

The Idaho Golf Course Superintendents Association

Grass Clippings

April 2024

28th Super/Pro Golf Challenge



It is an important tradition for key team members to gather each year for the Super/Pro Golf Challenge! This is one tool available to help strengthen the relationships among a facility's key employees — which benefits the facility operations as a whole.

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Join us in Idaho Falls, Idaho, "Where Great Adventure Begins!" Registration is open for the event on Wednesday, June 12, with a 10:00 a.m. shotgun. Our hosts are Dereck Stanfield, golf course superintendent, and John Graham, head PGA professional.

Everyone is welcome to play and we offer two flights to accommodate all teams. Hole sponsors are greatly appreciated.

To register, please visit the calendar event of our website, idahogcsa.org. Please register by June 5 for play and to sponsor a hole, please commit by May 28 to ensure signage.



Incredibly Successful Auction

We are grateful for the courses in the region that continue to offer generous support with their donations of rounds for our annual silent auction held during the Boise Golf Show. Every donation matters and has helped us to hit a new high of \$16,056! Such as it goes each year that not all bidders come through, our final tally is expected to hit another new high, as we are wrapping up final collection.

Our auction committee, led by Travis Rose, worked hard to connect with our superintendents and gather rounds. Distributing the rounds with handwritten notes were Jason Sigmund and Ken Thornock, The Valley Club. We appreciate Travis's wife, Charisse, and daughter, Mack, for working the booth. Thank you, all!



Vincent Appointed as Co-Liaison to Board

As announced at the 2024 Spring Meeting & Trade Show, we congratulate our newly appointed allied co-liaison — Jesse Vincent, Wilbur-Ellis Co. Thank you to all who were interested in serving the association.

Our **assistant** liaison position to the board is still available. Please contact Lori if you are interested.

Empowering the Future of Turfgrass Management in Idaho: The Role of FFA

David Phipps, GCSAA NW Region

In the ever-evolving landscape of turfgrass management, one solution to addressing labor shortages might just lie in an unexpected place: the Future Farmers of America (FFA). The recent strides made in collaboration between the GCSAA and FFA present a promising opportunity

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Click on the events tab to see a larger list.

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Info about Idaho GCSA website!

- * Do you have an address change? Changing the information on Your Profile in the Member's Area will automatically update the association's database! Use of proper capitalization and spelling is appreciated.
- * Do you have any classified items? Please be sure to complete the classified section in the Member's Area.
- * Your username is always your email address. To set your password click on forgot password and follow the prompts.

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dedicated to helping its members provide the best playing conditions
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President's Message

My Time at the Leadership Symposium

Brandon Crim, President
Centennial Golf Course, Nampa, Idaho

March 19 -20, 2024, I attended the leadership symposium at GCSAA headquarters with about 50 of my peers throughout the United States and Canada. It was a great chance to mingle with other chapter leaders and chapter executives to find out what they are doing to inspire and promote their individual chapters as well as the golf industry itself. Improving our chapters, associations, and industry cannot be done by individuals alone, but together we can be our best.

In any organization, leaders usually provide the direction towards the achievement of its goals and objectives. Leaders influence the attitudes and behavior of their staff. Great leaders are secure in their role and in their ability to do their jobs. They communicate well with their teams and mentor their employees. They make sure they know what their teams need to do their jobs and meet their own goals. They challenge their staff and hold them accountable, but they also take responsibility if the team fails at something. Leadership is all about bringing out the best in

others to get the work done.

I had a great time getting to know our neighbor chapter leaders from Peaks & Prairies and Inland Empire. It's a good chance to chat about what's happening on our courses and in our chapters. I definitely picked up some tips chatting with them. It was also nice getting to know Lori better. She does so much for our chapter and we aren't always the easiest to deal with, so I'm thankful that we have her on our side!



We discussed all the things going on with our association and the challenges we face with national and local governments. The GCSAA does a great job staying on top of any possible issues coming down the line, and maintaining relationships with senators and congress members so that we have a place at the table when discussing bills and legislation that affect golf courses, and having a seat at the table on multiple



coalition groups alongside key allied partners such as the USGA, PGA of America, and PGA Tour. We broke into smaller groups to discuss chapter trends, challenges, and solutions. We also went through cybersecurity and professional development classes.

I think this is a great benefit and hope it can inspire some from our chapter to join our board. Idaho has a great group of superintendents and allied members. The stronger our chapter is, the better off we all are for it!

I'm not the best leader and I'm not the best superintendent but I enjoy learning and continually try to better myself. Hopefully this will help me build a stronger team and ultimately have a better golf course.

Chapter Leaders Symposium

Hosted in the spring at GCSAA Headquarters in Lawrence, Kan., each year, the symposium provides leadership training, development, and support to chapters. It also highlights the programs and services available to chapters through GCSAA and provides an opportunity for chapter leaders and executives to network with their peers from around the country.

Participants

Compared to the delegates meeting there's a more intimate
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Leadership Symposium continued from page 3

feel to the program, as the event is limited to 25 chapters. Each participating chapter is asked to send two representatives. Recommended attendees are the chapter vice president or secretary/treasurer (a leader who will become chapter president in the next one to three years), along with the executive staff or volunteer administrator if there is no paid staff. An essential component of the symposium is to provide an opportunity for the paid staff and volunteer leader to become a stronger team for their chapter.

Learning objectives

- Learn how to be a highly successful team leader for your facility and your chapter.
- Understand how to provide a more meaningful chapter experience, through the engagement of members and volunteer involvement.
- Develop a foundation to achieve chapter goals.
- Learn the critical components successful chapters share and



Rhett Evans & Greg Jones

how to make sure these are in place in your chapter.

- Build a professional network of peers who share best practices and innovative ideas



Brandon Crim, Centennial Golf Course, Nampa, ID; Lori Russell, Executive Director; Ivan Gibbs, Leavenworth Golf Course, Leavenworth, Wash., and Pat Nowlen, Polson Bay Golf Club, Polson, Mont.



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2023 in review

Eric McCormick, City of McCall McCall, Idaho



Now that the final snow mold application has been applied and everything is put away to make way for snow, I finally have a chance to sit and gather my thoughts for the article that I promised Lori. This is coming to you from Chicago where we are spending Thanksgiving with our daughter's family.

A lot happened this past year, beginning with the retirement of the contract golf professional of 20 years. I could have also retired last year, but promised my boss that I would stay through the transition. I also had several projects that I had been putting together and wanted to see them through. The city went through the process of taking over all operations in the golf shop and hiring a new golf professional. Fortunately, he had been through several construction projects which came in helpful this past summer in the way of support.

The first project I had been working on was a tee renovation project where we planned to level existing and add forward tees to nine holes each fall. With construction going on in the area, I was able to get the contractor interested in adding on the work while they were here. We went through the process to start the previous fall, only to have a couple of delays before winter set in early. The project didn't happen until spring. Then the real fun began. We came out of a long winter of snow cover with some greens damage. During the winter, we had gone to bid to tear out and replace the ramp and stairs leading into the clubhouse.

Because of the large number of projects happening in the city and valley, we only received one bid and it was 80% over the estimate.

Needless to say, we put that one on hold. Meanwhile the tee construction crew was having trouble finding rental equipment, staff, and housing like the rest of us. We ended up only opening 18 holes and leaving the nine that they were working on closed to help speed up the process. In this case, having 27 holes was helpful — except when staff and season pass holders are used to having them open. The project, of course, didn't go as fast as expected and by the first of July we had to open temporary tees to handle the extra nine-hole play. The week before the McCall Amateur began in late July, the last sod was finally laid. We used low-mow bluegrass in big rolls. Thank you, Raft River Sod. The sod held up great, only being down a week. We also didn't have to scalp it and top-dress it to get ready to play. The construction company asked if we could get started on the next nine in September because they were wrapping up in the area. We agreed and proceeded in mid-September, which went smoothly with them being able to accomplish the project by the first of

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Sustainable Turfgrass Management

McCormick continued from page 6

November, and that was even with a lot of rain. Did I mention that the sewer lift station for the clubhouse failed this summer? So, we had to move up that rebuild. My assistant also notified me that he was going to retire at the end of October.

For those of you who don't know me, I grew up on our family farm, raised cattle and row crops. I continued farming with my dad for 17 years before starting in the golf industry. My first job in the golf industry was building most of the railroad tie walls around the tees at Purple Sage. I spent a year as the mechanic at Meadow Creek, and went to turf school at age 36 and I worked as an assistant. I landed my first superintendent position at Scotch Pines, where I spent 13 years before spending the next 17 years at McCall. In the last 30 years, I've continued to be on the education committee, served on our association board twice and served as your president twice. I was the Idaho GCSA chapter delegate to GCSAA for several years and served on multiple GCSAA committees. I was also on the committee



Eric McCormick and his son, Scott (2004)

that hired Lori, who has kept our association headed in the right direction. If you think that you are too busy to serve on the board, it is really easy, and you get to work with some great people. You should have seen what it was like before her.

Over the years after I quit farming I have been asked if I missed it. I don't miss the dirt, allergies, and long hours. I do miss the friendships of field staff and neighbors that I worked with, and working with my dad. I am also glad that my kids grew up in agriculture because they both learned good work ethics. During my time at Scotch Pines, I was also fortunate to have them both work for me during their summers off from school. I am seriously

looking at retirement and have finally set a date. I want to spend more time with my parents and in-laws who are in their 90s, my wife of 48 years and with my grandkids. I haven't figured out what to do with all the crap in my office. Pete Morris sent me a nice note saying to just throw it out, I won't need it anymore. I'm leaning that way. I may leave all my books for decoration as you can find everything on the internet now. I want to work it out so whoever follows me will have time to get their feet on the ground and not have to start mid-season (I started the week of the McCall Amateur). What will I miss about golf? I will miss all the wonderful people that I have met or worked with throughout the industry, and I will miss McCall. My wife says that I will miss the challenges and my dog will miss the crew. What I won't miss is my dad calling with, "I know that you are busy and didn't want to bother you," or explaining to all-knowing golfers why we need to aerify while the greens are so good.

As I continue to work toward my retirement, the projects move forward. This winter we received additional bids

for the ramp and stairs for the front of the clubhouse and the sewer lift station. We demoed a Zipper asphalt grinder last summer and are trying to figure out how to purchase it to grind all our cart paths. I have also

hired a new assistant and am bringing him up to speed on the nuances of McCall. He is a past assistant and worked for us as an irrigation technician this past summer. (Me planning ahead, you don't usually get to demo your next assistant.)

Ironically, this past year we removed all the rotten railroad tie walls around the tees in McCall. This made them all handicap accessible. I think I've come full circle in



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my tenure as a golf course superintendent. Started with railroad ties, ending taking out railroad ties. This winter we have been fighting weather and ice on the greens, and my boss, who I really enjoyed working for, took another job. So, now I will train a new assistant and my fifth new boss. My retirement date is December 6, 2024.

See you all at the fall meeting. I guess I'm hosting one more time. Hopefully it won't snow this time.

2024 FFA Booth (from page 13)





THE INNOVATION CONTINUES

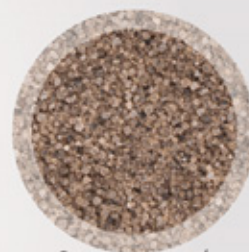
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Maximizing Efficiency and Sustainability: The Benefits of Irrigation Audits on a Golf Course

Shane Shaffer, RedHawk Golf Course, Boise, Idaho

Maintaining a golf course involves numerous challenges, with one of the most significant being the efficient use of water resources. Irrigation plays a critical role in ensuring the lush, green landscape that golfers expect, but inefficient or excessive watering can lead to unnecessary water consumption and increased operational costs. This is where irrigation audits come into play, offering numerous benefits for golf courses seeking to maximize their efficiency and sustainability.

What is an Irrigation Audit?

An irrigation audit is a comprehensive evaluation and assessment of a golf course's irrigation system. It involves a thorough examination of the entire system, including water sources, distribution lines, sprinklers, valves, and controllers. The goal of the audit is to identify inefficiencies, water wastage, and opportunities for improvement in the irrigation system's design, operation, and maintenance.

Benefits of Irrigation Audits

1. Water Conservation

One of the most significant benefits of irrigation audits is the potential for water conservation. By identifying and addressing inefficiencies in the irrigation system, golf courses can reduce water usage while maintaining healthy turf and landscapes. This not only contributes to environmental sustainability but also helps golf courses mitigate the impact of water scarcity and regulatory restrictions on water usage. At Redhawk Golf Course we have been able to save about 30,000 gallons a night, and that was pumping when we were “tight,” we had not watered at all that night. We had multiple breaks and pin-hole leaks that ended up adding up to thousands of gallons.



Hole # 5 repair, Redhawk GC

2. Cost Savings

Efficient water management directly translates to cost savings for golf courses. By optimizing the irrigation system through audits, courses can reduce water bills, minimize energy costs associated with pumping and distributing water, and lower maintenance expenses. In the long run, the financial benefits of water conservation through irrigation audits can be substantial,

contributing to the overall profitability and sustainability of the golf course. The amount of overall water that was put out with proper irrigation management by the course superintendent was cut in half the first year that Dan Lee was at Redhawk. It just so



happened to be the hottest driest year on record, and we were told that it was better playing conditions, as well. At Redhawk we have continued to use less water. This last year was 30,000,000 gallons less than the previous year and our conditions have continued to improve. Not only does it save you money, but when managed correctly has the benefits of making you more money by bringing in more play.

3. Improved Course Conditions

A well-maintained and properly irrigated golf course not only enhances the playing experience for golfers, but also reflects positively on the course's reputation. Irrigation audits help ensure that the turf and landscapes are consistently maintained at the optimal moisture level, promoting healthy growth and reducing the risk of turf diseases and pest infestations. As a result, the overall aesthetics and playability of the golf course are enhanced, leading to increased customer satisfaction and loyalty.

4. Enhanced System Performance

Irrigation audits provide valuable insights into the performance of the irrigation system, enabling golf course management to identify areas of improvement and optimize the system for maximum efficiency. This may involve updating outdated equipment, retrofitting with water-efficient technologies, or implementing smart irrigation controllers that adjust watering schedules based on real-time weather and soil moisture data. By enhancing the performance of the irrigation system, golf courses can achieve more precise water distribution and minimize waste. Here at Redhawk we have a system that was put in 2006, so it doesn't have all the bells and whistles of the newer systems. We are still able to achieve the efficiency of the system with constant monitoring by the superintendent, assistant superintendent, and the irrigation technician. We are able to monitor wet and dry areas and adjust the program by percentages. There are many ways to do this such as E.T. watering and smart controllers; however, this monitoring method can work, as well. You just have to work with what you have and make adjustments as necessary.

5. Compliance and Accountability

In many regions, water conservation regulations and restrictions are becoming increasingly stringent, requiring golf courses to demonstrate responsible water management practices.

continued page 12



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Irrigation Audits continued from page 10

By conducting irrigation audits and implementing the recommended improvements, golf courses can showcase their commitment to sustainability and environmental stewardship. This not only helps meet regulatory requirements but also fosters a positive public image and community reputation for the golf course. This aspect of golf course management is very important in showing that, as golf course managers, we are stewards of the land and not detrimental to the land.

6. Long-Term Sustainability

Irrigation audits play a crucial role in promoting the long-term sustainability of golf courses. By optimizing water usage and minimizing environmental impact, audits contribute to the preservation of natural resources and habitats surrounding the course. Additionally, sustainable water management practices can help future-proof the golf course against potential water shortages, climate variability, and evolving environmental regulations. It can also help with the longevity of the

irrigation system and prolong the time between the very costly irrigation renovation.

7. Data-Driven Decision Making

Irrigation audits provide golf course management with comprehensive data on water usage, efficiency, and system performance. This data serves as the foundation for informed decision-making, allowing for targeted improvements and investments in the irrigation system. Whether it's upgrading equipment, adjusting watering schedules, or redesigning irrigation zones, the insights gained from audits enable strategic planning and resource allocation to maximize the impact of sustainability efforts. At Redhawk GC we have redesigned multiple different zones which has saved many hours of labor in hand watering. The most recent project was a renovation of our practice putting green and number one pro tee. This is one of the most important areas of the golf course as it is the area everyone sees even if they do not play golf, the "front door" of the golf course.

8. Professional Expertise

Engaging experienced irrigation professionals to conduct audits brings specialized knowledge and expertise to the table. These professionals are equipped to assess

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the unique needs and challenges of golf course irrigation systems, offering tailored recommendations and solutions that align with the specific requirements of the course. Their insights can uncover hidden issues, overlooked opportunities, and best practices that result in tangible benefits for the golf course. The overall audit conducted at Redhawk is an ongoing one. It is the reason that the current superintendent has created the position of an irrigation technician as their primary role.

In conclusion, irrigation audits offer a myriad of benefits for golf courses striving to optimize their water management practices. From water conservation and cost savings to improved course conditions and long-term sustainability, the value of irrigation audits extends far beyond the technical assessment of irrigation infrastructure. By embracing the insights gained from audits and implementing recommended improvements, golf courses can achieve operational excellence, environmental responsibility, and a competitive edge in the industry. Ultimately, the commitment to efficient and sustainable water management through irrigation audits not only benefits the golf course but also contributes to the broader goal of conserving precious water resources for future generations.



The Role of FFA continued from page 1

The recent strides made in collaboration between the GCSAA and FFA present a promising opportunity to reshape the turfgrass industry in Idaho and beyond.

Shelia Finney, representing the GCSAA, has been diligently fostering relationships at the National FFA Conference in Indianapolis for several years. Her efforts have yielded significant results, with the FFA announcing the introduction of a turfgrass management Career Development Event (CDE) at the national conference in 2026.

To understand the potential impact of this development, let's delve into what a CDE entails. Drawing parallels from an existing CDE, the Environmental and Natural Resources event, we can envision the turfgrass management CDE as an immersive experience for students. Similar to professionals in the environmental and natural resource industry, participants will tackle real-world scenarios, interpret data, utilize field equipment, and hone their skills in areas such as GPS navigation, soil science, water management, and wildlife conservation.

Imagine high school students demonstrating proficiency in turfgrass management through these challenges. Whether they choose to enter the workforce directly or pursue higher education, they'll possess a solid foundation, positioning them as valuable assets in the industry.

The Idaho GCSA has taken proactive steps to integrate with this initiative. Recently, during the Idaho State FFA conference in Twin Lakes, Simplot Partners representative, Travis Rose; Chas Schmid, Ph.D., Oregon State, and I engaged with students about careers in turfgrass management. The response was overwhelmingly positive, with many students expressing newfound interest in the field. Equally enthusiastic were the teachers, who welcomed the idea of the 2026 CDE as a gateway to introduce turfgrass management to their students.

Just as initiatives like First Green have shown, building relationships with local schools is paramount. By connecting with agricultural and elementary school teachers, we can raise awareness about the turfgrass industry and inspire the next generation of superintendents.

As we look ahead, let's continue nurturing these partnerships and investing in educational outreach efforts. Together, we can cultivate a skilled workforce that not only meets the needs of the turfgrass industry but also champions sustainability and innovation in Idaho and beyond.

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You Guys Looking for a Badge?

Bryce Burton, Star Valley View, Afton, Wyo

With two outs in the ninth, pinch hitter Eddie Rosario doubled to the right field corner off of right-hander Nabil Crismatt. Orlando Arcia followed with a single to center field that drove in Rosario to set off an on-field celebration. It certainly was a nail-biter of a home opener for the Braves at Truist Park. Fans were happy to see the team back on the field, and thankfully secure a win in the last minute. Am I a Braves fan? Nope! Did that stop me from cheering and delving out high fives to scores of hysterical strangers around me? Nope! I was completely caught up in the moment and for the last few innings, I couldn't imagine my disappointment if the Braves didn't pull this off. You might ask yourself, "why the story of baseball?" We are in the golf business. Actually, this really is a story about golf. Let me explain what I was doing on the evening of April 6th of last year in Atlanta.

Nearly 25 years ago I had a friend, who was retired, tell me that he went to work and came home thirty years later to the realization that his family was all grown up and gone. "Don't let this happen to you" were his words of advice. So, I have always had this in the back of my mind as I went to work. Obviously, I need to keep the lights on at my house but I also have made the effort to not work my life away. That said, there were a couple guys that wanted to go to the Masters golf tournament last year and ask me if I wanted to join them, knowing that guys in the business have a complimentary ticket. "I don't see why not," was my answer. I can sneak away for a couple days. The golf course here was still under two feet of

snow and I needed to take my friend's advice to enjoy life. I must also mention that the Augusta National has rules and guidelines for GCSAA members to attend. I am certainly grateful for the member benefits and am well aware that the resale of tickets is forbidden. (No tickets were resold in this story.)

With a kind of an unplanned, spur-of-the-moment trip, three different flights took us all to Georgia. We met up and drove the two hours to the east and we found ourselves on Washington Street in Augusta. This is a hot spot for the resale of tournament badges, it being off property. This was news to me! I didn't go into detail enough to know the guys I went with didn't have a ticket in hand. There was talk of them looking on StubHub and such but another lesson to me to not assume things. When will I ever learn that lesson?

They asked if I wanted to go inside and offered to drop me off while they looked for a ticket. I definitely wanted to see if it was even possible and what it may take to attend, so I opted to tag along. \$4,000 is what the gentleman on the street was asking! I almost fell over. I told them that I promised to take that information to my grave if they wanted to drop that kind of cash and lie to their wives if I was ever asked what it cost. Seeing that they might be in a pickle, I decided to go inside the gates alone and wait there to see if they were able to secure a ticket. I didn't want to miss out on the \$2 ice cream sandwiches and the atmosphere that some will never experience.

Inside the tournament there is a bank of phones a person can use to make a call because cell phones aren't allowed. (Maybe this is something that everyone attending does but it always cracks me up to call my golf buddies and leave a message for them to accept a collect call from Augusta National, this probably just shows my age. Who even knows what a collect call is anymore?)

Every hour or so I would call and check up on these knuckleheads' progress. I was met with

the same, "No luck yet" response. This seemed to happen for quite some time. I didn't venture too far out on the grounds though thinking that these guys from home might be there soon.

The next portion of the story is just hearsay from the guys. The story goes that they didn't want to pay the asking price to the scalpers so they wandered up near the gate to see if they could get a ticket from a patron exiting. As they were asking some of the few people leaving, they noticed a guy dressed in golf apparel watching them. Their hopes were high that the man in golf attire had a badge that he'd be willing to sell. If you remember, the weather was poor for the tournament last year. There were even some trees that blew over on hole 17. This probably added to the fact that few people were leaving and of those few people, it was rare for these guys to find someone willing to part with a badge. The gentleman in golf attire wandered over to my friends and asked them, "Are you guys looking for a badge?" With excitement the answer was "yes." Thinking that these guys had actually lucked out and were about to get a ticket to the tournament, they were surprised to see the badge they looked down at was actually a police badge from an undercover cop. "How about this badge? Will you gentlemen please exit the property?"

The last call I made to see how they were doing on their task was the call that informed me that, believe it or not, the Atlanta Braves home opener was that same night and that my friends were looking for tickets if I would like to go with them. Again, taking my old friend's advice, "I don't see why not," was my answer.



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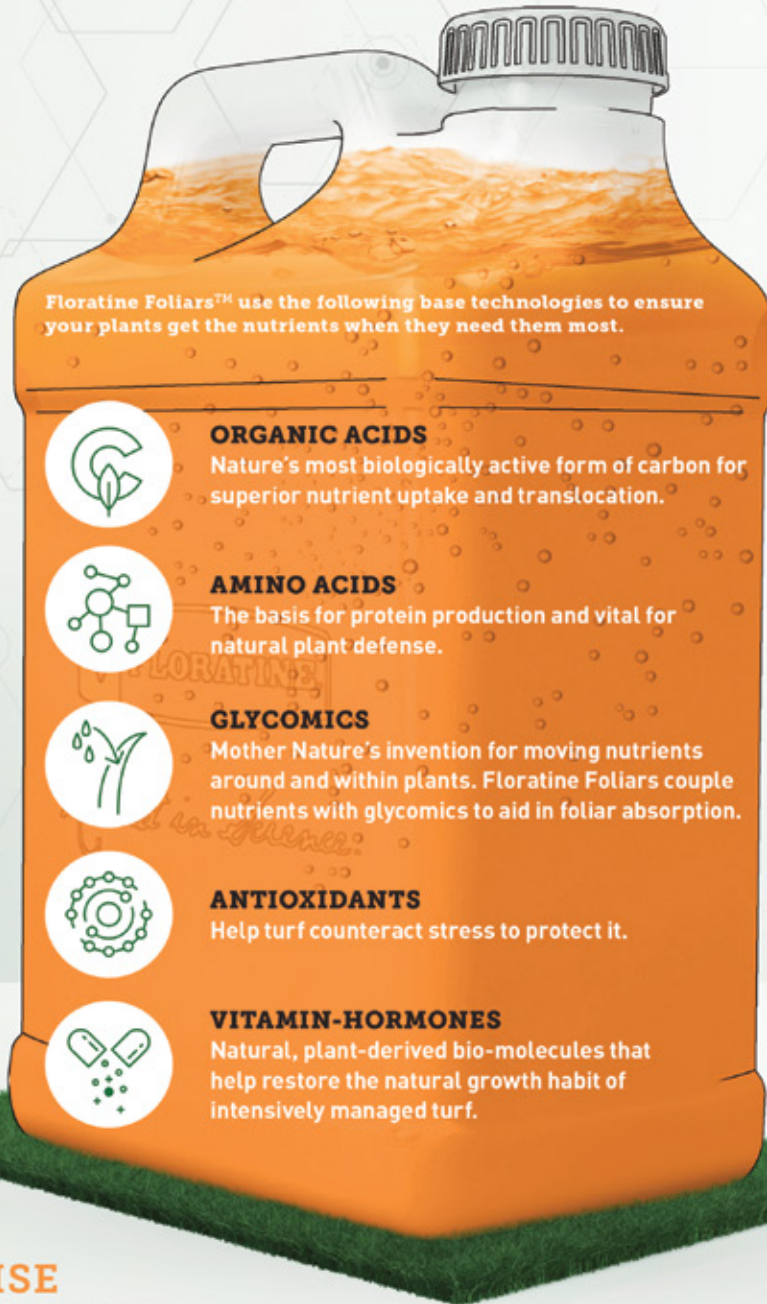
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How to Sell Your Budget

Gary Grigg, CGCS, MG

“Everybody is in the business of selling something. Everybody. You may be a full-time salesperson selling a product or service. You may be a manager selling her team members on the need for a change in procedures. Or you may be a father selling his kid on the wisdom of following your curfew. But you are a salesperson, nonetheless.

Of course, you may not be the most effective salesperson. And that’s sad – because few life skills are more important than your sales skills.”

Dr. Alan Zimmerman

Your budget at your golf course should all start with written and approved standards from your club, and if your club has not provided those to you, then write your standards but get them approved by the powers that be at your club because the buy-in of your budget from your club is essential.

Your written standards provide an excellent foundation from which all programs are developed.

1. Tell me what standards you desire, expect, and approve of.
2. Then, I can develop the programs to achieve those standards and meet those expectations.
3. I can then estimate the cost, a.k.a. budget.

Many of you in today's world have had your budget cut, cut, and re-cut to the point where you were trying to maintain the same golf course to the same standards with less than 75% of the resources you used to have just a few years ago. To me, it is an insult to be told that you must become ‘more efficient.’ Many clubs feel all they have to do is impose a smaller number, and you will rise to the occasion, or they will find someone who can. In my opinion, this is the single biggest issue facing our profession today, and it is costing a lot of jobs.

Frequently, the superintendent creates a concise one-page spreadsheet featuring months listed across the top, a dozen significant items down the left side, and substantial figures corresponding to each month-item combination. Summations appear on the right side, with the total in the lower-right corner. Upon



review, those approving the budget often instinctively focus on reducing the total by cutting specific item numbers. Since labor costs typically constitute the largest monthly expense, they target it initially.

I suggest you do a

more professional presentation that looks something like this.

This should be a book, not a single spreadsheet!

Get it out well in advance of the meeting.

Personalize your budget book. Changing the first page is easy to do in a three-ring binder. Put each person's name on the budget review and put it on the first cover page with information for contacting you with questions. If possible, get to know each person participating in your review. Invite each of them to come and discuss your maintenance plan, even take them out on the course, and review some of your maintenance procedures.

Bind the completed budget with any product brochures, trade industry articles, or other supporting material that provides information about the programs in your budget book. These can be in an index after the budget information. Provide a table of contents and tabs to make it easier for the reader to refer to each section.

Provide ample communication well in advance. I suggest getting this book to them at least two weeks before the review so they can digest the contents.

Here are the suggested contents of the budget book.

Every successful business has a business plan, and you should be no different, except we call it a maintenance plan.

1. A written maintenance plan outlining all the programs needed based on the standards policy and a description of each program/category item in your budget, along with the cost of each program. This should be a detailed plan. Discuss all your programs needed to reach their standards for greens and surrounds, fairways, roughs, and tees. Discuss such things as the reason you aerify and topdress. How often do you need to mow and roll to meet their standard for green speed? What diseases and weeds do you need to control, and how do you intend to do that? Figure the cost of each program and include it for every program. This is often called a program-based budget.
2. An organizational chart of your department.
3. A staffing chart complete with job descriptions of each employee.
4. A spreadsheet chart with category items down the left (X-axis) and months across the top (Y-axis). Yes, you still need a spreadsheet, but you have all the cost details displayed this time. If they want to reduce the budget then, “OK, from which program, that I need to meet your standards, do I take it?” Remind them that this is their budget to meet their standards. That buy-in is critical in selling the budget.
5. Capital equipment purchases. Include here the reason this equipment is needed, along with any product brochures of what you want to purchase.
6. Capital or special improvement projects.

This will take some time, but you can modify it yearly once you have it.

I will close with a quote from the great Zig Zigler:

“I have always said that everyone is in sales. Maybe you don’t hold the title of salesperson, but if your business requires you to deal with people, you, my friend, are in sales.”

The more information you give them, the better you can sell your budget to your club.



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