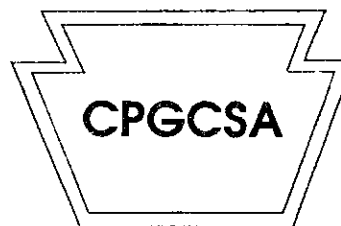


# THE GREEN SHEET



CENTRAL PENNSYLVANIA GOLF COURSE SUPERINTENDENTS ASSOCIATION

Volume 4

September 1996

Number 6

## September Meeting

**Berkshire Country Club**  
**Monday, September 23, 1996**

**11:00 AM - Lunch**

**12:30 PM Shotgun - Golf**

**5:00 PM - Cocktails**

**6:00 PM - Dinner**

**There will be a CPGCSA Board of Directors**

**Meeting at 9:30 AM.**

## Superintendent Profile

Rob Ehrhart has been the Superintendent at the Berkshire Country Club for nine years. He graduated from Penn State in 1984 with a BS in Agronomy. Rob is married to Michele and has a 5 year old daughter Rachel and they are expecting their second child in September. His hobbies are hunting, sporting clays, fishing, and getting away from it all at the cabin in Tioga.

## Course Profile

The Berkshire Country Club was incorporated March 1, 1899, with the first clubhouse and a six hole golf course being located on the West side of Wyomissing Boulevard in Wyomissing, PA. In May of 1902 the club purchased 59 acres of land in Bern Township, just north of the City of Reading, and built a new clubhouse and a nine hole golf course designed by the late William "Willie" Park Jr.. Park was a former British Open Champion. Additional purchases of land were made so that the club property now includes 125 acres with an 18 hole golf course, three tennis courts, swimming pool and the clubhouse. The course has a tee to green automatic irrigation system and the most recent improvement was a new maintenance facility and renovation to the practice area.

## CPGCSA Annual Meeting

At the Annual Meeting on October 22, 1996, we will be discussing and voting on some chapter issues as well as officers and directors. We will be voting on the GCSAA Reaffiliation Agreement and by-law changes necessary to conform with their requirements.

Because chapter membership classes A, B, and C must be consistent with GCSAA classifications for the reaffiliation agreement to be accepted, the following changes to our existing by-laws must be approved.

- λ Article 4.02.b.1 -- Qualifications and Selection of Directors. Add the following after the first sentence: A majority of the board of directors shall be GCSAA Class A or B members.
- λ Article 4.02.b.3 -- Election of Directors. Add: Classification C to eligible candidates.
- λ Article 5.01.a -- Officers' Qualifications. Add the following after the first sentence: All officers shall be GCSAA Class A or B members.
- λ Article 6.01 -- Membership. Change from 10 to 11 classes of membership. Add: Class C.
- λ Article 6.02 -- Voting Members. Add: Class C.
- λ Article 6.06 -- Class A - Golf Course Superintendent Members. Add after the first sentence: Effective July 1, 1997, all new Class A membership applicants must submit an application for membership or evidence of membership with the Golf Course Superintendents Association of America.
- λ Article 6.07 -- (Redefined) Heading Change: Class B - Golf Course Superintendent Members.

.....Continued on page 5 .....

## Contents

President's Message.....	2
Directions to September Meeting.....	2
Editorial.....	4
Golf Results.....	6

# President's Message

by John Dougherty

I would like to thank Mark Hendrixson and his crew at Conestoga Country Club for a great day. The golf course was in great shape and I did not go into the creek all day.

I hope everyone is enjoying this little dry spell we are having. Who cares, it's the end of the summer and everything is winding down, golf wise that is. When everybody else goes back to school or back to work we really start to put it into high gear. Not everyone knows that there is a small window of opportunity to get our seeding and aerifying done. I know that by the time this newsletter hits the mail I should have my seeding and aerifying done.

In this newsletter you will find some by-law changes we will be voting on at our annual elections meeting. Please read them carefully and make sure you make the October meeting to vote the by-law changes and the reaffiliation with the National.

This month I am going to start a missing superintendent profile. I can't remember his name so I will give a brief description of him. Dirty blonde hair, glasses, mid 40's, wild man, plays about 2 million softball games a year. If anybody you know matches this description, please call me.

Don't forget there are still two more meetings left if you have not made one yet. On more thing, we are looking for superintendents to serve on the board. If you or someone you know would like to serve on the board, please call me or Wanda Fry.

## Directions To Berkshire Country Club

- λ From Harrisburg -- Take I-78 East to Route 183 South, Srausstown Exit 7, Follow 183 South for approximately 16 miles to club entrance on left. Club is 1.1 miles south of Airport.
- λ From Lancaster/York -- Take Route 30 East to Route 222 North to Reading. At intersection of Route 724 West make a Left (Hyundai-Rickels) and follow to intersection of Route 422 (McDonalds, Jiffy Lube). At intersection make left and then an immediate right (HWI Hardware) onto Mull Avenue. Follow Mull Avenue to divided highway and signs for Route 183 and Reading Airport. Make right off of exit and go approximately 2.4 miles on 183 South to club entrance on left.
- λ From Allentown -- Take Route 222 South to Reading. Follow signs to Sinking Spring, Reading Airport, and Route 183. Take 183 South & Reading Airport exit. Make left and go South on Route 183 approximately 2.4 miles to club entrance on left.
- λ From Pottstown -- Take Route 422 West to Reading. Follow signs for Reading Airport and Route 183. Exit at Reading Airport, Schuylkill Avenue and Route 183. Make left at traffic light (Route 183 North) go approximately 1/3 mile, club entrance is on right just after city limits.
- λ From PA Turnpike -- Take Reading exit of Turnpike and follow signs for I-176 to Reading. Then follow signs for Route 422 West to Reading. Take 422 West to Route 183 and Reading Airport exit. At traffic light (Route 183 North) make left and go approximately 1/3 mile. Club entrance is on right just after city limits.

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## If You Could Describe Your Summer In 5 Words or Less

This is the question we asked some local superintendents and below you will find their answers.

- λ **Wet and Wild** -- Kenny Dietrich, Lancaster Country Club
- λ **Most Unusual** -- Corky Knoll, Moselem Springs Golf Club
- λ **Complete Opposite of 1995** -- Bill Brooks, Hanover Country Club
- λ **Wet and Cool** -- Mark Jacobs, Armitage Golf Club
- λ **It's about Time** -- Jeff Edwards, Green Valley Country Club
- λ **Summer From Hell, Part 2** -- Mark Malasavage, Country Club of Hershey South
- λ **Excellent** -- Whitey Krout, Range End Country Club
- λ **Oh My Goodness!!!** -- Dave Rafferty, Chambersburg Country Club

## 1997 CPGCSA Elections

The October Meeting at The Outdoor Country Club will be the annual meeting with election of officers and directors for the 1997 meeting year. Listed below are the nominees compiled by the Nomination Committee

President: H. Jim Loke, CGCS

Vice President: John Gehman

Secretary/Treasurer: Ted Zabrenski

Director: Alby Gerst

If you are interested in running for the board, please contact John Dougherty at (717) 569-6221. Nominations may also be made from the floor by a voting member in good standing at the annual meeting.

## Upcoming Events

- λ October 14, 1996 -- 20th Annual Joseph Valentine Memorial Golf Tournament, Bent Creek Country Club, Lancaster, PA
- λ November 12 - 14, 1996. Penn State Golf Turf Conference. Penn State University.
- λ February 6-12, 1997 -- 68th International Golf Course Conference and Show, Las Vegas Convention Center
- λ Tuesday, March 11, 1997 -- GCSAA Seminar, Irrigation Systems Scheduling, Repair and Maintenance at Heritage Hills Golf Resort, York, PA



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## From the Editor .... Terry Morgan

As you all know our employee's and our appearance on the golf facility is very important. We try to reflect an image (very much the same as our golf course), neat, clean and in every respect a top of the line management reflection. I hope this article helps with some ideas and helps keep your members and golfers happy.

### Better Customer Service Helps Keep Customers Coming Back

by Harris M. Plotkin and James L. Plotkin,

*Principals, The Plotkin Group*

Why is customer service so important? Consider one golf course, golf range, restaurant, dry cleaner or some other type of business that you no longer patronize. As a matter of fact, you probably drive miles out of your way to do business with someone else -- precisely because they treated you badly. Most likely you will tell your friends why they should never buy anything from that business. That's normal. It's human nature.

The majority of people stop buying from a business because of indifference by sales and service personnel. In a study done a few years ago by Tarp Associates, a nationwide consumer survey group, the reasons customers stopped buying from a business were as follows:

- λ 1% die
- λ 3% move away
- λ 5% develop relationships with a competitor
- λ 9% because of price
- λ 14% because of quality
- λ 68% because of indifference by sales and service personnel

The Tarp study went even further in examining what happens with angry customers -- 96% of angry customers simply stop buying; they don't complain. Most of us do not like to argue. Rather than complain, we simply stop doing business with that store or business and go elsewhere. What's even worse for that business is that an angry customer will tell 12 to 20 other people. That's why the old adage really turns out to be true: "Bad news travels fast."

Why else is customer service so important? It's vitally important to the golf course owner, who rarely knows how to practice it or how to teach it to their employees. Large organizations tend to talk a lot about customer service. Some even spend a great deal of money on customer service training. However, few really put it into practice. One of the advantages the golf course owner has is that they can devote their heart and soul to setting examples for their employees on how to give good customer service, and make sure they provide the highest quality service possible.

### Customers Vote With Their Wallets, And Their Feet

Studies have consistently shown that if you provide the very best possible service, people will buy from you even though your

product isn't the best, even when you're not in the best location, or even if your price isn't the lowest. However, even if you have the best product, if you treat customers poorly or rudely, sooner or later they're going to stop doing business with your golf facility, and go to a competitor.

How do you develop and deliver good customer service? There are a few basic steps. The first step is to select the right kind of employee. That includes people who enjoy dealing with people, who want to please everybody, who are honest, hard-working, dependable and capable.

There are many different hiring processes. Pre-employment tests help companies identify personality traits and cognitive skills that help them hire employees who will have the ability to not just fit into the organization, but to ensure they're in the right job.

A variety of tests can be utilized to measure different qualities when screening employees. They can quantify skills/abilities, motivations/interests, and personality traits, from one extreme to the other; i.e. is the potential employee more submissive or assertive, reserved or outgoing, reactive or organized, etc. Each test can be used to identify whether or not a person has the qualities necessary to deliver good customer service at a golf course. Choosing a particular test is dictated by what a company wants to measure, which is determined by the position being filled. Some tests can be administered for as little as \$15 to \$35 per employee screening.

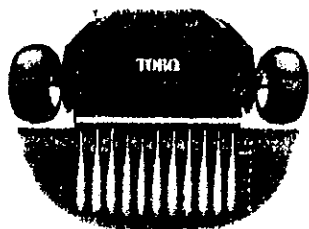
### Attitude Is Just As Important As Aptitude

After selection, the second step is training. Just training people in the skills necessary to serve a customer (if you're in the food service business) or talk to a customer (as at a golf course) is not enough. In addition to skill training, it is essential that you give employees attitude training. Your attitude governs your behavior. Without the right attitude, employees are unlikely to take care of your customers the way that you would.

The third step is treatment. You need to treat your employees as you want them to treat your customers. In developing customer service training in any organization, it must start from the top. The old saying, "Fish rots from the head down," is certainly true when thinking about how poor customer service can occur.

It's hard for any business, large or small, to change fixed costs such as sales tax, property tax, payroll tax, etc., or compete with the advertising budgets of larger competitors. One of the few areas the course operator can control, and one with a positive impact on revenues, is the quality of his customer service. All of your employees must do everything they possibly can to ensure every customer who visits your facility leaves with a positive feeling about the facility and the people they encounter. It's a mindset that's developed in your head, and in the head of every employee.

If you approach each customer with the attitude you're doing the best you can, you can achieve a level of customer service above and beyond your competitors. The best-run corporations in the U.S. achieve this every day, and their success is reflected in customer volume, gross sale, profits -- and repeat customers.



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## CPGCSA Annual Mtg. ...cont'd from page 1...

Replace entire section: To qualify for a Class B membership, an applicant shall have, at the time of application for membership, less than three (3) years experience as a Golf Course Superintendent and be currently employed in such capacity. Effective July 1, 1997, all new Class B membership applicants must submit an application for membership or evidence of membership with the Golf Course Superintendents Association of America. Class B members shall have all the privileges of the association, subject to the provisions of Article II, Section II, and shall pay such initiation fees, annual dues and assessments as established by the board.

- λ Article 6.07.a -- New Section. Heading: Class C - Assistant Golf Course Superintendent Members. Text: To qualify for Class C membership, an applicant shall at the time of application for membership, be employed as an assistant to a golf course superintendent. He or she may be a director, but not hold office. He or she shall pay fees, dues or assessments.

## 5 Tips To Better Communication

Good communication is key to enhancing job stability. Here are five ways you can be a better communicator at your golf facility:

- λ Use more face-to-face communication with your employer, employees and golfers.
- λ Listen and show respect when others are speaking.
- λ Prepare publications frequently, emphasizing why you're using certain maintenance practices.
- λ Control your reactions. The champions in business are able to shrug off distressing situations and regroup emotionally -- that's one reason they're successful.
- λ Overuse polite phrases, especially "please" and "thank you".



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## Golf Results

Listed below are the team results (Modified Stableford scoring) from the tournament at Conestoga Country Club.

1st Place     Bill Corcoran  
                  Howard Murphy

2nd Place     Randy Super  
                  Irv Graybill

Longest Drive -- Ted Zabrenski

Closest to Pin

#5 -- Dave Visocan

#11 -- Dale Kintzer

The tournament at Berkshire Country Club in September will be the CPGCSA Championship. Please provide us with your handicap.

## Membership News

If you know of anyone who is interested in membership into the organization or has questions on the status of their applications, please have them contact Ted Zabrenski at (610) 326-7069.

## Just a Reminder...

Should you need to fax information to Wanda, the number is the same as her home telephone number (717) 274-6004. If the answering machine picks up, be sure to let it run through the recorded message, then the fax will automatically turn on.

If you have any accomplishments or things you have done that could benefit other members, please be sure to get the information to Wanda so it can be included in the newsletter.

## Equipment For Sale

Please contact Terry Morgan at Bumblebee Hollow if you have any of the following equipment for sale. (717) 766-1925.

- λ Used tractor -- 20 HP or more
- λ Used gang mower

We will continue to advertise used equipment each newsletter. If you have anything that may be of interest to anyone else, please contact Wanda to place your ad FREE!!! Remember, one person's junk is another person's treasures.

## 1996 CPGCSA Meeting

October 22     Outdoor Country Club, Annual Meeting  
                  Robert Beyer, CGCS



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## How Golf Facilities Can Show Commitment to Environment

- λ Conduct an environmental assessment in order to develop and implement an overall environmental policy and/or long range plan that reflects or expands upon these principles.
- λ Maintain ongoing records to measure and document progress toward environmental improvement.
- λ Extend the environmentally responsible practices adopted for the maintenance of the golf course to all areas of the overall facility grounds.
- λ Adopt practices and technologies that conserve natural resources, including water and energy.
- λ Develop and initiate comprehensive programs for recycling, reuse and waste reduction.
- λ Properly store and dispose of solvents, cleaning materials, paints and other potentially hazardous substances.
- λ Join programs that help to foster effective environmental management and policies.
- λ Take active steps to educate golfers, neighbors and the general public about their environmental policies and practices.

From GCSAA Leader Board, 1421 Research Park Drive, Lawrence, KS 66049, (913) 841-2240.

## We Wanted to Know....

With all the rainfall this year, was it harder or easier this season?????

- λ **Harder** -- Because of disease and compaction - Kenny Dietrich, Lancaster Country Club
- λ **Easier** -- I have a manual irrigation system - Bill Brooks, Hanover Country Club
- λ **Easier** in some aspects and **difficult** in others - Mark Jacobs, Armitage Golf Course
- λ **It's a Catch 22** -- July was easy which made August most difficult - Corky Knoll, Moselem Springs Golf Club
- λ **Same as usual** - Jeff Edwards, Green Valley Country Club
- λ **Easier** -- it made installation of our irrigation system easier - Mark Malasavage, Hershey Country Club South
- λ **Easier**, when it comes to fairways, tees, and roughs. Greens were tougher because of being too wet. - Whitey Krout, Range End Country Club.
- λ **Harder** -- Increased cutting - Dave Rafferty, Chambersburg Country Club.

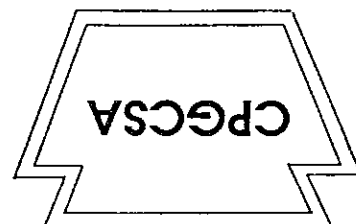
## Suggestion From One Reader

- λ I would like the president to change the color of his hair -- Whitey Krout.

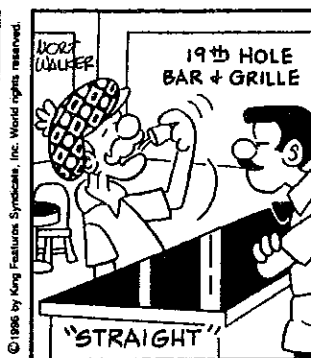
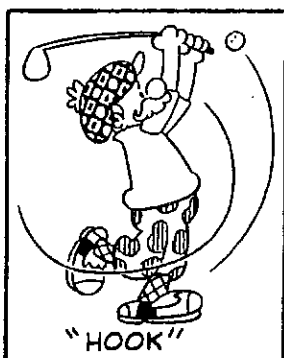


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## The Green Sheet



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