



THE NEWSLETTER

June 2001

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

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

Glen LaChapelle and The Orchards G.C.: Traditionalist finds niche at ‘classical’ course

It's a perfect fit. Glen LaChapelle is a student of history. He's also a devotee of tradition. Therefore, his hookup to the Arnold Palmer Golf Management Company as superintendent at The Orchards Golf Club falls right into his wheelhouse. It couldn't be a better marriage of professional philosophy and talent.

"I think there could have been two pieces of magic involved when I decided to apply for The Orchards job a year ago (February 2000)," Glen said as he took his listener through the steps that led to his present position. "First, there was the magic that Arnold Palmer brings to everything he's associated with. Then, there's the magic Donald Ross brought to each course he's designed. I'd been an assistant at Brae Burn (a Ross beauty) and now this. It's like being able to write your own career script."

The AP management concept brings a new twist to the relationship of golf course superintendents and their employers. It has a spin-off effect that begins in

"I'm not trying to make a statement, but building on to what they had before I came here. When you're a traditionalist like me, you take a strong second look before you make major changes."

*Glen LaChapelle
The Orchards G.C.*

Orlando, Florida where a vice-president of agronomy serves as the last word in course conditioning for the 34 properties under the AP management banner. In turn, responsibility breaks down from there to a regional superintendent who oversees the conditioning programs of five courses.

"From there, it comes down to me," LaChapelle explained. "I'm in frequent contact with my regional supervisor, if you will, but the direct link between The Orchards and me is an advisory board made of up six members. The board serves as a liaison between the membership and me. I'm impressed with the concept. I like the arrangement very much."

When LaChapelle accepted The Orchards challenge a year ago, he stepped into a job rife with major projects. One of those was a \$1.4 million facelift on the clubhouse. Much of LaChapelle's input came in the outside landscaping. It brought kudos from members and everyone else in the area more accustomed to a course

where the clubhouse consisted of a snack bar and a string of lockers resembling a pre-war YMCA.

The next big-time improvement move, under the probing eye of a conservation commission, was the cleaning and upgrading of a wild-growth ditch that runs from the first fairway to the 18th green. At this writing that job was pronounced 80 percent complete.

Once again, AP management techniques are applied to major projects like the renovated clubhouse and the once unsightly two-hole ditch. "In such cases like those, we hire outside contractors to do all the work," LaChapelle noted. "That's part of the concept. In my role, management wants me to concentrate on golf course maintenance. It makes for a more organized type of program with no distraction taking away from what the superintendent is hired to do.

"Incidentally, the concept has been a plus for me in my attempt to build on

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“Somehow, working here makes me feel like I’m on sacred grounds.”

**Glen LaChapelle
The Orchards G.C.**

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what Donald Ross had in mind when he laid out the course more than 50 years ago. I like to think the course is in better shape because of my efforts. I’m not trying to make a statement, just building on what they had before I came here. When you’re a traditionalist like me, you take a strong second look before you make major changes.”

Golf course history and its lore were not in Glen’s sights in the early part of his life when he roamed the sports fields at Minnehaug High School in Wilbraham. Back then his main interest was tennis.

“Oh, I played all the sports, I think. I was twelve when I played golf for the first time,” LaChapelle recalled. “But most of the guys I hung out with preferred tennis. I got into a lot of tournaments and even taught tennis. When I got to UMass, I majored in journalism. But I also became interested in plant growth. Right in my own backyard, in my grandmother’s garden.

“So, when I graduated, I took a summer job at the Hampden Country Club. That was 1984, and after a two-year course as the Stockbridge School. However, I was still undecided about my future. I even took a job at the Holyoke Transcript as a sportswriter. I love to write. I even put out a 20-page newsletter as a member of the Air National Guard. Anyway, in the end, the job of working outdoors had more appeal and I pushed myself into the superintendents’ process.”

Glen had a warm-up stop at Brae Burn (he worked his way up to assistant superintendent under Bob DiRico in 1993). He went on to Walpole, then Millis (Glen Ellen) prior to applying for The Orchards job. During his rise through the ranks, he got married. In fact, just before he landed the top spot at The Orchards, he and his wife, Gina, became parents for the first time. Daughter Giavana celebrated her first birthday in January.

The Donald Ross influence excites LaChapelle. “Somehow, working here makes me feel like I’m on sacred grounds,” Glen exalted. “This is a classical golf course and we’re drawing out-of-town members like crazy. The non-resident membership is amazing. We have people on a national and regional scale, plus our regular in-residence members. That has to mean that we have something special here. That in itself gives me inspiration, drive to excel.”

It would seem, too, that The Orchards has someone special in Glen LaChapelle. Because he thinks of The Orchards as something other than his workplace, he’s determined to make the course’s condition a reflection of its design and the man who created its makeup. “As I said, I’m really into golf history and tradition,” Glen remarked. “So, this is the one place I want to be.”

GERRY FINN

CALENDAR . . .

- July 17 **GCSANE Monthly Meeting**
Team-of-Two Championship
Pine Ridge C.C.
N. Oxford, Mass.
Supt. - Robert Larson
- August **GCSANE Monthly Meeting**
TBA
- Sept. 10 **GCSANE Monthly Meeting**
Superintendent / Club Official
Winchester C.C.
Winchester, Mass.
Supt. - Daniel Higgins, CGCS
- Oct. 10 **GCSANE Monthly Meeting**
Joint Meeting with Cape Cod GCSA
Pocasset G.C.
Pocasset, Mass.
Supt. - Steve Carr
- Oct. 17 **Pro/Supt. Tournament**
Site TBA
- Nov. 5 **GCSANE Monthly Meeting**
Annual Nine-Hole Meeting
Amherst G.C.
Amherst, Mass.
Supt. - Carl Teschke
- Nov. 13 **GCSAA Seminar**
Fundamentals of Turfgrass Management II
The International
Bolton, Mass.
- Nov. 14 **GCSAA Seminar**
Strategic Planning for Golf Course Operations
The International
Bolton, Mass.
- Dec. 16 **GCSANE Holiday Gala**
Wellesley C.C.
Host - David Barber, CGCS

The Super Speaks Out

This month's question: *How much pressure is there preparing a public golf course for as early and opening as possible, and what are the drawbacks in this situation?*

Jim Small, Olde Scotland Links:

"There are three things to consider about our course. The first is the fact that Olde Scotland Links is a young course, designed by Brian Silva and completed in 1997.

Therefore, even though I've been here since the beginning, I'm still getting to know just how much the course can take before the danger (damage) zone's in sight.

"Second, Olde Scotland is a municipal course, owned by the Town of Bridgewater. My immediate superiors make up an 11-member golf commission, which means there can be a number of different opinions sent out before a decision is made.

"Last, but not least, the town became involved because of the potential for turning over a lot of revenue from golf course profits, with that revenue going into a general fund. In other words, in the long run town residents or taxpayers would benefit from owning and operating the golf course.

"Obviously, that's where the pressure to get in as many rounds as possible comes from . . . and understandably so. In effect, town residents made an investment when they agreed to have the course built. Now, they want to put the course in a position where it starts to pay dividends. That pressure funnels down to the commission and eventually to me.

"That pressure is also real. This year we opened April 8. The night before we had four inches of rain. It was real wet. I took commission members out on the course and they decided to open. I did get one concession: no carts. However, this might have set me back a couple of weeks in my conditioning progress.

"I have to say that, in general, the commission agrees with me that too early an opening and too late a closing, for that matter, lays us open to damage. It's up to them to determine if it's worth taking a chance of inviting serious turf damage for the sake of beefing up that general fund. Like they say, it's six of one and half-a-dozen of the other. In the end, I think

commission members would rather deal with me than the entire makeup of town residents. We'll just have to wait and see how it works out."

Jim Fitzroy, CGCS, Presidents Golf Course:

"I'm really blessed on several accounts. Our course's location is critical to early openings. It's close to the ocean, so snow and ice don't stay around very long. It also has good drainage. That combination is a godsend when it's March and the golfers are gathering to get their seasons going big-time.

THE SUPER SPEAKS

"Here, the ruling comes from a county commission. They have a lot of faith and trust in my judgment. In fact, they know what golf course management is all about; that the superintendent's expertise has to be factored into every decision they make. They realize I've been here 26 years and what we do has been working pretty well.

"This year we wintered fairly well. We had only spotty damage from what was one of the worst weather winters on record. A couple of greens had the usual winterkill ills but nothing major set us back. So, we opened March 20. I know of courses five and 10 miles inland that were still sleeping under snow, but we had the fortunate situation of having any snow and ice disappear much earlier than neighboring courses.

"Regardless, the commission left it up to me for pinning down an opening day. In that vein, I have two rules. The frost must be out of the ground and players must be able to walk the course without leaving footprints.

"If there is any pressure to open early, it's the profit motive. I realize that from a business point of view we're here to make money. It's that way wherever public golf courses operate. So, yes, I have that in

the back of my mind when it comes time to consider opening for the season. But I also leave room in there for my course's well being. There's a happy medium in there somewhere, and I hope that's where we are when we open."

Shawn Fernandez, Cranberry Valley Golf Course:

"It's not a case of when we open here because play goes on as long as golfers can get around the course . . . whatever the time of year. So, in our case and the hopes of the golfers, the questions is, 'when do we switch from temporary to regular greens?'

"Let's back up a little. First of all, we're a municipal course owned by the Town of Harwich. There's a golf commission at the top of the administrative charts and its members trust my judgment. So, I may be an unpopular guy with our members (there are 1,700 of them) because to my knowledge we're the only course in the area to close the regular greens. This year we used temps from December 17 until the middle of March.

"There's more explanation here. We do between 55,000 and 60,000 rounds of golf a year. That means the greens take a terrible beating. They have to have recoup and rehab time. During the busy season we're on a double tee times schedule. This place is busy. With all that play I still have to turn over a decent course to the players. Most of them understand how involved this is. I even send out my upcoming aerification schedule to every member a year in advance. We're talking 350 golfers on a good day here.

"So, in order to maintain good greens for the busy season, I have to save them in the winter. The pressure to open up the regular greens is always there. It never goes away. However, the system remains in place. It has to be this way. There's just too much play to have it any other way."

GERRY FINN

GCSAA introduces new on-line education: Putting green maintenance in streaming video

Participating in continuing education can be difficult in a profession where much of the day is spent on the golf course. To enhance accessibility for its members, the Golf Course Superintendents Association of America (GCSAA) is adding to its on-line education programming.

"The Art and Science of Maintaining a Functional Putting Green" is now offered using on-line, streaming video technology. The new course features Milt Engelke, Ph.D. at Texas A&M University, and focuses on the components of a functional root zone and its importance in managing a top quality putting surface. The physical,

chemical, and biological components of the root zone are discussed in detail for both native soil and sand-based root zone greens.

GCSAA NEWS

"We are excited about adding another on-line class to our curriculum," said Hannes Combest, GCSAA director of education. "We believe that in order to provide quality education for superintendents in the most accessible manner, this will be the path we need to take. We are

planning two more courses that will be available by fall."

The class takes approximately 3.5 hours, and is broken into 20-minute segments to make it easy for the busy superintendent to complete in multiple sittings. Students who successfully complete the course and exam will be awarded .35 CEUs.

Topics covered in Engelke's course include:

- Environmental limitations for bermudagrass and bentgrass on putting greens
- Physical characteristics of the root zone, optimum for the plant growth and development
- Mechanics of perched water table, layering, and positive & negative results
- Flushing greens versus leaching
- Soil amendments, root zone activity, and managing organic matter

Registration for the seminar is available at www.gcsaa.org/learn/selfstudy/artand-science.html.

President reports on membership Ouimet Fund, and newsletter ideas

The membership directory has been mailed to all members and friends. It was a huge job to complete this booklet. Rob Larson, Wayne LaCroix, and all of the membership committee are to be congratulated for a job well done. Our secretary, Sharon Brownell, in conjunction

with Zip Type Service, also helped tremendously. If anyone has updates to our directory, please contact Rob Larson.

FROM THE PRESIDENT

Jim Fitzroy and his Ouimet Phone-A-Thon Committee will be calling everyone to get pledges for the Ouimet Scholarship Fund. Please be generous to the caller, as we would like every member to help raise funds. The scholarships are available to students who work three years on a golf course as a caddie, pro shop attendant, or grounds worker. Last year our association raised \$6,000.

Anyone with worthy news for our membership should please contact our Newsletter editor, Russ Heller. Russ is constantly looking for some good and positive news. He is always looking for information on weddings, anniversaries, newborn babies, and significant birthdays. He is also interested in some success stories that you may have had on your golf course. Please forward any pertinent stories to Russ.

Sincerely,
Bob Ruzsala
President, GCSANE

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Bob Ruzsala
President, GCSANE

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Hannes Combest
Director of Education,
GCSAA

Dunlop responds to criticism of TV commercials

Editor's note: This letter was received in response to the letter President Bob Ruszala sent in regard to Dunlop television commercials that have been perceived by many superintendents to portray our industry in a negative fashion.

Dear Robert:

Thank you for your letter of 6 April 2001.

I am disappointed that you view our advertising campaign as negative. The television spot you refer to is part of a six-spot advertising campaign that is targeted at the better golfer and is designed to

show insights into the game that only the better golfer would appreciate.

To achieve our purpose some elements of humor and exaggeration have been applied. The campaign is in no way targeted at golf course superintendents and I apologize if the attempt at humor is perceived as offensive.

GCSANE NEWS

I have also spoken to Steve Mona regarding this campaign and indicated the campaign is designed to be humorous and that any future utilization of superintendents

in our television spots will be discussed with the Golf Course Superintendents Association.

I appreciate your taking time to write me regarding your concerns and again I assure you our intent was not to offend, but rather to address with humor certain aspects of the game that all of our customers would appreciate.

Regards,
Edward Hughes
 Vice President - Marketing
 Dunlop Slazenger
 Group Americas, Inc.

GCSANE Scholarship & Benevolence Tournament held May 8, 2001 at Marlborough Country Club



Scenes and sightings from around the course . . .



GCSAA's GolfSuper.com aims to educate golfers

If you are a golf fanatic, you can go to the Internet to get the latest in equipment, book a tee time, get some swing tips and even experience real-time professional tournament scoring. But the one aspect of your golf experience missing on the web until now is a complete reference to the game's playing field – the golf course.

In May the Golf Course Superintendents Association of America (GCSAA) launched *www.GolfSuper.com* to provide the golfers a means to learn more about the conditioning

and management activities required to make your experience on the course more enjoyable. GCSAA will continue to offer and maintain its *www.GCSAA.org* site, which features considerable information available for its members.

GCSAA NEWS

"We believe this site will fill an information void and at the same time promote the golf superintendent as a key

to golfer's enjoyment of the game," GCSAA Immediate Past President R. Scott Woodhead said. "It has been my experience that golfers, especially avid ones, have a thirst for knowledge about the golf course. I think those who visit our site will find it unique and fun."

GolfSuper.com will offer visitors information on course management, examining such topics as green speed, frost delays, bunkers, and course conditioning

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

MEMBERSHIP

Welcome New Members: David Mihailides, Superintendent, Lindbrook C.C.; William Colby, Jr., Superintendent, Groton C.C.; Manny Francis, Jr., Superintendent, Green Harbor G.C.; Kevin White, Superintendent, Monoosnock C.C.; Mark Gavin, Assistant, Whitinsville G.C.; Brad MacDonald, Assistant, The Country Club; Michael Zoltany, Assistant, International G.C.; Stephen Whitley, Assistant, International G.C.; John Winskowicz, Affiliate, R.F. Morse & Sons, Inc.; Scott McLeod, Affiliate, Tee & Green Sod, Inc.; Gary Porthrind, Affiliate, Golf Cart Services, Inc.; James Bernier, Affiliate, Golf Cart Services, Inc.; GPS New England Mapping, Friend; Armstrong Golf Architects, Friend; Golf Cart Services, Inc., Friend.

Proposed for Membership: Daniel Shay, Superintendent, Agawam Municipal G.C.; Thomas Mason, Assistant, Cedar Hill G.C.; Michael DiRico, Student; SV Moffett Company, Friend.

INFORMATION

Congratulations to Dan Higgins of Winchester Country Club. Dave recently completed the renewal process for maintaining his status as a Certified Golf Course Superintendent, a title he has held since 1996.

Brian Howard, formerly at Thomson C.C., is now superintendent at Chelmsford C.C.

Bryan Barrington, formerly at Worcester C.C., has accepted the superintendent position at Red-Tail G.C. in Devens, Mass.

A reminder to all affiliates: should you change employment to a company that is not a Friend, that company must become a Friend in order to remain an affiliate.

There will now be a single fee for all golf meetings of GCSANE. A lunch only option will no longer be offered. The fee for retired members will remain \$25.

All dues notices have been sent out. If you have not sent payment, please do so as soon as possible in order to remain a GCSANE member.

GCSAA, in partnership with Syngenta Professional Products, Rain Bird, Textron Golf, Turf & Specialty Products and Pursell Technologies, Inc., is sponsoring the 2001 Environmental Steward Awards. These awards will result in recognition of environmental leaders and thousands of dollars to The GCSAA Foundation. Applicants must be members in good standing of GCSAA and an affiliated chapter. Applications are available through the GCSAA Service Center (800-472-7878) or online (www.gcsaa.org). Application forms will also be made available at upcoming GCSANE meetings. Entries are due to GCSAA on or before October 1, 2001.

GOVERNMENT RELATIONS

Maine: Both House and Senate committees voted against passage of H.B. 741, a bill to establish criteria for the designation of "critical pesticide control areas" within the state. The bill would have prohibited individuals or groups from moving into an area of agricultural activity and then later seek a critical pesticide control area designation based on the argument that the prolonged use of pesticides would likely cause harm to the individual or group.

Maine: H.B. 1080, allowing municipalities to enact standards more strict than state standards for land spreading of sludge and septage, has been signed by the governor.

TOURNAMENT RESULTS

Marlboro C.C. Scholarship & Benevolence Tournament May 8, 2001

Two-person teams/best ball

1st Gross: Don D'Errico, Dave Knipe (72)
2nd Gross: Bill Cohen, Gary Howard (73)
1st Net: Mark Daly, Len Curtin (59)
2nd Net: Brian McCarthy, Richard Bellotti (60)
3rd Net: John Breshnahan, Andy Drohen (61)
4th Net: Tom Harrington, Jim Carroll (61)

Pot-of-Gold Shootout.

Finalists: Bob Rodger (3' 9"); Mike Hermanson (4' 10"); Phil Madden (5' 1"); Don McNiece (6' 4"); Greg Day (9' 9"); Darren Orr (10' 11"); Winner: Don McNiece.

GCSANE Four-Ball Results

Round #1

Higgins/Iacono def. Stowe/Heller, 1-up
LaChapelle/Turner def. Cassidy/Hasak, forfait

Round #2

Anshewitz/Fitzroy def. Barber/Murphy, 3 and 2
Hayes/Healey def. Hassett/French, 2 and 1
Mooradian/Luccini def. Comee/Hermanson, 6 and 5
Crimmings/Cullen def. Brown/Smith, 1-up
V. Iacono/Varkonyi def. Daly/Reinertson, 1-up
Lazaro/Rybka def. Misodoulakis/Skinner, 3 and 2
Curtin/Miller def. Higgins/Iacono, 8 and 7
Dobosz/Gianni def. LaChapelle/Turner, 4 and 3

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Mark Tobin - (781) 444-1227

International Golf Construction Co.

5 Purcell Rd., Arlington, MA 02474
Golf course construction.
Antonios Paganis - (781) 648-2351;
(508) 428-3022

Irrigation Management & Services

12 Lakeview Ave., Natick, MA 01760
Irrigation consultation, design, and system evaluation.
Bob Healey, ASIC, CID - (508) 653-0625

Ken Jones Tire, Inc.

71-73 Chandler St., Worcester, MA 01613
Distributor of tires for lawn & garden, trucks,
cars, industrial equipment, and golf cars.
Gerry Jones - (508) 755-5255

Landmark Construction

P. O. Box 662, Winchester, MA 01890
Tee/bunker shaping & remodeling, cart paths,
drainage, tree planting, landscape construction.
Daniel Champion - (781) 729-3250

Larchmont Engineering & Irrigation

11 Larchmont Lane, Lexington, MA 02420-4483
Marc Utera - (781) 647-3361

Lazaro's Golf Course

Supplies & Accessories
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738 Main St., Suite 223, Waltham, MA 02154
Complete line of golf course accessories;
Standard, Par Aide, Eagle One.
Joe Lazaro - (781) 647-3361

Lesco, Inc.

20005 Lake Rd., Rocky River, OH 44116
Ron Tumiski, Mike Donohue
(800) 321-5325

Lofts Seed, Inc.

22 Lantern Lane, Exeter, RI 02822
Victoria Wallace - (800) 648-7333

D.L. Maher Co.

71 Concord St., P. O. Box 127, N. Reading, MA 01864
Water supply specialists; water wells
& pumping equipment.
(781) 933-3210

McNulty Construction Corp.

P. O. Box 3218, Framingham, MA 01705-3218
Asphalt paving of cart paths, walkways,
parking areas; imprinted asphalt.
John McNulty - (508) 879-8875

Miller Golf Construction

1 Leicester Rd., Marblehead, MA 01945
Golf course construction & renovation
Jonathon Miller - (781) 631-2030

S.V. Moffett Co., Inc.

33 Thruway Park Dr., W. Henrietta, NY 14586
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Bill Stinson - (716) 334-0100

R.F. Morse & Sons, Inc.

22 Cranberry Hwy., Wareham, MA 02576-0099
Larry Anshewitz, Jack Cronin, Chris Cowan,
(508) 295-1553

Nardone Sand and Gravel, Inc.

37 Power Rd., Westford, MA 01886-4112
Topdressing sand & mixes, bunker sands, root-zone
mixes, loam, cart path materials, drainage stone.
Greg Frederick - (978) 692-8221

North Shore Hydroseeding

20 Wenham St., Danvers, MA 01923
Hydroseeding, erosion control, & tree services
Brian King - (978) 762-8737

Novartis Specialty Products, Inc.

399 Monson Tpk. Rd., Ware, MA 01082
Banner MAXX, Barricade, Subdue MAXX, Primo
Dave Ravel - (413) 967-6745

Partac Peat Corporation

Kelsey Park, Great Meadows, NJ 07838
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Jim Kelsey - (800) 247-2326

Prescription Turf Services, Inc.

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custom fertilizer & pesticide applications,
fairway aeration, topdressing operations.
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Sawtelle Brothers

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Bob Brown, Larry Bunn, Mike Hannigan,
Frank Higgins, John Lenhart - (978) 682-9296

SBI Turf Services

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Deep-line, core, & water-injection aeration,
DOL & Verti-Seed overseeding, irrigation services.
Jim Favreau - (800) 999-TURF

Shawnmark Industries, Inc.

P. O. Box 8966, Warwick, RI 02999
Matt Howland - (401) 295-1673

Simplot Partners, Inc.

15 Londonderry Rd., Londonderry, NH 03053
Turf & ornamental supplies.
Chuck Bramhall, Mike Kroian, Mike Nagle,
Jim Wierzbicki - (800) 228-6656

Sodco Inc.

P. O. Box 2, Slucom, RI 02877
Bluegrass/Fescue, Bluegrass/Rye,
Bluegrass/Fescue/Rye, Bentgrass
Matt Faherty, Pat Hogan - (800) 341-6900

Sports Club Management

104 Wyman Rd., Brintree, MA 02184
OSHA and EPA compliance services and training
Ron Smith - (781) 848-5978

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20 Clark Lane, Marshfield, MA 02050
Specialists in golf course construction,
bunker restoration, and irrigation installation.
(781) 837-3503

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Dave Wallace
(401) 789-8177

Tom Irwin Inc.

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Turf management products
Jack Peterson, Wayne Ripley, Paul Skafas,
Chris Peterson, Greg Misodoulakis, Rick Giverson
(800) 582-5959

Tuckahoe Turf Farms, Inc.

P. O. Box 167, Wood River Junction, RI 02894
Chris Beasley - (800) 556-6985

TurfLinks, Inc.

P. O. Box 489, Sturbridge, MA 01566
Scott Mackintosh - (508) 347-8070

Turf Enhancement Enterprises

6 Jessica J Dr., Millbury, MA 01527
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Douglas Rollers, Trion Lifts.
Tom Fox - (508) 865-9150

TurfNet Associates, Inc.

21 Brandywine Rd., Skillman, NJ 08558
Cutting edge communication for
the golf course industry.
Peter McCormick - (800) 314-7929

Turf Products Corp.

157 Moody Rd., Enfield, CT 06082
Distributors of Toro irrigation and maintenance
equipment and other golf-related products.
Tim Berge, Mark Daly, Paul Hallock,
Rick Moulton, Mike Turner - (800) 243-4355

United Horticultural Supply

18 Legate Hill Rd., Sterling, MA 01564
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Glenn Larabee, Bruce Chapman, Mark Miller
(800) 224-4440

Varney Bros. Sand & Gravel

79 Hartford Ave., Bellingham, MA 02019
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Kenneth Mooradian - (800) 441-7373

Waterflowers Ecological Design

116 North Street, North Reading, MA 01864
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(978) 887-3672

Zip Type Service

50 Kent Street, Newburyport, MA 01950
Design, printing, mailing, advertising specialties.
Sheila Johnson - (978) 462-9358

GCSAA expands its presence in cyberspace . . .

continued from page 6
terminology. Another section will discuss the subject of etiquette: divot replacement, ball mark repair, golf car rules, etc. Golf course superintendents consider themselves stewards of the land and a feature of the site will be an explanation of how they manage their facilities in a way that is compatible with the environment.

Visitors will also have the opportunity to learn more about the venues that host professional golf events and steps taken to prepare for the world's best golfers.

The creation of a "consumer" Web site is actually one of five independent components of an umbrella strategy developed last year to enhance the effectiveness and the efficiency of GCSAA's service to its members and other constituents through the Internet.

In addition to the creation of *Golfsuper.com* (Superintendent Value), additional components that are in various stages of development/implementation are Comprehensive Education, Knowledge Management, GCSAA Marketplace

(Internet commerce), and Member Service Solutions. None of the components are reliant on each other for implementation.

Golfsuper.com was created in consultation with two Boston-based companies with extensive experience in Web site development, Mullen and Red98. Mullen has developed several GCSAA public relations projects in the last three years, while Red98 is a digital communications firm specializing in user-centered strategies and Web-based applications.

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