



The Green Sheet

Central Pennsylvania Golf Course Superintendents Association

Volume 22 Issue 1

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April 2015



5 facts about golf for Earth Day (April 22)

1. Golf Courses are professionally managed landscapes where environmental stewardship is important - from using water and nutrients efficiency to implementing better methods of erosion control.
2. In general, the golf industry is striving to deliver firm and fast playing surfaces that are better for everyone and improve the bottom line. More than two-thirds of golf courses report that they are keeping turfgrass drier than in the past.
3. The golf industry is continually investing in research to identify drought-tolerant grasses, promote water conservation and improve best management practices.
4. Golf courses provide habitats for wildlife, including protected species.
5. Many golf courses have recycling programs to reduce and reuses.

Source: Golf Course Superintendents Association of America

Happy 76th Anniversary CPGCSA!!!!

On Tuesday evening April 11, 1939 a meeting was held at the Colonial Country Club in Harrisburg for the purpose of organizing the greenskeepers of the area. Those in attendance at this meeting were George Morris, Riley Heckert, Hugh McJunis, James Morrison, Charles Bolton, John Grove, Jack Narril, and Al Heron. At this meeting it was decided to call the group "The Central Pennsylvania Greenskeepers Association". Officers elected were George Morris - President, Hugh McJunis - Vice President, and Riley Heckert - Secretary -Treasurer. Meetings were scheduled for the second Monday of each month with monthly meetings March through November. Dues to cover expenses were set at \$3.00 and the first meeting was set for May 8, 1939 at the Colonial Country Club.

Riley Heckert sent letters to all greenskeepers in the area to announce the gathering. The day started with golf in the afternoon and was followed by dinner. Following dinner Mr. Musser and Mr. Benham from State College and County Agent Fromeyer spoke about fairway grasses, heights of cut for bluegrass and fertilization. Following the educational sessions a business meeting was held and Edward Zwick and E. P. Morris were taken into the Association as new members, raising the membership to ten.

During 1939 the membership grew to thirteen members and at the November meeting the members decided that they wanted to continue meeting throughout the winter rather than wait until March as originally planned.

The Association was a success, just as today, **76 years later.**

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President's Message

Greetings!

Spring is in the air after a winter that seemed like it would never end. From the reports of winter kill throughout the State it looks like it's going to be a while yet until it is a distant memory for those dealing with turf recovery before the 2015 golf season even starts. The late spring feels like the one we had last year and in what feels like another déjà vu moment, I'm back writing the Presidents messages for another year.

In my last message I mentioned that the Association needed more volunteers to help out and join the board. Due to job movements and personal reasons a number of the board members left over the last few months. The board decided to rerun the same positions for another year to help stabilize the Association by helping to help slow down the turnover on the board. A couple of assistants stepped up and volunteered at the Winter Education Meeting to join the board. While the Association and board are in good shape for 2015, please consider running and participating in future years, or you could be stuck with me for longer!!

With that I would like to thank Cody Frederick from LedgeRock and Kevin Skarbek from The Berkshire for stepping up and we are looking forward to their contributions over the next year.

I apologize that it took us longer than planned to get this year's events planned. I am happy to announce that the meeting schedule is finally in place and we are going to Schuylkill Country Club for a Joint Meeting with Pocono Turfgrass Association in May. The June meeting is at Royal Manchester with the September and October meetings at Iron Valley and Galen Hall respectively. We had some good suggestions for a summer get together which we are working on.

I look forward to seeing everyone at Schuylkill on May 19th.

Alan

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Membership News

The following individuals have applied for membership into our association. If there are no written objections within the next seven days, they will be accepted into CPGCSA at the next meeting.

Gary Hite Class A
Superintendent, Walnut Lane Golf Course

Joshua Rogers Class C
Assistant Superintendent, Berkshire Country Club

Mark Rubbo Class A
Superintendent, Spring Ford Country Club

Will Schneider Class SM
Superintendent, Schuylkill Country Club

If you know of anyone who is interested in membership into the association, please have them contact Wanda at 717-279-0368.

Membership information is also available on the Central Penn website at:
www.cpgcsa.org

GCSAA Launches Marketing Campaign

GCSAA is launching an exciting new outreach campaign, hoping to stir golfer appreciation for the great work of our members. By utilizing TV, radio, print, and internet media, GCSAA’s new “thank a superintendent” campaign aims at reaching the 25 million golfers who enjoy the fruits of our superintendents’ labors.

The television spots (15 and 30 seconds long, respectively) are headlined by the Golden Bear, Mr. Jack Nicklaus, and feature other marquee names like Rory McIlroy, Rickie Fowler, Jordan Spieth, Matt Kuchar, Michelle Wie, and Nick Faldo. These big-name golfers have big-time influence, and GCSAA is using their testimonies to show the golf world why superintendents are a key component of the game’s success and enjoyment. These ads will run on the golf channel throughout 2015 and you can check them out at <http://www.gcsaa.org/thankasuperintendent>.

The radio ads, similar to the TV ads, also feature Nicklaus and other brand-name golfers and will air on Sirius XM PGA Tour Radio (Sirius 208, XM 93) as well as local golf radio shows throughout the nation. Both TV and radio ads can be co-branded by GCSAA chapters and aired in their local markets. The radio spots can be heard on the same link provided above.

By tracking internet traffic on golf-related websites, these ads will take advantage of dynamic internet marketing to pinpoint golfers’ web browsers and lure them in with a chance to win a trip to the 2015 PGA Championship at Whistling Straits. When golfers view the ad, they are prompted to fill out a “thank your superintendent” form for their chance to win the trip to the PGA Championship. On the back end, GCSAA will then send that thank you note to the golfer’s superintendent and the superintendent’s employer. Pretty cool.

The project is spear-headed by two new faces to the GCSAA team – Associate Director of marketing Russell Sypowicz, and Director of communications and media, Craig Smith. Both bring great experience to the GCSAA team, and look to continue making headway in future outreach and marketing initiatives.

In other news, Jenny Pagel-Guile is the new face of the GCSAA Certification Program, replacing recently retired Penny Mitchell. Jenny is working to help further develop and grow the CGCS program, and wants to hear member feedback in order to provide more directed services. 2014 saw 22 newly certified members, and 8 members have started the process in 2015. Please feel free to reach out to her directly for questions regarding the application process or eligibility at JPagel-Guile@gcsaa.org.



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Twitter and Pennsylvania's Turf Professionals

Twitter is defined by Wikipedia as a social media networking service that enables users to send and read a maximum of 140-character text messages called “tweets”. On the Twitter website (www.twitter.com), it states, “Connect with your friends – and other fascinating people. Get in-the-moment updates on the things that interest you. And watch events unfold, in real time, from every angle.” You can utilize Twitter from your desktop or laptop computer or tablet, but most people use their mobile smartphone. There are several “apps” available to turn your mobile phone into a “tweeting machine”, depending on your type or model of cell phone.

The Twitter website also states, “Businesses use Twitter to share information about their services, gather real-time market intelligence, and build relationships with customers, partners and influencers.” I use Twitter to get updates and timely information from many green industry companies like, BASF, Bayer, Syngenta, Toro, local distributors, PACETurf, and many, many others. There are many weather websites that post Twitter updates as well. I also look for updates from professional organizations like the GCSAA, and from scientific societies that publish academic journals. For example, a botany research journal will send out a tweet promoting a new article posted on their website about photosynthesis (...thrilling, I know). From my cell phone, I click on the link embedded in the tweet message, and it takes me to the article in that website. I can glance at it and see if it's something I can use when teaching my turfgrass science course. I do the same with articles tweeted by Golf Course Industry or Golfdom magazines or the USGA Green Section Record. In a sense, I use Twitter as my own quick and efficient internet search engine. For example, I follow several Twitter accounts about Italy promoting the food, travel, wines, and the region my ‘familia’ is from. My wife says it's cheaper for me to do that, then to actually go there. The social media aficionados will criticize how I use Twitter. But, you have to use Twitter the way you want and what best suits you. I have 5 children, a wife, and a mother-in-law all telling me what to do. I'll use Twitter the way I need it best, and you should, too. Use it to stay connected and informed.

Twitter accounts of Penn State turf faculty:

@iTweetTurf is Dr. John Kaminski's professional turf twitter account. Dr. Kaminski will tweet and retweet about all things turfgrass science and management, and often gets tweet discussions going on timely turf topics. I credit Dr. Kaminski for getting the faculty to use Twitter and other social media platforms!

@PSUTurf is the official Twitter account of the Penn State turfgrass programs. It's a great conduit for turf information.

@MikeFidanza, that's me. I tweet about turf topics, and often re-tweet other tweets on good turf topics. On Friday's, look for #FriskyFairyRingFriday, which are tweets with photos attached of fairy rings submitted from all over the world. Don't forget to include the ‘FairyRing’ in between the ‘Frisky’ and ‘Friday’.

@PSUTURFNEWS is Dr. Andy McNitt, the NFL's turf consigliere, and our sports turf and soils guru.

@PSUTURFEXT is Dr. Pete Landschoot, our turfgrass extension specialist.

@TurfEnto is Dr. Ben McGraw, turf entomologist and newly hired faculty member.

@Vern2go is Jeff Borger, turf weeds specialist.

Other turf twitter accounts from Pennsylvania:

@TurfRepublic is Bill Brown, former golf course supt. and now social media giant in the turf world who has created an online community for the turfgrass industry.

@BCorcoran7 is Bill Corcoran of Lawn & Golf Supply Co., who posts great photos and timely updates all related to golf turf management.

@turfmanpa is Brad Rozzelle, golf course supt. at Spring Mill CC. Great commentary on all things turf management-related.

@scott_viking is Scott Chambers of Viking Lawn Service. Good perspective on turf lawn problems.

@yuni0r1970 is John Fowler, who tweets about turf and his favorite show, Downton Abbey (The Countess is his favorite character).

.....continued on Page 6.....

Twitter and Pennsylvania's Turf Professionals....continued from Page 5

@mikeyelonosky is golf course mgr. and Lancaster CC and site of the 2015 U.S. Women's Open. Mike is always good for updates on the latest turfgrass management issue or pest alert.

@GCSAA_MidAtl is Chase Rogan and Pittsburgh native who represents the GCSAA.

@jonurbo is Jon Urbanski, current president of the Philadelphia Association of Golf Course Supts.

@RickPagget is the supt. at Penn State's Blue & White courses, and tweets great photos of golf turf issues.

@hcwetzal, at Penn State alum and native of Pennsylvania, developed the Twitter Titration Index, a mathematical formula that calculates a person's influence in the twitter-sphere.

There are many more, so I apologize for not being able to list others. Many sales and industry reps have Twitter accounts, and their information is very helpful.

What do I tweet about?

Once you have a Twitter account, what should you communicate in the form of your tweets or posts? First, do not tweet that you are in Starbucks enjoying a latte, or stuck in traffic, or standing behind a slow person at the check-out line, or drinking an Yuengling. OK, if you are in Philly eating a cheesesteak, then maybe you can tweet a picture of a that. Don't waste tweets or other people's time on venting and complaining. Did I mention I have five children and a mother-in-law? I wrote the textbook on venting! I'm on a second edition. Do tweet about positive things you are doing on the golf course: before and after photos of a bunker renovation, healthy turf, a well-groomed green or fairway, wispy fescue a naturalized area, and other comments and photos that will elevate your profession. Let others know the good things happening on your side – the turfgrass management side – of the golf course. Photos of dollar spot, or weeds, or other maladies are always good, and so are photos of turf maintenance practices in action (i.e., aeration, rolling, spraying, sand topdressing, etc.). Anything innovative or creative, such as a unique fairway mowing pattern, a good way to organize tools, how to use a soil moisture meter, tournament preparation, and tweets with a photo 'thanking the crew' are always good. Build your "twitter brand" as something positive and informative and a way to promote the profession.

How often to I check my twitter?

That question doesn't sound right. How often do you check email? Constantly? Stop that. Check twitter when you can. If you miss some tweets for several days, you can always go back through your Twitter time-line and see what you missed. If you have time to do that, come over and help me mow my turf plots.

In conclusion, consider using twitter as a networking tool, and information-sharing tool, a way to connect with others in the industry, a turf news service, a way to quickly "grab" a nugget of turf information that may help you in your job, a gateway to other turf information that you can use, or just a way to read something and have a good laugh when needed.

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Earth Day 2015



When is Earth Day 2015?

This observance always falls on April 22. On Earth Day, enjoy the tonic of fresh air, contact with the soil, and companionship with nature! Walk through the woods in search of emerging wildflowers and green moss. Go outside, no matter what the weather!

Earth Day History

Ever wondered how Earth Day started? This observance arose from an interest in gathering national support for environmental issues. In 1970, San Francisco activist John McConnell and Wisconsin Senator Gaylord Nelson separately asked Americans to join in a grassroots demonstration. McConnell chose the spring equinox (March 21, 1970) and Nelson chose April 22. Millions of people participated, and today Earth Day continues to be widely celebrated with events on both dates. The most common practice of celebration is to plant new trees for Earth Day.

2014 CPGCSA Scholarship Winner



Alan FitzGerald presents Brady Pnacek with his scholarship award. Brady is a student at Penn State University.



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Pennsylvania Pending Fertilizer Legislation Update

On March 12 there was a meeting of the Pennsylvania Fertilizer Advisory Board in Harrisburg at the Department Of Agriculture building. One topic was the reintroduced Fertilizer Bill. This bill, Senate Bill 563, by Senator Alloway (R-Franklin) is a co-sponsorship memorandum to re-introduce turf grass fertilizer legislation. He is not on either the Ag or the Environment Committees. Industry Professionals have been in contact with Senator Alloway to be sure that he understands the consequences of actions that negatively impact our industry.

Read it here: <http://www.legis.state.pa.us/cfdocs/Legis/CSM/showMemoPublic.cfm?chamber=S&SPick=20150&cosponId=17388>

Much discussion ensued at the meeting between Board members consisting of State and industry representatives and a representative from the Chesapeake Bay Commission. The content of the bill is really the same as the last bill that was introduced by Senator Brubaker who has since retired and was never acted upon. The bulk of the conversation revolved around the following topics:

- Healthy turf grass is a vital filter for water entering into the Chesapeake Bay Watershed. Limiting the ability of turf grass to grow through reduced Nitrogen levels may be detrimental to the purpose.
- Professional applicators such as Golf Course Superintendents and Lawn Care Operators will not apply more product than necessary due primarily to cost restraints and the environmental impact.
- It was acknowledged that Homeowner applications of fertilizers may not be in compliance with accepted industry practices and in fact many over apply fertilizers.

With these and other points in mind it was voted on and passed to propose a recommendation from the Fertilizer Advisory Board to the Secretary Of Agriculture for a motion that exempts professional applicators from the Bill. This is a big step to stop unwanted regulation on our industry and will probably hold up the Bill in the Senate temporarily.

The next Fertilizer Advisory Board meeting is set of October. More to come, I will keep you posted.

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2015 CPGCSA Meeting Schedule

May 19

Schuylkill Country Club –
Joint Meeting with Pocono TGA

June

Royal Manchester Golf Course

July

Social

September 29

Golf Championship
Iron Valley Golf Course

October

Oktoberfest Open
Galen Hall Golf course



The Green Sheet

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