

Grass Clippings



April
2015

Thank you, Rory, Sean and LebanonTurf

Congratulations to Sean Hoolehan, CGCS, Wildhorse Resort, and his yellow lab, Rory, winner of the Dog of the Year contest from LebanonTurf. Rory came out on top with the votes cast at the 2015 GIS in San Antonio, Texas. The prize package included \$3,000 to Sean's local chapter, \$500 for Sean and Rory, and LebanonTurf's donation of \$1,000 to Train a Dog Save a Warrior (TADSAW). TADSAW provides for the training of a Medical Alert Service dog for wounded warriors in order to restore and improve the warrior's quality of life with a canine 'Battle Buddy,' at no charge to the warrior.

The story does not end here; it keeps getting better. Sean and Rory donated their \$500 to TADSAW. Also, Sean belongs to two chapters – the Idaho GCSA and the Oregon GCSA. Sean requested LebanonTurf to split the \$3,000 between both chapters. Upon notifying each chapter, Sean made a special request. He encouraged each chapter to match Rory's \$500



contribution - \$500 to TADSAW and \$1,000 to each chapter. The Idaho GCSA board took this opportunity to step forward and simply split the unexpected windfall - \$750 to TADSAW and \$750 to the Idaho GCSA.

We thank all parties involved for allowing us to not only benefit from LebanonTurf's Dog of the Year contest, but for the opportunity to share with a great cause. If you would like to learn more about the program, please visit www.tadsaw.org.

(Above) Sean Hoolehan, CGCS and Rory (Right) Wade Alchwager (Peaks & Prairies GCSA), Lori Russell, James Curdy (Inland Empire GCSA), and Gerald Flaherty, CGCS (Idaho GCSA).

Upcoming events:

Idaho GCSA Super/Pro Golf Challenge:

June 18, 2015, Canyon Springs GC, Twin Falls, ID

Idaho GCSA Fall Meeting:

October 5 & 6, 2015, Sun Valley, Idaho

SuperPro Golf Challenge!

June is a perfect time to take a breather from the "full steam ahead" schedule and strengthen your key employee team, as you play in the 19th Annual Super/Pro Golf Challenge, June 18, 2015.



Enjoy a beautiful setting at Canyon Springs Golf Club. Our host superintendent is Lucas Sprague and the host professional is Brandon Otte. Everyone is welcome to play, and we offer two flights to accommodate all teams: 1st Flight will consist of one of the following combinations from the same facility: Head Supt./Head Pro, Head Supt./Asst. Pro, Asst. Supt./Head Pro, Asst. Supt./Asst. Pro, 2nd Flight will include all other combinations. Hole sponsorships are welcome. Please contact Lucas Sprague with your commitment (208) 220-5750.

Flaherty Attends Symposium

Gerald Flaherty, CGCS, The Valley Club, Hailey, Idaho, and Lori Russell attended the 2015 Chapter Leader/Executive Symposium at GCSAA headquarters in late March.

Representatives of 23 GCSAA chapters came together to focus on their leadership skills to better lead their chapter, as well as course facilities. Numerous topics were covered during the event including leadership, governance, operations, communications, as well as a small group discussion among the five northwest chapters in attendance.



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Grass Clippings is published three times a year. Our newsletter is not copyrighted, but we would appreciate credit for original material.

Welcome New Idaho GCSA Members!

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Info about Idaho GCSA website!

* Do you have an address change, for example? Changing the information in Your Profile in the Member's Area will automatically update the association's database! Use of proper capitalization and spelling appreciated.

* Do you have any classified items? Please be sure to complete the classified section in the

Member's Area.

* The printed version of the membership directory is now on line as a flip book in the Members Only Section.

* Please remember to keep an eye on the job announcements and pass the information along to your fellow employees at your facility.

www.idahogcsa.org

Idaho GCSA

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"The Idaho Golf Course Superintendents Association is dedicated to helping its members provide the best playing conditions in an environmentally friendly manner."



President's Message

Rick Mooney

Whitetail Golf Club, McCall, Idaho

Spring has sprung!

Wow, 2015. What a different year this is in the central mountains! Last year, my team and I were frantically removing snow and ice, and looking at turf that was destroyed by winter damage. Spring forward to 2015 and we are over a month ahead of normal for the snow being gone and the turf has fared well. There is a great deal of excitement for the 2015 golf season to start and all of the regional superintendents in Valley County are experiencing better than ever turf conditions. Simply beginning the year at a better starting point offers the opportunity to move the bar forward through training staff and increased levels of detail work. The difficult thing that has come about is that project work that was scheduled is now competing with the level of maintenance required with an early spring. Although, I can tell you that I would choose to fight this scenario over battling turf recovery any year.

In conversations with fellow turf professionals and allied partners, the short winter has everyone hopping and trying to meet expectations without the seasonal staff back. I know for me, this necessitates the importance communicating changes in staffing levels, fertilizer applications, and other expenses that are going to hit earlier this year. Giving my team a quick status report or heads up makes all the difference in the world. My recommendation is to over communicate expenses and changes in plans as quickly as possible. This will result in less challenges moving forward from month to month.

Things on my radar:

- Increased insect scouting due to mild winter. This includes turf trees and ornamentals.
- Better irrigation management.
- Applications based on degree days rather than typical application dates.
- Managing staffing to align with financial goals and

results.

- Making 2015 one of the best years ever!

I am happy to hear of some new promotions in our local chapter. These promotions are well deserved and our entire group wishes all of you the best of luck. While discussing this issue with other professionals, it has become apparent that we have a shortage of qualified candidates to move into these jobs as they are vacated. The take home message for me is that we need to continue to develop our teams and encourage educational opportunities. This can be accomplished by sending some staff members to our local association meetings and trade shows. You can encourage a team member to get a pesticide license or to sit in on a webinar. I found a great ten-week class at Great Lakes School of Turfgrass Science online. This is only a start, but it gives staff an opportunity to educate themselves on multiple topics in the industry. We talk about environmental sustainability, but we must focus to on professional sustainability. This means it is our responsibility to grow our teams into future leaders of the industry. I am a proud member of the turf industry and I would encourage people to share their rising stars with their peers and encourage them to further their education.

I was very proud of the attendance at our Spring Meeting & Trade Show, and I would like to thank all of our allied partners and course attendees. I look forward to a great 2015.

Please feel free to reach out to me:

Rick Mooney
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Our 2015 Idaho GCSA Spring Meeting & Trade Show was a huge success due to so many members supporting the event whether as an attendee or an allied partner.





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Thank you to Jerry Palmerton and The Club at Spurwing for hosting the golf event.

Meet the second of our two new Idaho GCSA board members!

Expectations of a *Young* Superintendent



Lucas Sprague
Canyon Springs
Golf Course Course
Twin Falls, Idaho

It was only four years ago that I finally stepped into that highly sought-after superintendent's role here at Canyon Springs Golf Course. Many years of preparing for this position that I believed I was destined to hold could have in no way prepared me for what I was about to actually get myself into. I had been leading crews for the past 11 seasons as an assistant and gained enough confidence in my head that I couldn't contain it. I actually believed that the course I was at was successful because of me! Nobody raked a bunker as well as I did, the equipment was running because of the repairs I made, and the crew was happy because of my leadership.

I was warned of the aging irrigation system and the antiquated equipment I was about to inherit at Canyon Springs, but I paid no attention. I was certain that, with my abilities and ambition, it

would all be a bump in the road. I was hired in early April and started work with very high expectations. A poor blowout job from the previous fall combined with no knowledge of the irrigation system made for a two-week journey of pressurizing the irrigation system. Needless to say, we were burning up before I ever threw a drop of water. I had no experienced irrigator to assist in the diagnosis and operation of the system, but that didn't matter. I was that good, remember?

With water comes the task of mowing and fertilizing and I figured I would take the task of irrigator head on and leave the trimming to the crew. Almost immediately the equipment began breaking down left and right. No worries, the last course was running because of the repairs I made to the equipment! I soon found myself turning wrenches at night

continued page 8



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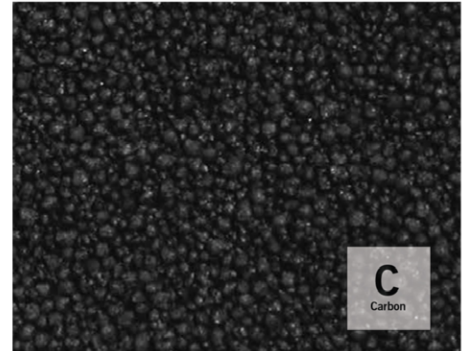
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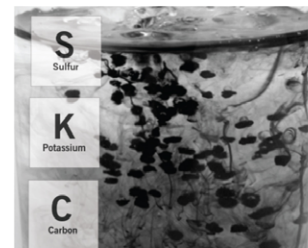
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Expectations

continued from page 6

and irrigating during the day. With this nonstop cycle, I never had time to check on my crew's work like I wanted to and jobs were not getting done to my standards. Golfers were neither impressed with me nor happy with the playing conditions.

It didn't get better for nearly five months when nature stepped in and irrigation needs were on the decline for the year. My confidence was blown and ambition destroyed. I had failed at producing a quality product for the customers and believed I had no place in the industry. In other words, HUMILITY had begun to sink in. The reason I was successful before was because of the people surrounding me! I had a TEAM of people working for the same goal and everybody did their part. I needed to begin trusting people with more responsibility and letting them take ownership of their mistakes. Only then could I begin to do my job to the best of my ability.

I now understand that for me to succeed in the future is highly dependent on the team that surrounds me. I must be thankful for the things that are accomplished without me and more importantly, acknowledge those who perform those tasks. I am still YOUNG and learning how to be a leader, but have found I enjoy my job even more now that I believe there are more capable people, other than myself.

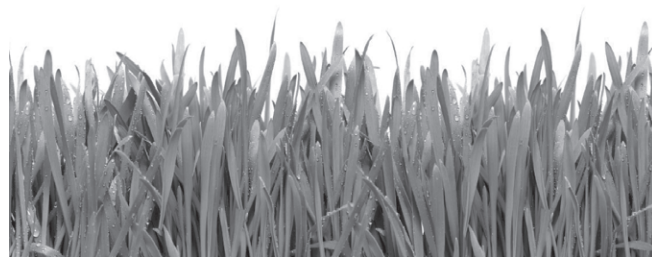
Our industry is full of people who are willing to give advice and help each other out in times of need. This proved true to me in my darkest hours that first year and I would like



to thank those who gave me inspirational words when I needed them most. Jim Rasmussen, Bart Brandell, and Bryan Sprague, I truly appreciate your words of encouragement! You all reminded me to keep on course and trust my instincts and most of all, to love what I do or get out. Well, I love this job, I love this course, and I love this opportunity to lead other people!

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My name is Dave Atkins, assistant superintendent at Crane Creek Country Club in Boise.

I am not a young and recent graduate from a well-known turf trade school with ambitions to become a superintendent at one of the top courses in the country; quite the opposite. Here is my story.

In 1956, my family moved from Los Angeles to Oceanside, California, because my grandfather and father had purchased some property to build a golf course, which became El Camino Country Club. It opened in 1958. I played my first two holes of golf that year, losing to my twin brother by a stroke. Fifty-six years later he still reminds me of that infamous day.

I played a lot of golf in high school and junior college, working hard to see how good I might get. But on July 17, 1972, my world changed. I was drafted into the U.S. Army, where there wasn't a golf ball in sight. I stepped off that bus

An assistant in profile

and into the twilight zone – also known as Basic Training. I survived that torture and was sent to San Antonio, Texas for training as a combat medic and then further trained as a surgical assistant. When, as a kid, I would be feeling sorry for myself, my folks would say, "I used to complain that I had no shoes until I met a man that had no feet." I saw a lot of men who came back from Vietnam who had no feet, legs, arms or faces. I never felt sorry for myself again.

After the army, I graduated from Cal Poly San Luis Obispo with a degree in Industrial Arts. I was married in 1978 and moved to Twain Harte, California, and started a cabinetmaker business, which continued until 2004. During those years, we had four boys and two girls, bought a hardware store, and taught school part-time. In 2004, we moved to Boise so the kids could go to school and live at home. In March of 2005, I was hired by Jerry Flaherty at Crane Creek to rake bunkers and mow greens part-time, which turned into a full-time job. In 2008, Adam Bagwell hired me as an assistant. I didn't have a turf degree or prior experience, but through the years I was fortunate enough to work with some extremely knowledgeable people such as Adam, Randy Ernst, Dylan Wilder and Jon



"Whatever you put your hand to, do it with all your might."

Atkins. My contribution to our program was my desire to put out a good product. To achieve that goal I have kept in mind a Biblical principle, which says, "Whatever you put your hand to, do it with all your might."

Finally, I have realized that turf management is no different than any other kind of business. No matter how much expertise one might have in a given field, it still takes leadership, management, planning, and most of all, sheer hard work.



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It was a memorable event and evening - thanks to our allied partners who helped make this evening special. Extra thanks to Dan and Dancy Tolson (below left) who were connected to the right folks and got us into such a great venue!



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Tips and Tricks

Jason Habeck, CGCS

Lewiston Golf and Country Club, Lewiston, Idaho

(Inland Empire GCSA, Spring, 2015)

As superintendents, we are always coming up with ways to be more efficient, make our staff more productive, and, in this day and age, do more with less. Every-body has their tricks, and I thought I

would share a few things we have developed over the years. I am sure many of you have better ideas than I do and I would love to hear them as we are always looking to improve.

Answering the Radio

How many times have you called somebody on the radio and your first question is, "Where you located?" They reply, "14 green." And then you carry on with your radio conversation. Instead, train your staff to answer the radio, "14 green, go ahead." Wherever they are located they say their location first and now you just saved the first step of every radio call.

Sand Caddies

Sand and seed buckets at par 3 tees rarely get used because the golfer has to bend over and when the buckets are used, often half the scoop gets spilled as they move to their divot. It can be further complicated because the buckets catch water and the wet sand needs to be dumped. Our solution was to build a metal holder that holds one or two sand bottles. They are waist height, keep the sand dry, and the bottles make it easy to apply the right amount. Because of their accessibility, they are used more often.



Signs on the Course Explaining Agronomy

To further communicate with our golfers, I place signs on the golf course explaining things I want members to see or understand. It doesn't take any time; just use a short laminated piece of paper with a brief description. You will be amazed at how many members tell you they read your post and never noticed that on the course before.



Repurpose Driving Range Tee Mats

Take an old range mat, flip it upside down, and attach a 2x4 with a cable. Tow it behind a cart for light topdressing applications and it will brush in topdressing sand as good as, if not better, than a coco mat that costs \$500.

Hose Reels

Your staff will love you. Handwatering is one of the most important things with fast and firm conditions. Instead of dragging hoses in and out of a cart, put hose reels on the side and un-rolling and rolling up hoses is made easy. Upgrade to the electric version if you do a lot of handwatering.

Sheet of Plywood for Test Plots

Whenever you apply a critical application like a fungicide, continued page 16

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Tips and Tricks

continued from page 14



growth regulator, or even a liquid fertilizer, lay down a small sheet of plywood on the corner of your practice green as a test plot. It is the best way to see if you really needed that fungicide application, or

what effect the growth regulator or fertilizer is having on your turf.

Mow the Practice Tee Front to Back

By mowing front to back you will leave more divot mix in the divots for re-growth. Side to side or even diagonal allows the reels to dip into the divot and dig out germinating seed; front to back will allow the reels to ride on top of the divot lines.

Cheat Rolling

On days when you mow and roll greens, only roll the portion of the green where the cup is. There are many studies that have been performed by the USGA and it shows golfers can only tell speed by how the ball rolls out at the end, not at the beginning of their 40 ft putt. We roll 5-6 days a week but yet the entire green is only getting rolled twice a week because we roll 1/3 of the green each day.



Weigh Your Grass Clippings

About four years ago we started having the staff weigh the clippings in the back of their cart after they finished a walk-mow route. The data and analysis collected has been amazing.



We can see as greens start to lean down before the color even tells they are getting hungry, we see the effect each application has on the turf in a quantitative measure, and we know exactly what to feed them going into every large event. Each walk-mower most likely has the clippings in the back of the cart. Put a scale and shovel at your dump area and your staff can weigh and record their clippings everyday.

No More Geese

Place fishing lines across the pond. We have all tried every trick out there to eliminate geese – decoys, lights, alligator heads, swans, and noise devices. For me, the geese figure it out each time. Stringing monofilament fishing line from side to side about five feet above the water and 25 ft apart has worked every time and it continues to work - until you take the lines down. We go from 125 geese to zero overnight, because they think it is netted and they will not fly into a net.

Continued page 18



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Tips and Tricks

continued from page 16

Communicate Through Social Media

Communication is one of the most important parts of our job, and may be one of the most difficult due to our time on the course and lack of interaction. We all try to communicate with members and guests as much as possible, but nowadays people want it when they want it. If you haven't taken the plunge into social media, you must. It is so powerful and you will find you will reach many people through social media. Do some research, study up, and approach slowly, but start using any combination of a blog, start Twitter, Facebook, Instagram, or email notifications.



Rock Curbing

Without curbing along your cart path, golfers are always parking two tires on the grass. We removed the area that did not have turf, poured in four inches of concrete, and placed rocks in the concrete. It looks natural and you will always have all four tires on the path.

Set Heads with a Bubble Level

Irrigation heads are only as efficient as the way we set them and operate them. Don't trust your eye, but instead give your staff a bubble level to ensure each head is set to an even level.

Greenhouse your Winter Dormant Plugs

During the winter months, dig a couple samples out of



your greens, plant them in a sand media, cover them with a clear cup like a greenhouse, and set them in the window sill of your shop. In 3-4 days you will know exactly what you are going to be up against come spring. You can start preparing and planning months in advance.

Spray Fairways

If you are not spraying your fairways and still applying granular, you should really consider it. After I made the switch, I wish I would have done it many years ago. I now spend less money with far superior conditioning. The variety and types of products that we can apply via liquid is far superior to any granular. With proper calibration, we can spray fairways in under four hours and stay ahead of golfers with one sprayer.

Pre-mix Tank

With more and more different types of chemical applications being offered, a pre-mix tank is a must. They can be purchased or you can build your own; it will cut down on mix time tremendously. There is also research proving we are not getting the full effect of our products because we are not getting them "completely" mixed in our spray tanks, compared to ag equipment that mixes products a lot more.



Cut Three Cups to Prepare for Winter

If your golf course is open all year around, but you do minimal maintenance in the winter, in the fall cut three cups in your green and cover the two not in use with a disc. Now you can easily rotate pin locations all winter, even if the green is too firm to cut a cup. The most important time to rotate your traffic on dormant turf is right when you can't cut a cup.

Roller Base Sprinklers

We all have those areas that are lacking irrigation. Instead of having somebody handwater those areas, put a small sprinkler on a hose and let it run for while. You can even mount a hose end wetting agent applicator into the hose.

Document Everything with Pictures

With today's technology, you cannot take enough pictures. Take pictures of everything because you never know when you will want to use it for a comparison in the future. Pictures are the first step in every capital project you want to get approved.

I hope I have offered a couple of ideas useful for your golf course to either make your job easier and/or improve course conditions. Good luck in 2015 and I hope it is a good year for everybody.

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Diverse is a word that comes to mind when thinking about tires in the golf course industry. As equipment becomes more specialized for golf courses, the tires that are on the machines do, also. There are different tire sizes and treads for the rough, fairways, tee boxes, greens and common areas, not to mention the tractors, trenchers, trailers and skid steers that find their way into the maintenance yard.

Everyone knows what it is like to have a tire malfunction while working on the course, only to find out there is no spare at the maintenance shed. With the variety of tires needed to keep a spare for every piece of equipment

being used, having a spare on hand for each application can be costly. With the multitude of tires that are in everyday use at a typical golf course, we come to the conclusion that having a reliable supplier of specialty tires plays an integral part in your golf operations.

Affordable Turf & Specialty Tire

Tim Stack

An in-depth knowledge of the names of the tire treads, special sizing and applications unique to the golf industry is what puts Affordable Turf & Specialty Tire in the “specialty” category. The relationships we have developed over the years with suppliers gives us the ability to stock and market these “specialty” tires at very competitive prices.

Affordable Turf & Specialty Tire is

a division of S & S Tire Co. (AZ), which was founded in 1976. We operate three retail stores, an ecommerce website and Affordable Turf & Specialty Tire, which markets tires to the golf course and landscaping industry.

From the beginning, golf courses were a target market. The company was near all of the Del Webb courses in Sun City and Sun City West, Arizona, and we focused on that business. In time, the company expanded to all of the Phoenix metro area and we are the largest supplier of tires to golf courses in that market.

We also market tires to golf courses in Tucson, Palm Springs, Northern California, New Mexico, Washington, Idaho, Montana and Colorado. Nationwide, we do business with more than 400 golf courses.

We offer competitive pricing, liberal freight programs, thirty day billing and a large inventory. Most orders are shipped in 24 hours.

We carry tires manufactured by Carlisle, Greenball, Achieva, Deestone, BKT, Galaxy, Titan and Amerityre solid tires. We often have specials from manufacturers because they know we move product.

We are an affiliate member of the Idaho GCSA, Golf Course Superintendents of America and most regional GCSA groups. We are active in supporting these organizations and we enjoyed the opportunity to meet many of you at the February trade show.

An allied partner in profile

Flaherty and Hicks Recognized at 2015 GIS for Making a Difference in the Industry



Kevin Hicks, Coeur d’Alene Resort, was recognized as “Best Twitter Feed - 2015 Super Social Media Awards, by Golf Course Industry Magazine. Gerald Flaherty, CGCS, and his partner, Golf Professional Jamie Sharp, The Valley Club, were presented with the Excellence in Innovation Award by

Jacobsen President David Withers for their creation of the TaskTracker, a web-based application for tracking labor costs. These gentlemen are great examples of superintendents reaching beyond their own facility and making an impact. (Hicks on left with Pat Jones - Flaherty on right



demonstrating software at the GIS Trade Show)



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Grass Notes

“It’s a Small World”

**Pete Grass, CGCS,
GCSAA Vice President
Hilands Golf Club, Billings, Mont.**

If any of you have ever been to Disneyland (Calif.) or the Magic Kingdom (Walt Disney World, Fla.), I will assume you went with kids and were dragged begrudgingly on the, “It’s A Small World” ride. Okay, maybe only me (bad dad?). It actually is a very cute boat ride around an indoor depiction of children and their cultures from around the entire globe. The catchy or - depending how you look at it - annoying thing about the ride is that the song of the same name plays over and over as you ride. The language just changes to the area depicted. Exit the ride and have that tune stuck in your head for many hours afterward. It might be going through your head again, right now.

Okay - what does this have to do with anything golf related? I bring it up because I recently attended the BIGGA (British International Golf Greenkeepers Association) Annual



Conference, held in Harrogate UK. While there I realized how small our “WORLD” has become. Physical size has not changed, but many other things about it have changed in my lifetime. In about 12 hours (a normal summertime workday) you can go east or west on a plane from the US and end up halfway around this “small world”. The Internet and long-range planes have made access to information and interaction, both physical and electronically, extremely convenient and that means lots of it is happening. I, being an AARP eligible (not a card carrying member yet), 55 year-old superintendent, remember not long ago when we only communicated and interacted with folks within 10 miles of each other, not 10,000. The great thing about today is that, provided you use it, the wider your network of colleagues and information stream is, the more professional and educated you become, which translates into your ability to do your job better.

To be standing in the GCSAA booth with Michel O’Keefe, who runs the Ohio State International student program, was an eye opener for me. It was great to see and meet the constant flow of mostly 20/30 year-old superintendents, who left their home countries around the world to go to school at Ohio State, intern, and often work a few years at US courses. They all retain their GCSAA memberships and are employed around the world, from the UK, Europe, Asia, India, Russia, the Middle East and, it seems like, everywhere in between. Penn State and Michigan State have a similar program, also.

The Peaks & Prairies GCSA chapter president, Sean Sullivan, CGCS, who has been a BIGGA Member for several years, was also attending the conference. An ironic moment happened while we were together at our booth. Sean commented how rare is it to have two superintendents from Billings at the same conference in England, when Rhett Evans, GCSAA CEO added that he had just then received an email from Lori Russell (freaky).

For those of you who just attended the GIS, you can attest as to how many languages/accents you heard, and if you checked out name badges, the wide variety of countries represented. GCSAA has members in 83 countries and at least 60 of them had someone there in San Antonio. This event is by far the largest and most comprehensive gathering in the world of superintendents, course managers, head greenkeepers, deputy course managers/ greenkeepers (a new term I picked up over the pond) - our equivalent of assistants, equipment managers/mechanics, and any other term used to describe the men and women involved in golf facility maintenance.

The world of golf course management is huge, but the way we can share ideas and information with each other and both physically and electronically “meet” is getting SMALLER every day. (Above: Gerald Flaherty, CGCS & Peter Grass, CGCS)

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News from your Field Staff

David Phipps, GCSAA Field Staff Northwest Region

We have some new faces within GCSAA's marketing and communications department, and Associate Marketing Director Russell Sypowicz and Marketing Manager Whitney Hofer, along with Craig Smith, Director of Communications and Media Relations, have been busy this spring creating the "Thank a Golf Course Superintendent" promotional campaign. The campaign is aimed at the country's 25 million golfers and features a combination of television, radio, internet and print media.

The television spots (15 and 30 seconds) are anchored by 18-time major champion Jack Nicklaus and feature numerous PGA TOUR, Champions Tour and LPGA Tour professionals including Rory McIlroy, Ricky Fowler, Jordan Spieth, Matt Kuchar, Jay Haas, Fred Funk, Michelle Wie and CBS Sports Golf Analyst Nick Faldo. The spots can be viewed in their entirety at <http://www.gcsaa.org/community/chapter-leaders/managing-your-chapter/materials-for-chapter-publications> and will run throughout 2015 on The Golf Channel.

The radio spot (30 seconds) again features Nicklaus thanking golf course superintendents and is running on SiriusXM PGA TOUR Radio (Sirius 208, XM 93) as well as golf radio shows throughout the country. Listen to the spot at <http://www.gcsaa.org/community/chapter-leaders/managing-your-chapter/materials-for-chapter-publications>.

The internet and print campaign features a giveaway for a trip to the 2015 PGA Championship at Whistling Straits. Golfers who submit an online thank you note to their local golf course superintendent are entered into the giveaway. The thank you notes will then be passed onto the mentioned golf course superintendent as well as the superintendent's employer.

I am excited to see some of the new superintendent recognition initiatives and I'm sure you will be pleased once you start seeing and hearing them.

A new face at GCSAA is Jenny Pagel-Guile as the Senior Manager of Certification, replacing Penny Mitchell who retired in February. Pagel-Guile started in early February and dove right in to the Golf Industry Show in San Antonio. She is now working to help further develop and grow the CGCS program as well as maintain the certification status.



Before Penny retired, she did impart some training with Jenny, and she has extended her knowledge as a resource if necessary. With the help of GCSAA staff, as well as fielding the numerous calls and questions, Jenny feels she has a good understanding of the certification program. Thus far in her short time, over eight applicants have started the CGCS process; this is promising as 22 CGCS were newly certified in 2014.

A little bit about Jenny: With a BA from Fort Hays State University and Masters from University of Memphis, she has over 10 years of experience as a nonprofit manager serving as a director for the March of Dimes and National MS Society. In these roles she focused on fundraising, board development and volunteer engagement. In addition, Pagel-Guile spent three years traveling extensively as a Client Trainer and Consultant with CivicPlus; the company developed websites for city and municipal governments. She is ready for the opportunity to use an array of her skill sets to further develop and serve the CGCS program.

Personally, she is originally from Holton, Kansas, where the family farms and raises cattle. Recently, she moved back to Lawrence, Kansas, from Flagstaff, Arizona. Along with her husband Greg, they have twin boys 16 months, Greyson and Granger, as well as two fabulous mutts who are approaching 11 years old. Her golf game is admittedly poor at best but she looks forward to getting the boys on the green! Jenny also enjoys running, cycling, mountain biking, craft beer and sewing.

Please feel free to reach out to Jenny directly for questions regarding the application process or eligibility. She wants to hear member feedback in order to provide more directed services. She can be reached at jpapel-guile@gcsaa.org or by phone at 800 472-7878.

I want to thank you for your support of GCSAA and I hope you all have the opportunity to enjoy some golf this spring. If I can be of any assistance, please don't hesitate to contact me at dhipps@gcsaa.org and make sure to follow me on Twitter @GCSAA_NW for regular updates from the golf industry.


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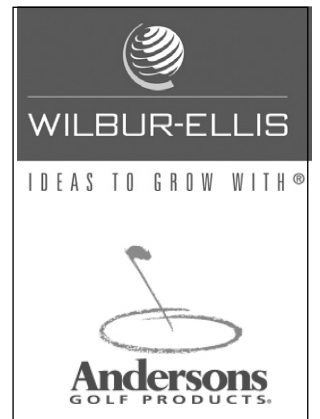


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