March 2017

# TEE TO GREEN



The Official Publication of the South Texas Golf Course Superintendents Association

Next Meeting is at Elkins Lake Recreation Host: STGCSA Treasurer, Jerry Huntsman

Elkins Lake is a golfing community set amongst the state and national forests in Huntsville, TX. The 27-hole course

provides both a challenging and enjoyable experience. The Ravines course offers a breathtaking view on every hole. The Jeff Blume design works with the natural terrain of the 7 hill city to make you think your somewhere else besides south Texas. Come and enjoy some education and fellowship and a plated lunch at Elkins Lake on March 6th. Then tee it up in the 3 player scramble.

Education that day is presented by: Dr. Robert Lane

Topic: Common Turf Insects, Problems and Solutions

CLICK HERE TO REGISTER!



### Elkins Lake Recreational Club

### Meeting Schedule

March 6, 2017 Elkins Lake Recreation

April 25, 2017

Annual Scholarship Tournament and Live Auction

Tour 18

May 9, 2017 Eagle Point GC

June 12, 2017 Riverbend Country Club

Chapter Championship

We still need hosts for the October, and September (Supt/Pro)

Meetings

Register Now for Any Meeting!

#### March 2017

### Presidents Message—Chris Lineberger, GCS Sugar Creek Country



First things first....

Congratulations Johnny Walker!!! We are excited for you and wish you the best as you enter your second year on the board of the GCSAA.

As we look forward to supporting Johnny on this endeavor, we ask for all of your support on a few upcoming events. This month we are making the trek north to Huntsville. I know Jerry is very excited to have us coming up there. We are still in need of donations for the upcoming scholarship tournament. Please contact Marian if you have any items for the auction.

As important as the donations are, don't forget to show up early and be part of the auction. Success of these events depends on our participation as an association. Help us to keep showing why we are one of the strongest associations in the country!

This association continues to make great strides from the help of our loyal members. We continue to give back with donations to various groups and scholarships to our members. I would just like to say THANK YOU!!

We are still searching for two host sites for the fall of the year. The September Superintendent Pro Tournament and the October Educational Meeting with Golf. If you have interest in hosting this year, please get with Marian as soon as possible.

Chris Lineberger, GCS Sugar Creek CC

# Did you know?

There is a variety of educational articles on the Lebanon Turf Website Check them out!



March 2017



### Why Saving Water and Winning Public Opinion Matters

### By: Mark Baughman

Water conservation has always been an important topic in the green industry. In the early 70s, my father worked for the Farm Bureau in Illinois, and lobbied for environmental issues, including water conservation. At the time, this did not apply to golf courses—but that is no longer true.

Since I first joined the golf course industry, the public has held the belief that golf courses waste water. However, this is not the case. Our industry is at the forefront of water conservation, and we got here by developing and utilizing products with conservation in mind. Products such as:

Rotors with improved distribution, uniformity and scheduling coefficients.

• Improved irrigation design with a focus on maximizing conservation opportunities

Central control packages capable of making watering adjustments when and where they are needed

Grass variety selections that are appropriate to local climates

### Conservation by the numbers

Today, golf courses conserve water and irrigate smartly better than before. The numbers back this up. Here are some highlights from surveys by the <u>USGA Water Resource Center</u> and <u>GCSAA operations surveys</u>:

- Golf courses use less water today. Usage in 2013 was 21 percent less than total usage in 2005.
- Golf courses irrigate with just 1.44 percent of all irrigated water in the U.S.
- About 65 percent of golf course facilities in the U.S have upgraded their irrigation systems in the last 10 years.
- Fewer than 15 percent of U.S. golf courses use municipal water as a supply for golf course irrigation.

About 12 percent of U.S. golf courses use recycled water for irrigation.

These numbers are a good and promising start, and they go back to my first point: what more can we do to improve the public's perception of how golf courses use water?

### Get involved today

We as members of the golf course maintenance community must be ready to engage with the members at our club and the public as well. GCSAA advocates on your behalf at the local, state and national levels of government. And you as a member of STGCSA must be proactive in our region. Take advantage of tools like community service postings and regulatory bill trackers. If we all do are part, we can show the golf community and the public we are concerned stewards of our most valuable resource....water.

### Submit an Article

### DID YOU KNOW?

Did you know we are always looking for content for our newsletter? All members are welcome to submit articles for our newsletter! Articles must be in by the 20th of the month prior to publication. Articles cannot advertise a specific company, but can certainly link to a company if it pertains to the article.

Did you know you can always send in an ad for a separate issue with coupons or monthly specials listed in the ad? It can be in addition to your "regular" ad!





#### March 2017

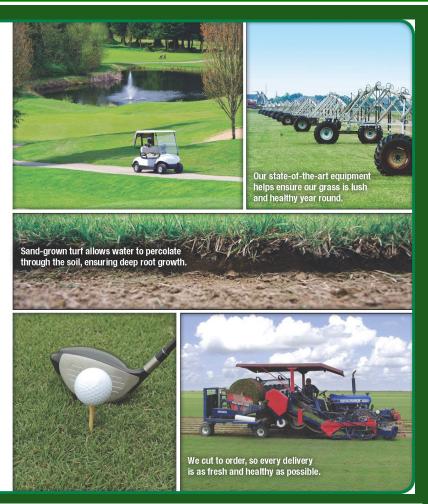


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# New Scholarship Procedures for 2017

# **Read Carefully!**

The Scholarship Awards ceremony will now take place in late July / early August. This will allow the Christmas Party to be more informal and give more emphasis on the award winners at the awards ceremony. This will also allow the funds handed out to students to be used for the fall semester.

# The new application deadline is

# May 1, 2017 with transcripts due July 1, 2017.

# Click Here for the New 2017 Scholarship Application!

(After opening, click "save as" to your computer, then you can fill out the fillable form and submit). Send all other documents by email or snail mail. Transcripts can come directly to:

STGCSA: PO Box 571923, Houston, TX 77257-1923 (please do not ask for a signature of delivery)





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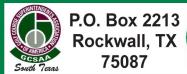
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### Live Webinars: Need CEU Points?

These are free webinars that give you education credit!

Mar. 1: Sodium and its Management for Turf

Mar. 15: Managing Irrigation for Turfgrass Health

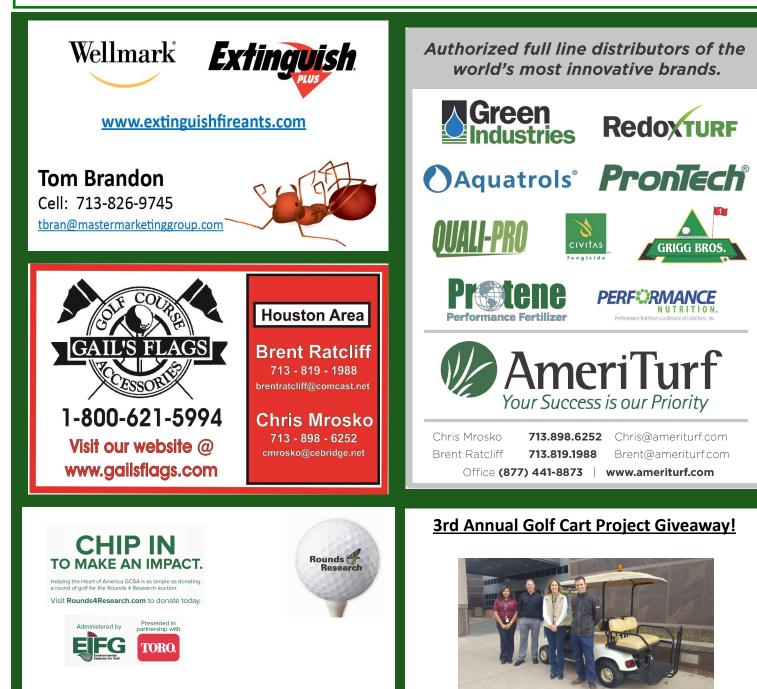
Mar. 29: Carbon, Carbon Everywhere

GCSAA

Apr. 11 : Diagnosing & Managing Nematodes - The Latest in Nematode Control

To receive education points for On Demand webcasts, submit an evaluation survey. Points are added to your transcript within 3 to 5 business days after submission.

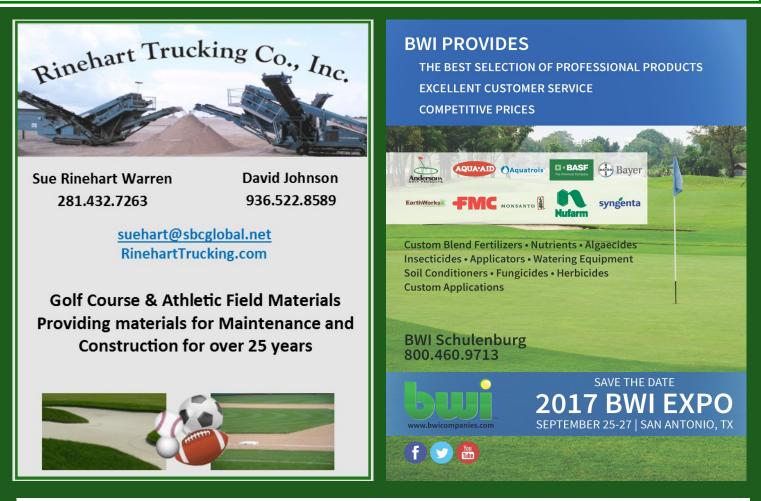
Submit a GCSAA evaluation survey»



# **New Rounds 4 Research Auction Dates!**

We are excited to share that GCSAA will be partnering with The Golf Channel to promote Rounds 4 Research through their new week-long program – "Golf in America." This is during the first week of May; therefore, we are moving the auction dates to May 1-7 to align with their programming. This will help us reach the avid golfers and introduce them to R4R. They truly believe in what we are doing for research nationwide. Thank you, again, Brandon Cole for making the Golf Cart Project Give Away a huge success. This year the donation went to the VA Hospital Downtown. The hospital will use the cart to transport veterans from their cars to the appropriate buildings within the VA property. Thank you to Daryl Walker at EZ-Go and for all our members' donations and support that make this project possible as we continue to give back to our local communities.

Want to donate to the project? Email: <a href="mailto:stgcsa.org">stgcsa.org</a>



### Westwood Golf Club Superintendent Strengthens Business Skills with Colleagues Across U.S.

Wesley Curtis, golf course superintendent at Westwood Golf Club in Houston, Texas was one of 26 superintendents across the country to graduate from the Syngenta Business Institute<sup>™</sup> (SBI). SBI is an exclusive professional development program for golf course superintendents hosted by Syngenta and the Wake Forest University School of Business in Winston-Salem, North Carolina.

While agronomic expertise is critical to superintendent success, Syngenta also recognizes the need to provide superintendents with business management skills. "We offer this program to 26 superintendents as a commitment to our customers and

their development in the industry," says Stephanie Schwenke, golf market manager,

Syngenta. "At the Syngenta Business Institute, we focus on the business aspect of superintendents' responsibilities, rather than agronomics, and really work to hone their skills in leadership and management, which is just as important as managing turf quality."

During the three-day educational program, participants gained knowledge in financial and human resources management, negotiation skills, effective communications techniques, managing generational differences and more. Classes were led by professors from the School of Business at Wake Forest University, who provided ideas and tools to assist superintendents in their daily management and long-term planning.

Curtis was selected from a talented pool of superintendents across the country based on an application process that reviewed their educational background, professional achievements and an essay that demonstrates why they should be selected for the program.



**USGA** 



### In case you missed it....

Sometimes an extreme, rapid drop in temperature across waterlogged turf can kill grass just as surely as a prolonged period of dense ice cover.



Weather patterns during the latter half of 2016 created stressful conditions for turf at golf courses throughout the Central Region and there was no letup for the holidays. A steady drop in temperatures during mid to late fall followed by consistent snow cover is ideal for preparing cool-season turf for winter hibernation. Unfortunately, several extreme temperature swings occurred during the middle of December – lows of zero degrees Fahrenheit preceded a rapid, wet warmup into the 50s and 60s that was followed by another cold snap. Those with cool-season turf could do little but wonder if the weather had killed or weakened grasses – e.g., Poa annua or perennial ryegrass – that have little tolerance for rapid freeze and thaw cycles. Those with warm-season turf were scrambling to cover and insulate bermudagrass greens when the frigid air moved south, plunging deep into the heart of Texas.

The good news is that cool-season turf has the greatest cold tolerance during early winter, so stressful weather patterns are far less likely to cause turf injury during December than during March. However, injury from cold temperatures or crown hydration is more difficult to predict than injury caused by long periods of ice cover. Refer to the article, "Winterkill – Causes and Prevention" for more detailed information regarding turfgrass cold tolerance and the processes of hardening and dehardening.

Are you wondering if Santa delivered winter injury to your golf course? For peace of mind, it never hurts to take a few turf samples from areas that have a history of winter injury and see if they green up under grow lights. The short webcast, "Sampling Greens for Winterkill" describes a simple procedure for collecting turf samples from frozen soil and testing them for winter injury.

March 2017



### **Annual Scholarship Tournament**

April 25, 2017

9:30—10:00 am registration

(\$440 per 4 man team-\$110 singles)

**Register Now!!** 

Please email <u>stgcsa@stgcsa.org</u> with your Auction donations!

In need of chemicals, equipment, services, trips, and unusual items!

Last year we raised \$29,570~Let's beat that number this year!

### <u>Top Ten</u>



The STGCSA Board of Directors believes that the foundation of our organization is the members who actively participate in STGCSA events. We would like to reward all of those who regularly attend and offer incentive for all of our members to take the next step up in participation. The following program offers rewards based on how much a member participates without putting undue emphasis on golf skill or luck.

\*11- points for attending the meeting (you must arrive on time and be in the meeting) as well as participation in the Scholarship and super/pro tournament.

\*3- bonus points for participation in the golf event at the monthly meeting.

\*5- bonus points for a double shift worked at either the Shell Houston open or Administaff classic, Or JR qualifier at Carlton woods, or any tournament set-up that you assist the hosting Superintendent, or host a STGCSA meeting (maximum of 5 points per event)

\*3- additional points for service to the organization such as committee service, representation to the Lone Star, GCSAA.. You will receive 3 points for each day or shift a member serves as an official representative.

\*3- additional points for any community service that is performed. This must be submitted to the board in writing and proof of participation, and board will respond in 2 weeks.

You must present all additional points earned to the office by November 1<sup>st</sup> of that year.

Points will start accumulating at the January meeting

As in the past, the people having the most points at the end of the year (The Top Ten) will earn the right to choose a gift. The Point system will be explained in detail at the January meeting. There are several ways to earn points, including volunteering for a committee. If you are interested in volunteering, please contact Marian. We have several new tasks for 2017 that will require more than just the board members to accomplish.

Get Involved! We need your help

### March 2017



<u>Thank you to all our South Texas Members who</u> came out to the Lone Star Reception in Orlando!



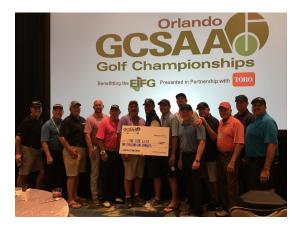
golfindustryshow

The Annual Lone Star GCSA Reception at the Golf Industry Show was another huge success! The event was attended by about 300 people. The food was great and the venue perfect for walking the popular area!

Here are some fun photos from the Golf Industry Show in Orlando. Hope to see you next year in San Antonio!

Congratulations to Johnny Walker on his new position on the GCSAA Board of Directors







Congratulations to the Lone Star GCSA team for winning 1st place Gross in the Golf Championship!

From Left to Right: Monty Ashworth, Richard Pavlasek, Alan Hess, Kyle Embry, Sean Wilson, Johnny Walker, Tanner Chrastecky, Shawn Westacott, Jacob Snyman, Lee Langley, Charlie Trammel, Terry Gill, Aaron Cox, Aaron Schick (not pictured: Matt Cown –lowest scorer in Texas)













Please email Marian with your generous donations for the live Auction. Bill Freeman will again be our auctioneer at Tour 18 on April 25th!

Click here to email your

donation!



"Who's Who" Welcome to our new and returning members!

Tracy Fleming—Director of Marketing, SOLitude Lake Management

Jamie Kizer-Area Sales Rep, Trimax Mower Systems

Miles Carlson-Asst. Supt at Shadowhawk GC

Ric Kadlec -GLK Turf Solutions



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GCSAA

# Communication clutter!

# **By Brian Cloud**

You will be happy to know that GCSAA "puts its money where its mouth is" and supports all employees to be active members of the American Society of Association Executives. It is the equivalent organization for people who work in the association management industry and provides very useful professional development, education resources, and a community to exchange ideas and expertise with other members. GCSAA has an Organizational Membership which allows all employees to utilize the asae.org website and access to all of these resources.

Recently, I took advantage of this opportunity and participated in a webinar titled "Breaking through the clutter – New, more effective ways to communicate with your members". I chose that webinar because I believe communication is the most important tool that chapters utilize in all aspects of their chapter operations. It is the key to everything a chapter does from recruiting and retaining members to promoting attendance at chapter meetings. And honestly, something all chapters could improve.

The webinar was taught by Mr. Dave Stevens who is the Managing Partner of Stevens & Stevens, an awardwinning company dedicated to helping associations improve their marketing and communications results. He did a great job and hit on several items that I believe can help chapters with their communication strategy. The information was also very useful in everyday communication whether you are dealing with golfers, customers, employees or coworkers, or even everyday interactions. Following are a few items that I thought interesting and useful.

Communication with members is now more difficult than ever. We have more technology and tools, but individuals are constantly bombarded by marketing and communication. The presenter compared the effort required by your members to find your message is similar to "Finding Waldo". All of us are hit with hundreds of messages every day that include modern technology (email and social media), dynamic graphics, and "younger" and rebranded marketing.

Here are a few short and concise bullets of other useful items and tips:

- o Keep your messages short and concise bite size
- o Use simple graphics in groupings
- o Tolerance for long text is very low use text as if it is only being skimmed
- o Differentiate yourself focus on your unique benefits
- o Track your email open rate and unsubscribe results
- o Email subject lines are important keep short but informative

 Keep in mind that a very large amount of messages are now read on phones and mobile devices – use templates
To Read Brian's Full article with more details: Click Here

### <u>Brian Cloud</u>

South Central Regional representative





REGIONAL BLOGS



### A Letter From Jeff Smelser Regarding the Sonny DuBose Award

I would like to apologize for not being able to attend the 2016 annual meeting in October at Cypress Lakes Country Club. Unfortunately, our 2016 President Cup was scheduled that week which made it impossible for me to get away. I would also like to apologize for not being able to attend the January 2017 meeting where Carl Tolbert was awarded The Sonny DuBose Award. Carl is a true gentleman and has been a great member of STGCSA for many years. He is greatly deserving of this most prestigious award.

The evening of January 17, I received a phone call congratulating me on being nominated for this award along with Carl Tolbert, Blayne Sparks and Sean Wilson, CGCS. I was shocked and truly embarrassed. I had no idea of my nomination and I truly apologize for not attending these events. On January 18th we hosted a 144 player tournament so I felt I needed to be there Tuesday January 17 in order to prepare for it, which again, caused me to miss the meeting.

With all this being said, let me thank the association and its members for nominating me and congratulations to Blayne and Sean for also being nominated. I have known these gentlemen for several years and they truly represent GCSAA and STGCSA at the highest level. Both are great superintendents, leaders and most importantly great husbands and fathers. I am honored to be nominated with them.

Sincerely,

Jeff Smelser, CGCS

Galveston CC



March 2017

