from 1-4 p.m. The session will feature six presentations on legal, environmental, business, and golf course management issues:

- "How Important is Your Superintendent's Education to Your Club?"
- "Deciding When a Course Needs Restoration"
- "It's Time We Put the Green Back in Green Speed"

- "Environmental Issues, Liability, Hiring & Firing, and Workers Compensation"
- "Communication...Communication...Communication"
- "A Pension Plan for the Golf Club Staff"

The Leather Board, the new bimonthly newsletter published for golf and club leaders by the Center for Golf Course Management (CGCM), is sponsoring the Green Chairman Session. CGCM is the marketing research subsidiary of GCSAA.

Rounding out the schedule is the United States Golf Association (USGA) Green Section session, "Practical Solutions for Today's Problems", which is scheduled for 8 a.m. to noon on Monday, February 17. The agenda includes coverage of USGA/GCSAA research results, USGA green specifications, environmental and wildlife concerns, and more.

Registration for the entire program is \$225 per individual. To register or request more information, contact GCSAA at 1421 Research Park Drive, Lawrence, KS 66049-3859, telephone 913-841-2240.

## A letter to the President from GCSAA

Dear Paul:

I am writing to encourage participation in an exciting part of the '92 GCSAA Conference and Show. The Environmental General Session, at 10 a.m. Friday, February 14, will focus on the pressing issues of pesticide use and public perceptions. GCSAA has lined up three speakers involved in the heart of today's pesticide debate.

Victor Kimm, the Environmental Protection Agency's deputy administrator of pesticide programs, will speak about how EPA's Pollution Prevention Program will affect pesticide use and availability. Jay

Feldman, the national coordinator for the National Coalition Against the Misuse of Pesticides (NCAMP), will talk about pesticide use risks from NCAMP's perspective. John Stossel, ABC-TV "20/20" correspondent, will comment on the media's perspective and interpretation of pesticide use on golf courses.

This Environmental General Session is offered to further enhance members', and the industry's, understanding of today's pesticide issues. The recent Supreme Court decision concerning pesticide use, along with stepped-up media scrutiny, has led many to question all chemical use.

I urge you to encourage your association members to attend this important event. I ask you to mention this event at your chapter meetings this fall and early winter. It is important that GCSAA's membership make a strong showing of interest for this environmental event.

Thank you for your support.

Sincerely,  
Stephen G. Cadenelli, CGCS  
President GCSAA

## Proposed GCSANE slate of officers & directors for '92

**President:** Stephen A. Chiavaroli, CGCS, Tatnuck C.C.; **Vice President:** Edward L. Brearley, Bay Pointe C.C.; **Secretary:** Robert DiRico, CGCS, Brae Burn C.C.; **Treasurer:** Paul Jamrog, The Orchards G.C.

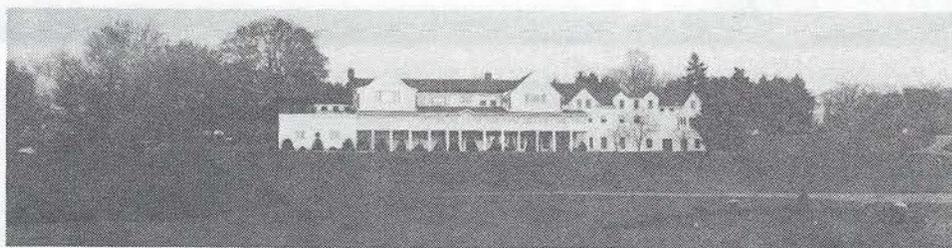
**Trustee (1 yr.):** Eric E. Newell, CGCS, Rockland G.C.; **Trustee (2 yrs.):** James Reinertson, Wayland C.C.; **Trustee (3**

**yrs.):** Richard Duggan, CGCS, Concord C.C.; **Finance Chairman:** Robert Ruzala, Hickory Ridge, C.C.; **Golf Chairman:** James Fitzroy, CGCS, Presidents G.C.; **Educational Chairman:** Kevin F. Osgood, Newton Commonwealth G.C.; **Newsletter Chairman:** Kip Tyler, CGCS, Salem C.C.; **Past President:** Paul Miller, CGCS, Nashawtuc C.C.

## November meeting at Sandy Burr Country Club



Clockwise from top right: a welcome cake from Sandy Burr C.C.; a panoramic view of the clubhouse; **Scott Reynolds** selling raffle tickets; the accurately noted "wet area"; **Dick Zepp** demonstrating his new follow-through; and **Larry Anshewitz** evaluating a tough lie. His tee shot wedged into the moving golf cart of **Paul Jamrog** and **Kip Tyler**.



## Deadline extension recommended for underground storage tank insurance

from GCSAA  
*Government Relations Briefing,*  
November, 1991

Don Clay, EPA's assistant administrator for solid waste and emergency response, has recommended to EPA Administrator William R. Reilly that the agency extend the underground storage

tank (UST) financial assurance deadline until December 31, 1993. A senior EPA official told GCSAA the agency may extend the deadline for an even longer period than the recently proposed 14-month extension (See Briefing, September 1991) in order to prevent a third extension of the financial assurance requirement. Briefing also learned that public comments received by EPA concerning an extension of UST financial assurance requirements for group IV tank owners (1-12 tanks or fewer

than 100 tanks in one location) were 9 to 1 in favor of an extension.

Operators and owners of USTs are still responsible for pollution clean up and third-party liability damage due to a leak or spill if they do not have private insurance or are not covered by a state financial assurance plan. For more information about UST insurance requirements and private insurance options, call the GCSAA communications department at 913-832-4470.

# Absence of eye-wash station may mean fines

from GCSAA

Government Relations Briefing,  
November, 1991

Golf courses that don't have permanent eyewash stations at their facility should consider obtaining one soon. One course was recently fined for not having an ade-

quate eyewash station at their golf course maintenance facility.

If any employee works with any chemical which offers first aid information on the label or MSDS to the effect that, "if sprayed into eye, immediately flush with water for 15 minutes", an eyewash station is probably mandatory. One state OSHA inspector said this statement precludes the use of eyewash bottles because of the

length of time needed for flushing. Ordinary hoses cannot be used because the water pressure could injure the eye.

OSHA inspectors are likely to give immediate fines because the absence of a proper eyewash station poses imminent danger to a worker. Superintendents should call their regional OSHA or state OSHA representative for information about eyewash facilities.

## DIVOT DRIFT ...announcements...educational seminars...job opportunities ...tournament results...and miscellaneous items of interest to the membership.

### PEST MANAGEMENT COURSE

**Landscape Integrated Pest Management Short Course.** This three segment course is an opportunity for landscapers, arborists, turf managers, and other professionals working in the industry of residential landscaping and golf course management to learn how to apply a practical yet environmentally safe approach to problem solving using the principles of integrated pest management. University of Massachusetts faculty, Cooperative Extension staff, and respected industry professionals will cover topics including state of the art information on the potential for biological management of turfgrass diseases, successful landscape IPM management practices, cultural and pest problem diagnostics in the landscape, irrigation basics, and IPM marketing. Some of the noted instructors include Dr. Michael Raupp of the University of Maryland, Gary Koller of the Arnold Arboretum, and Sheila Daar of the Bio-Integral Resource Center in Berkeley, California.

A separate certificate of completion will be awarded for those successfully completing each segment: Turf IPM to be held January 24, 28, 29; Woody Ornamentals IPM, February 11, 12, 13; and Landscape Plant Materials, February 25.

Pesticide recertification credits will be given for parts of the course. The location is the Eastern Massachusetts Agricultural Center in Waltham. For registration deadlines and information, contact Kathleen Carroll, University of Massachusetts Cooperative Extension System, French Hall, UMass, Amherst, MA 01003 or call 413-545-0895.

### N.H. TURF CONFERENCE

The 1992 New Hampshire Turf Conference (January 9 and 10, 1992) will be held at The Center of New Hampshire, Holiday Inn and Convention Center, 700 Elm Street, Manchester, N.H.

The 1992 New Hampshire Turf Conference has shaped up nicely as several top authorities around the country will be there sharing their knowledge. Once again there will be several companies present (the 100 booths are sold out) displaying merchandise. This year a new session has been added entitled "Turf Equipment Maintenance Seminar" (Thursday, January 9), and is designed for those who want to learn more about the mechanics of turf equipment. Seating for this session will be limited.

There will be pesticide recertification credits offered for selected talks. Since the New England states vary in their granting of credits, call (603) 862-3202 for specific information on your particular state.

### INFORMATION

Glad to see Mel Wendell (Rhode Island C.C.) back to full strength after a minor heart problem.

Condolences to Toro salesman John Winkowicz on the death of his father, November 5, 1991.

Congratulations to Art Miller (Nabnasset Lake C.C.) and his wife Karen on the birth of a new son, Timothy, in early October.

Kevin Osgood (Newton Commonwealth) was married October 26 to Carolyn Griffin in Weathersfield, Vermont. He reported a super three-week honeymoon in Hawaii with plenty use of sun, relaxation, and money! The new Mr. and Mrs. Osgood will reside in Hyde Park, Mass.

Many thanks from Bob and Norman Mucciarone to all that attended their retirement party at Needham G.C. in November. It was most appreciated by both.

### MEMBERSHIP

Welcome New Member: Steve Mann, Associate Member, Captains G.C., Brewster, Mass.

Welcome Student Members: Harlyn F. Goldman, West Kingston, R.I.; and Steve Curry, Litchfield, Conn.

### TOURNAMENT RESULTS

November Golf Results, Sandy Burr G.C. Point Quota Tournament

- +9 - Andy Langlois
- +8 - Paul Jamrog
- +8 - Don Levangie
- +6 - Steve Chiavaroli
- +4 - Jack Murphy
- +3 - Norman Mucciarone
- +3 - Bob Mucciarone

### PHOTO CREDITS

This month's photo credits: Kip Tyler

# Please Patronize These FRIENDS OF THE ASSOCIATION

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168 Washington St., Stoughton, MA 02072  
Top dressing, sand, loam, trap sand,  
decorative stone, landscape materials  
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Reps. Ray Chadwick, Bob Kinyoun

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and Accessories

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Unionville, CT 06085  
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## Geoffrey S. Cornish & Brian Silva

Golf Course Architects  
Fiddlers Green, Amherst, MA 01002

## Country Club Enterprises, Inc.

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## Chester Drake & Sons, Inc.

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## Eianco Products Company

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(401) 789-9017

## Gold Star Wholesale Nursery & Sod Farm

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Canterbury, NH, (603) 783-4717

## Golf Direction Associates

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requirements.  
Nora Berard, (508) 543-9822

## Greenway Irrigation Company

Irrigation, Drainage, Wire Laying  
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East Lynn, MA 01904  
John Murphy, (617) 595-3010  
Steve Murphy, (617) 598-6917

## Hammond & Tilton, Inc.

P.O. Box 30, Exit 35W off I95  
Fairfield, ME 04937  
Tel: (207) 453-7131  
John Deere Golf & Turf Equipment  
Contact: Gary Hammond

## The Charles C. Hart Seed Co.

P.O. Box 9169  
Weathersfield, CT 06109  
1-800-326-HART  
Roy Sibley, (203) 376-9525  
Don Whinnem, (603) 692-5097

## Holliston Sand Co., Inc.

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## International Golf Const. Co.

Antonios Paganis, Rep.  
5 Purcell Rd., Arlington, MA 02174  
Golf Course Construction  
(617) 648-2351 or (508) 428-3022

## Irrigation Maintenance & Service

21 Lakeview Ave., Natick, MA, (508) 653-0625  
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system evaluation - Bob Healey, ASIC

## Tom Irwin, Inc.

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800-582-5959  
Jack Petersen (508) 256-6296 - Wayne Ripley (508) 252-6507  
Dennis Friel (617) 938-1751 - Paul Skafas (603) 889-7177  
Chris Petersen (617) 262-7586

## John's Tree & Landscape Company

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# Friends of the Association profiles

## Pro-Lawn

"Growth" is the word that best describes the last few years at Pro-Lawn, of Syracuse, N.Y. Now the largest supplier of turf and ornamental products in the northeast, Pro-Lawn continues to expand both its sales force and product offerings.

Last year, Pro-Lawn added seven new representatives, and in 1991, four more. "We have always been committed to giving the best personalized service. To make that service even better, we will continue to add experts to our sales team," said Al Keller, Turf Products Business Manager.

Communications and training are key to the sales force's effectiveness and its ability to serve Pro-Lawn customers. Twice a year, for example, the entire sales team gathers for intensive training in the latest research findings, diagnostic techniques, and latest fertilizer, chemical, and seed products. Customers are included in the communications loop by means of the "Pro-Lawn Turfgram", a periodic newsletter full of product information.

A wholly-owned subsidiary of Agway, Inc., Pro-Lawn supplies professional landscape managers in the golf course, athletic field, institutional, municipal, and corporate markets. Nineteen experienced representatives cover the states of Vermont, Massachusetts, Connecticut, Rhode Island, New York, Pennsylvania, New Jersey, Delaware, Maryland, Ohio, and Virginia, plus the District of Columbia.

## R.F. Morse, Inc.

R.F. Morse, Inc. of Wareham, Massachusetts is a local company who has supplied the needs of the turf industry for many years. The founder, Raymond F. Morse, had worked for the company that was the predecessor to Ocean Spray. He was an individual who, wishing to operate his own business, began by servicing cranberry bogs by cutting, trimming, and sanding area bogs. As an extension of that venture, he and son Paul began in the late 1940s the first use of agricultural aviation in the cranberry business.

The company today was incorporated in 1955 the third employee to join was Francis McClellan, current president of sales. During this time a small retail farm store was formed. Diversification began in 1969 when Richard Canning came aboard to oversee the growing helicopter operation. Since the business was seasonal, Mr. Canning began to utilize his available time by developing the growing turf market in the area. The beginnings of the turf business were primarily turf chemicals and have since come to include fertilizers and equipment. During this growth period, Willem Roell, a distributor salesman, joined R.F. Morse in 1975 to help further fertilizer sales.

Before long, in an effort to increase the retail business, R.F. Morse, Inc. became associated with True Value Home Cen-

ters. This combination increased and gave a broader array of products, accessories, and additional equipment lines to complement the existing John Deere line. As the company grew, it became necessary to enlarge the physical building structure. Included in the building addition was a large heavy equipment maintenance facility to serve the Massey Ferguson line and other turf industry equipment.

The company's presence in the industry expanded as Larry Anshewitz and Jack Cronin joined the sales division increasing the sales areas in northern Massachusetts, Maine, and New Hampshire. Shortly thereafter, Mike Pajolek joined the sales staff and is working the southeastern Massachusetts area and the state of Rhode Island. Ed Canning joined the company in mid-1980 and has developed the turf services R.F. Morse, Inc. provides their customers. In their effort to support existing services and further diversify the business, a nursery and greenhouse operation was begun in late 1980.

R.F. Morse, Inc. is a locally situated, family-owned business among whose interests are sales and complete service. In research for this article, I found their growth can be attributed to all the individuals involved in the company working together and their strong feeling to provide customer satisfaction through product knowledge and service.

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