

November 1975

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MICHIGAN

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"A Patch of Green"

31823 Utica Road, Fraser, Michigan 48026
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Published monthly by the Michigan and
Border Cities Golf Course Superintendents
Association

Circulation 1,050

Ted Woehrl, Oakland Hills C.C.
Clem Wolfrom, Detroit Golf Club

Co-Editors

Blakeman Printing Company
Fraser, Michigan
Graphic Arts/Circulation

MONTHLY ADVERTISING RATES

Double Page Spread.....	\$100.00
Back Outside Page.....	65.00
Full Page.....	55.00
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Golf Day

September 19, 1975, was a beautiful day at Bay Pointe Golf Club as 182 players took part in the 10th Annual Turfgrass Research Benefit. A good time was had by all. (We're sure the football marks in the putting green will heal by next season!) The course, as always, was put in beautiful shape by Don LaFond. Thanks, Don for a great job. We'd also like to thank the Fuller brothers for allowing us to hold our Golf Day at Bay Pointe.

Ward Swanson and Jim Couzens set up a great tournament which everyone enjoyed. As the scores were turned in under the watchful eye of George and Jerry Prieskorn, the following results were tabulated:

Closest to the hole No. 16 -

R. Wolf

Closest to the Hole No. 3 -

B. Pontius

Low pro with a 73 -

D. Christianson

T. Talkington

Low Gross -

T. Sriggreen

F. McMullen

T. Hanmett

Host Don LaFond greeting the guests.

First place team -

P. Wigle

A. Watkins

J. Scott

B. Babbish

Second place team -

N. Brown

E. Sprague

F. Daniels

A. Avery

Third place team -

C. Wolfrom, Jr.

B. Freehand

J. Coleman

L. Cavilera

Fourth place team -

T. Mulcahey

H. Foote

R. Ryan

F. McMullen

Dr. Joe Vargas was our emcee for the evening and enlightened us with some of his delightful, roguish, New England humor. As emcee, Dr. Vargas announced the winners of our annual raffle and also the winners of the many door prizes. The raffle prizes were awarded to Jon Pulliam of Walled Lake (first prize - riding mower), Jim Johnston of Brighton (second prize - golf clubs), and Richie Teets of Southgate (third prize - wheelbarrow full of cheer.)

Right:
Emcee Dr. Vargas
running the show.

Below:
Bruce Wolfrom,
Chairman.



Turfgrass Research Benefit Nets \$6900

This year's Turfgrass Research Benefit netted over \$6900 which will be donated to the Michigan Turfgrass Foundation. This has been a very profitable endeavor, not only in terms of the money raised, but more importantly, in terms of bringing together members of our association, golf professionals, club members, club managers, manufacturers and dis-

tributors to accomplish a common goal. We'd like to thank all of those who participated in this year's Golf Day. Also, thanks so much to all of the hardworking people who were busy making the day a success, those people who sold raffle tickets and those of you who put in much time on the various committees.



Above: The Big Drawing.

Below: The Canadian Supers enjoying the Golf Day.



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Above: Two Golf Professionals, Tom Talkington, L, Dave Christianson, R.
Below: Waiting to Tee Off . . .



From one pro to another



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Observation + Persuasion Good Salesman = Good Superintendent

"Good superintendents are good salesmen," a simple enough statement. But its real meaning and implication is not as obvious. As you travel around the state or country, you often compare your course, equipment, budget, etc., with what you see elsewhere. You probably ask too, "How does he do it?"

As we all know, different situations will permit the golf course superintendent to do different things for himself and his course. Climate, soil conditions, age of the course and particularly the members' desires will have a great bearing on the course itself and the latitude the superintendent has. But, frequently the results boil down to the superintendent's salesmanship.

A favorite definition of salesmanship is the art of never selling but rather learning what people want and then helping them obtain it. Involved in this approach to salesmanship are the arts of observation and persuasion. Observation tells you what the people want, persuasion provides the means of giving them what they want.

Most golf course superintendents could find this approach successful for themselves and their course. They are blessed with an abundance of the power of observation and with some effort could easily improve on their abilities to persuade.

To utilize this plan, the superintendent must first determine what his golfers want. Usually, this involves three major areas: scores, beauty and prestige, not necessarily in any order of preference. Next, he must adopt an attitude of "selling" what he wants in terms of what the members desire.

Assume for example you have been contemplating what you feel to be a necessary purchase. After attending various equipment exhibits, field demonstrations and talking with fellow superintendents and salesmen, you have determined exactly what you want. What now? Do you explain to your chairman or committee how having this machine will replace one that has been causing you tremendous problems because of breakdowns or other insufficiencies? How the root

Continued on Page 13

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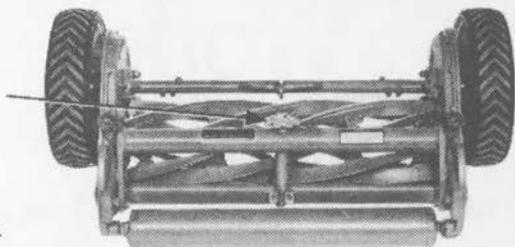
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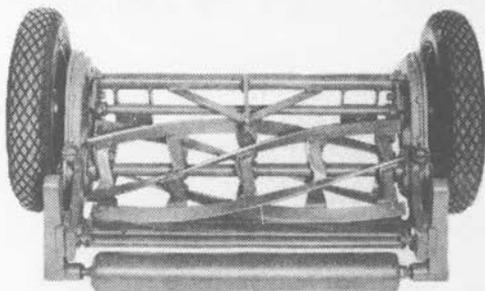
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NAME OF INTERESTED PERSON _____ **DATE** _____

MAILING ADDRESS _____

CITY _____ **STATE** _____ **ZIP** _____

Or you may contact the next golf course supplier who calls on you and give him the information needed for application.

Good Salesman Cont.

structure will be affected, etc.?

While these points may be of real concern to you or your fellow superintendents, they will only maximize your interest while minimizing the interests of the golfer.

A better approach might be to inquire into the golfer's desires to play through with less mechanical interruption to his game, having fewer non-play holes or days, more uniform playing surfaces, having a course with greater beauty - in short, being the envy of golfers at other courses.

Depending on the potential of the item you are contemplating, you can "sell" the golfer on your need through an approach that causes him to be the salesman.

Regardless of your personal sales approach, persuasion must be supported by a sound presentation that fully documents your case. Undoubtedly, at some time, you will be called upon to "prove your case" before the purchase is approved. This will mean having all the facts and figures gathered together in a fashion showing not only your thorough organization, but just as important, the manner of the presentation itself could greatly influence your audience and their final decision.

As with all such things, there will be short-comings and pitfalls to be aware of and this process is no different. You must not "sell" more than you can reasonably expect to

deliver, nor should the golfer be permitted to assume such a miracle.

The more successful businesses are operated on a repeat purchase philosophy. You should expect to do the same. Sourcing your golfers with mis-spent money will only make it doubly difficult to purchase even a necessity the next time around.

CGCS Attained by 13% of Total

More than 13 percent (13.10%) of the eligible Class A members of GCSAA, 239, have become "Certified Golf Course Superintendents" since the program's inception in 1971. In addition, another 6.5 percent have submitted applications and are in various stages of completion.

A review of the Association's 4,021 member roster, revealed that 1,825 members met the basic qualification of two year's Class A membership in GCSAA.



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Striped Ground Squirrel

This little rodent is also known in Michigan as the thirteen-lined spermophile and the gopher. Neither of these latter names is a suitable one. In the first place, the animal does not have thirteen stripes, but 23 - 12 dark ones and 11 light ones. In the next place, the word "spermophile" means "seed lover," and while these animals do eat seeds, so do most other rodents. The term "gopher," perhaps most commonly used in Michigan, is really a localism, and would be misleading to people from other states.

In the south, gopher means a type of small burrowing land tortoise common in that region.

In the west, the term is applied loosely to all ground dwelling squirrels, but particularly to the odd group of pocket gophers, which are not found in

Michigan at all. It so happens that in Michigan we have but one ground squirrel, while in many states there are various species, and even several genera, of ground squirrels. So the term "gopher" lacks significance, and it is better to call our animal the Striped Ground Squirrel.

Our ground squirrel lives in open fields and grasslands, where he digs his little burrows. These burrows are much like miniature woodchuck burrows, and we should keep in mind that woodchucks are merely big ground squirrels after all. Ground squirrels hibernate in winter, again showing their kinship to the woodchuck. They retire to their underground dens in September or October, and emerge in March or April, thus escaping winter altogether.

Continued on Page 16

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Young are produced in late spring or early summer, from six to seven to a dozen per litter. They are naked and blind at birth, open their eyes nearly a month later, and are usually five or six weeks old when they first emerge from

the den.

Michigan ground squirrels are of little economic importance, since they seldom become really abundant; their burrows are too small to be a nuisance except on lawns or golf courses, and the grubs and insects they consume probably compensate for the grain taken from crop lands.

Their western relations, however, cannot be so readily dismissed, for they are far more abundant, and many species are much larger in size. Also, many of the western ground squirrels are colonial in habit, and a colony may be very destructive to crops, while on steep slopes their many burrows may lead to soil erosion.

Extensive rodent control campaigns have been carried on in western states to rid lands of ground squirrels.

Biologists point out that some of these extensive, and expensive, campaigns would not have been necessary had not previous campaigns greatly reduced the natural enemies of the ground squirrels. Wolves, coyotes, foxes, hawks, owls, etc., the predators whose natural function is to hold in check the rodent populations, are ruthlessly cut down under the guise of "vermin control," and the rodent populations expand like steam from a teakettle when the lid is removed. A little more foresight in preserving the balance of nature would sometimes save the cost of expensive "control campaigns" later on.

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The Army in the Good Old Days

The story goes that in 1910 the Army chain of command worked like this:

Operation Halley's Comet

A Colonel issued the following directive to an executive officer: "Tomorrow evening at approximately 2000 hours, Halley's Comet will be visible in the area, an event which occurs only once every 76 years. Have the men fall out in the battalion area in fatigues and I will explain this rare phenomenon to them. In case of rain we will not be able to see anything, so assemble the men in the theatre and I will show a film of this."

Executive officer to the Company Commander - "By order of the Colonel,

Tomorrow at 2000 hours, Halley's Comet will appear above the battalion area. If it rains, fall the men out in fatigues, then march them to the theater where the rare phenomenon will take place, something which occurs only every 76 years."

Company Commander to Lieutenant - "By order of the Colonel, in fatigues at 2000 hours tomorrow evening the phenomenal Halley's Comet will appear in the theater. In case of rain in the battalion area, the Colonel will give another order, one which occurs every 76 years."

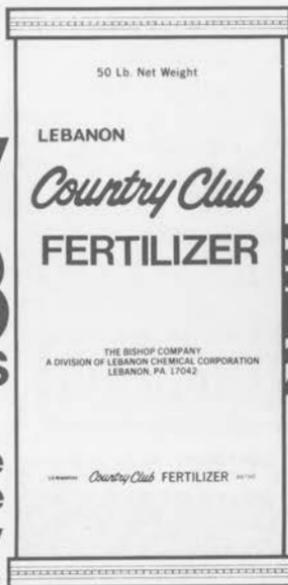
Next Page

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Lieutenant to the Sergeant - "Tomorrow at 2000 hours, the Colonel will appear in the theater with Halley's Comet, something which happens every 76 years. If it rains, the Colonel will order the comet into the battalion area."

Sergeant to the squad - "When it rains tomorrow at 2000 hours, the phenomenal 76-year-old General Halley, accompanied by the Colonel, will drive his comet through the battalion area theater in his fatigues."

So what else is new.

Communication is the key between supervisory personnel and the man actually doing the job. Sometimes it is extremely difficult to understand how orders or instructions are so thoroughly misunderstood. There are occasions when you have been thinking about a job so much that you feel that you have told your foreman all the details and then you wonder why your orders have not been followed accurately. Also, your foreman may not fully understand, and rather than admit lack of knowledge he doesn't ask questions for clarification. A good idea would be to write down the job and its requirements and review them with the foreman to be sure that your communication has been received.

**Late Issue
is Printer's Fault**

Please accept our apologies for such a late publication. We are in the midst of expanding our equipment and hope to soon be back on schedule.

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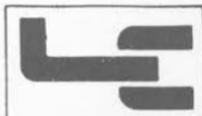


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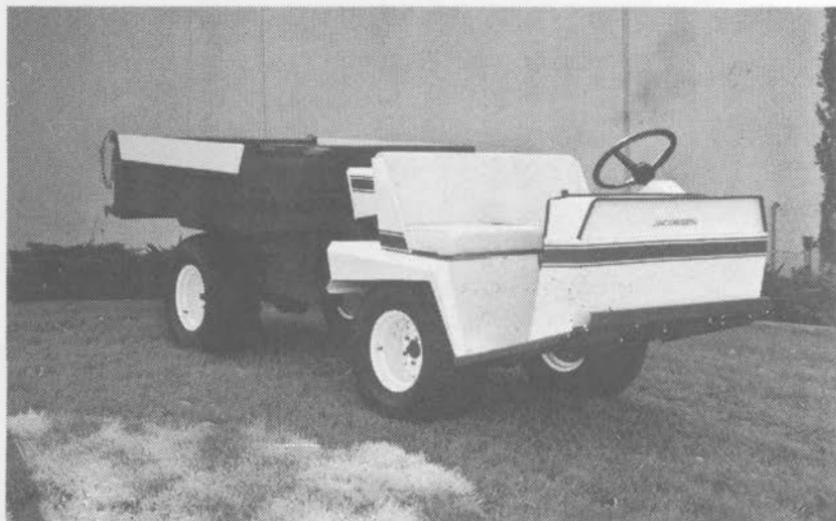
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