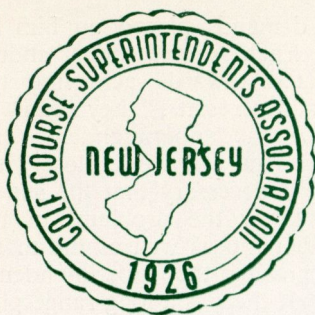




New Jersey Golf Course Report

Vol. IV, No. 8

April, 1971

President's Message

A new and different year has again been thrust upon us. The culmination of last year, the Christmas Party, was a great success and we look forward to a new and even more successful year ahead. Your Board has been working hard to formulate the guidelines that will enable us to appreciate just that kind of year. Remember, though, you as members will receive only as much as you put into this Association. In order to improve our group for the betterment of our profession we must have participation, and every member that expects this has an obligation to participate.

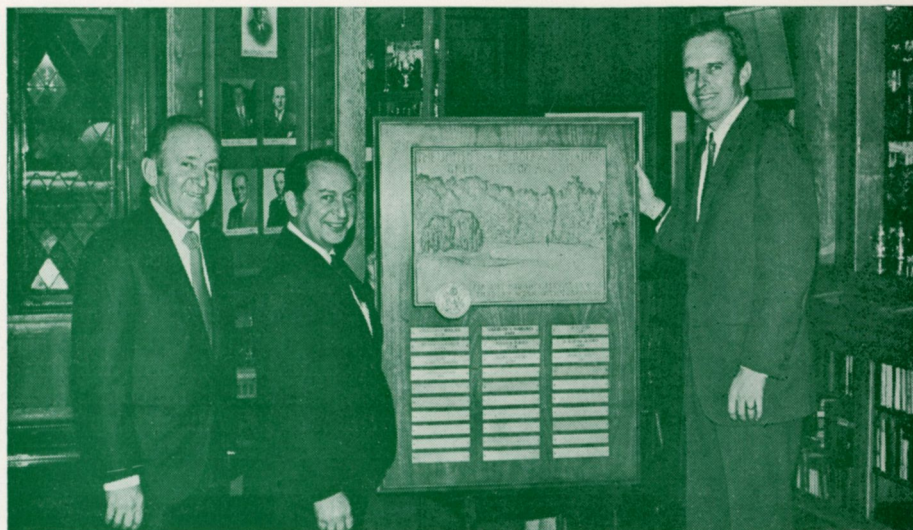
The Committee Chairmen have been selected. Many of you will be called upon to help on these committees. Please put your best foot forward to help each function efficiently. We look forward to having some new meeting sights this year along with an informative education program among other things. It has been the feeling of our group that communications with the national have become increasingly lacking. We will strive to make improvements in that area. A stronger set of by-laws with an update to the roster are also planned.

January 8, 1971 our Association held a business meeting at the Preakness Hills Country Club, at which time we honored one of our retired members, Harold Loescher. It is indeed a tribute to have dedicated people such as Harold in our group. We wish him the best of luck with his retirement. A note of thanks is also befitting to Art Elmers for volunteering his club and the fine lunch appreciated by all.

With your help, I'm sure we will have a most successful and productive year. At this time I would like to wish you all a very healthy, happy, and prosperous New Year.

Respectfully yours,

Jack Martin
President



USGA GREEN SECTION AWARD TO TOM MASCARO: Left to right: Alexander Radko, Mascaro, P. J. Boatwright, Jr.

Thomas Mascaro—11th Recipient Of USGA Green Section Award

*USGA Green Section Record,
March 1971*

Thomas C. Mascaro, of West Point, Pa., has been named the recipient of the 1971 Green Section Award of the United States Golf Association. The award is presented annually in recognition of distinguished service to golf through work with turfgrass.

Mr. Mascaro has been actively engaged in the turfgrass industry since 1936. West Point Industries, the company he and his brother, Terry, founded, developed and produced the first practical fairway and putting green aerifier. Not long afterward, he introduced the first vertical mower for control of grain and thatch on golf greens. Today he holds ten patents and has five more pending.

In addition to his manufacturing activities, Mr. Mascaro has assisted and supported many state university research programs, and has designed, built, and donated several special machines for turf research. During the early days of turfgrass conferences he recorded, mimeographed, and distributed the proceedings to interested parties throughout the United States. He was co-founder, with the late H. B. Musser, of the Pennsylvania Turf Council and has served as its Secre-

tary, President, and now Board Member.

Through Mr. Mascaro's efforts, his company developed and published a book entitled *A Handbook for the New Green Chairman*. His informal editorial staff included Richard S. Tufts, former President of the USGA; Admiral John S. Phillips, of Army-Navy Country Club; H. B. Musser, of Penn State, and others.

He developed a turfgrass school for salesmen, and this later evolved into the first correspondence course in turfgrass management for golf course superintendents. The course was offered at cost, and today the alumni number over 1,000.

Mr. Mascaro is also a prolific photographer/writer on turfgrass management topics. He has accumulated over 30,000 slides, including one of the first golf car and another of Superintendent Joe Valentine identifying the spot where he discovered Merion bluegrass.

He has written for numerous magazines, newspapers, and technical publications. His writings have been translated into Japanese, Italian, French, German, and Swiss. He has participated in over twenty turfgrass conferences annually since 1950. Today, Mr. Mascaro is Vice-President of Kearney-National, Inc., in New York City.

Summary of the USGA Educational Conference The Budget and the Satisfied Golfer

By William G. Buchanan
Eastern Agronomist,
USGA Green Section

The 1971 Green Section Conference at the Biltmore was a very interesting and for these times an appropriate conference. The topic was "The Budget and the Satisfied Golfer," a point of interest to us all, whether we be the course superintendent or on the Green Committee. The speakers on the program covered everything from Dr. Fred Grau's "Where We've Been, Where We Are and Where We're Going" to Allen Grogan's "What Does a Club Expect From Its Superintendent?" All topics and speakers had a message for anyone concerned with golf.

Again this year the attendance was good with 400 persons in attendance.

Dr. Fred Grau got the presentations started with his "Where We've Been, Where We Are and Where We're Going," which covered the previous forty years of the turf industry and offered a few speculations into the future. Dr. Grau was followed by Mr. William Bryant who presented "Your Budget — Fact or Fiction."

The budget for a golf course is an important function for every club. Did you know that there was in excess of 375 millions of dollars spent last year, not to mention the cost of water, repairs, and equipment purchases, on the 10,000 golf courses in the country? This represents an investment in a business that must be carefully planned. No one can afford not to have some guide lines or plan the direction in which he must successfully operate. You must have a planned program to know what to buy, when to buy, how much to buy, and what it costs.

Duane Orullian followed Mr. Bryant with "Misfit Items in a Golf Course Budget."

Every budget contains certain items that could be called "misfit" or out of place depending on how the budget is planned, categorized and how specific areas are defined. For example, the area of "outside repairs" could be easily placed under the heading of "miscellaneous purchases" and thereby not clearly define the service to be rendered.

An item that should normally not be out of place may become such by virtue of the definition that is given to it. There is a parallel to this in agronomy. We are constantly fighting "weeds" to improve turf

conditions on our courses today. Simply stated, a weed is just a "plant that is out of place in relationship to its use or environment."

Obviously, misfit items will vary not only with the individual course budget, but from year to year as needs and maintenance practices vary. Therefore, each budget must be tailor-made to fit the needs of the individual golf course; each item of the budget must be carefully considered and assigned its proper identity. This in turn will lend greater credibility and accuracy to the budget.

Mr. William H. Bengeyfield gave a presentation of "Honestly, Can One Maintenance Budget Be Compared With Another?"

It doesn't really matter if our answer to this question is "no!" It doesn't really matter if we respond in the firmest possible way. The fact is, budgets and golf courses *will* be compared by club officials — *always*. Man, when it comes to economic matters, must be logical. He must standardize, make a formula, figure the percentages. This is his nature.

Golf courses are entirely dissimilar. They cannot be standardized, do not fit any formula. Their value, beauty and enjoyment depends on their individuality. This is their nature.

An impasse? Not if we wish otherwise. Golf is only enjoyed to the fullest when the course provides the best possible playing conditions and pleasant surroundings. Emphasis of these points in relation to the money being spent is therefore the main point. In fact, the *only* point. It's not what one spends — it's what one receives for it that ultimately counts.

"Tomorrow is the Day You Should Have Planned Yesterday" was the title of Dr. James R. Watson's talk. Dr. Watson made some useful remarks on the distinction between "capital" budgets and "operating" budgets. He explains that those budgets concerned with equipment purchase should be designated as "capital" and those concerned with equipment repair and maintenance as "operating" and that before a capital budget is made a study into the future of the equipment should be made, what will the machine or irrigation system be worth one year or 10 years from now?

Allen E. Grogan of Baltusrol Golf Club hit home with many superintendents with his presentation of "What Does a Club Expect From Its Superintendent?" The realistic answer to this question is to do the best job possible with what is available, and an-

swer the demands placed on him by the club. Each superintendent should be dedicated towards achieving the best possible results; they can be achieved *if* the superintendents and green chairman will work closely together. It is necessary that the superintendent know the problems of the club membership as well as the membership knowing the superintendent's problems. If there is a long-range plan *established*, the club membership knows what to expect and the superintendent knows what is available to him and what is expected from him. Mr. Grogan also added that the green chairman and the superintendent do not always know all the answers and when this situation occurs ask for help; there are many universities, state and federal agencies along with the USGA to seek advice from. The superintendent must always remember he is in the business of managing the golf course, not just its turf. This job requires constantly updating his knowledge. In summary, put plans in writing and communicate.

Mr. Richard C. Blake talked on "What Does a Superintendent Expect From the Club?" Mr. Blake urged the communication between the club and superintendent. This communication is enforced with an adequate budget to accomplish what the club wants and a definite plan for the future.

Al Radko presented a talk on "Turf Research Stretches Your Budget Dollar." In the talk Mr. Radko noted how through research the turf industry can make the most of the budget dollar. The decentralization of turfgrass research centers was the greatest step forward in stretching the budget dollar; research is now being conducted in all parts of the nation and researchers can answer the specific questions of a localized area better.

"Department of Labor Workplace Standards" was presented by Frank B. Mercurio on the laws concerning the labor used by golf courses. The golf courses are all faced with a labor problem and the easiest way to solve the problem is to offer the employees a fair wage and some kind of economic security. Include in your budget repairs to your maintenance buildings to improve working conditions.

Holman M. Griffin talked on "Streamlining the Operation." By streamlining our golf course operation the golf course can get the most of its labor, money, time and other resources available to it. Check into new equipment, does it suit your needs? Observe your operation, watch the crews, what can be done to improve the efficiency of the crew without a deterrent to the end result of the project. Time and labor are the biggest objects the superintendent faces; if he can manage these

Turf Clippings

New Jersey Superintendents, who attended the GCSAA Conference and Show in Denver are still talking about the excellent talk given by *Joe Flaherty, Jr.'s* Green Chairman, *Mr. Allen Grogan*. The subject: What the Club Expects from the Superintendent. For those who were unable to hear this timely presentation the complete text can be found in the March 1971 issue of the *USGA Green Section Record*.

Pleased to hear that *Mrs. Flaherty, Sr.* is on the way to recovery following an accident she had while vacationing in Florida with Junior's dad, *Joe, Sr.*

Ashbrook's *Frank Karaba* and wife headed south late last month with a trailer in tow.

Also good to hear that *Charlie Alioth* is now at home following recent surgery. *Ray Hansen*, one of the "Administrative Question Marks" was joined by his family, wife *Sandy* and *Kirt* and *Cheryl* after the Conference for some skiing at Aspen. The other thin top on the chair lift belonged to relaxed *Hubert Pierson*, not to be confused with *Bill Gaydosh* of Fairmont, who was also there.

Gary and *Sharon Crothers* headed for the other side of the mountains for skiing at Winter Wonderland, Colorado.

Jack Montecalvo of Woodcrest C.C. and *Ron Boydston* from Rockland C.C. represented the area west of the Hudson at the Superintendents' Tournament in Phoenix.

Bob and *Jean Dobbie* took a side trip to Colorado Springs, while *Jim* and *Audrey Roach* headed for Las Vegas. *Bill Caputi*, Hampshire Country Club's clever wit, kept the humor flowing, and was last seen being introduced as a combination of Ben Chlevin and Andy Androsko at Mario's Spaghetti Palace. *Leo Cleary* and *John* took off after the Show for the Broadmoor Hotel in Colorado Springs. John kept saying "Dad's at a meeting," but could the old stamina be giving out? Impossible!

President *Jack Martin* and wife, *Penny*, joined the *Glen Galions* for a vacation in West Palm Beach. *Chuck Wilson*, Woodlake C.C.'s flying Superintendent stopped off long enough in Denver to shop for wall posters . . . managed to find a few at the Hilton Galleries.

John Schoellner and wife of Beacon Hills were spotted at "The Bert Jones Road Show" enjoying themselves among so many others. *Al Foster* kept looking for "father," but he wasn't there. Seems *Bob Kapherr* will have to change his "title" after the arrival of a 7 pound 4 ounce grandson.

(continued on page 8)



The "Greatest Show on Turf" gets off to a rousing start in Denver, 1971!

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THE USGA GREEN SECTION STAFF: From left to right: Bill Buchanan, Duane Orullian, Bill Benguefield, Lee Record, Jim Moncrief, Al Radko, and Holman Griffin.

Best wishes to *Tony Ripple* in his new venture with the Great Atlantic and Pacific Tea Company. *Jim O'-Gibney* is going automatic, with water that is, at the Deal Golf Club. Jim would rather forget Bill Caputi's portrayal of the Irish Rebellion.

There are rumors that *Karl Ostberg* is doing some fishing in the Florida Keys, and that *Bill Riley* has also been hanging around the same state recently. *Marty* and *Betty Futyma* also spent some time in Juno Beach.

Yep, it's hard to believe, but there's now an *Alfred Wilson, III*, as Al and Judy will be happy to tell you all about.

Just can't imagine *Mal Purdy* not talking very well, but when both he and *Chan* showed up after the Denver Show with laryngitis it was almost unbelievable. They mumbled something about too much barbershop-quarteting.

Pat Campbell of Flanders Valley is back in the traces again after some

surgery. It is rumored that if retirement has any further good effects on *Ed Casey* he's going to start all over again. Just to prove he's an old hand at just about everything, *Jack Ormond* became a great-grandfather for the second time not too long ago. Jack may have to "unretire" just to get out from underfoot.

Transportation expert *Ted Roberts* is going through a period when it pays to call in before going to work just to see how to get there! Among other things Ted recently gave birth to a tunnel.

Further travelers . . . *Mr. and Mrs. Frank Paolantonio* returned from Denver via the Las Vegas route. The abominable trainrider *Don Marshall* snared *Ed Nickelsen* and *Tony Grasso* with all the wives for a snake's eye tour of the west all the way to Portland and back to Chicago by rail. Both Ed and Tony decided it was great, but they'd never been anywhere where you could mix a drink by just standing still!

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