



# The Green Sheet

Central Pennsylvania Golf Course Superintendents Association

Volume 30 Issue 5

Founded ~ April 11, 1939

September 2023

## September Meeting

### Schuylkill Country Club

877 West Market Street Orwigsburg, PA 17961

[www.schuylkillcc.com](http://www.schuylkillcc.com)

Host - Will Schneider

Thursday, September 14, 2023

Registration begins - 7:15 AM

Golf - 8:00 AM Shotgun

Lunch - following golf

## Golf Course Profile

Schuylkill Country Club was originally built in 1921 and designed by Willie Park Jr as a 9 hole course. In the mid 1940s, Donald Ross came in and put his own touches on the original 9 and built another 9 holes.

Over the many years they have done some projects but have always kept in mind the original design. Ross knew what he was doing especially with the green complexes. This fall they are planning to build some forward tees. We are hoping this will help our women and junior and senior membership to enjoy the game a little bit more.

## Superintendent Profile

Will Schneider has been at the Schuylkill Country Club for 26 years. He was the Assistant from 2008 to 2014 then became Superintendent in 2014. Will graduated from Penn State in 2002. He is married with 3 kids - 2 boys, 9 and 6 and a 3 year old girl. When not at work he usually spends time coaching baseball or watching his kids play other sports. Will works with a bunch of great guys who take pride in their work and it shows.



## USGA NORTHEAST REGIONAL UPDATE

### Collar Dams: An Aeration Side Effect

September 01, 2023

Brian Gietka, Agronomist, East Region

It's the time of year when days are getting shorter, temperatures moderate and we shift from playing defense to improving turf health. Late summer and fall are traditional aeration times for many golf courses in the Northeast. The benefits of this practice are well known, but a common negative side effect of aeration



and topdressing is collar dams. During the process of sweeping and blowing sand topdressing into aeration holes, it tends to accumulate along the putting green edges and collars. As sand builds up over time, the collars elevate.

When the sand buildup in collars exceeds the elevation of the putting surface, problems arise. Golf balls can settle along the collar like a pool table rail, which affects playability. Another issue is the raised collar acts like a dam, slowing or impeding surface drainage from the putting green. If you are seeing weak turf and/or many ball marks along the front or edges of a putting green, inspect the collar elevations. Collar dams will make adjacent areas softer, which leads to more ball marks and spike marks. In severe cases, collar dams can create chronically wet areas that are prone to poor turf health, pest problems, mechanical damage or winter injury.

To remedy collar dams, core aerate, remove the plugs and repeat. Then water lightly and use a vibratory plate tamper to lower the dam. If the turf is weak, lay a sheet of thin plywood down and vibratory tamp on top of it to protect the turf. Allow the turf to recover and repeat as necessary until water freely runs off the putting surface. Additional aerator passes and tamping may be needed into the approach or rough to ensure effective drainage. In severe cases, you may need to strip elevated areas, remove enough soil to eliminate the dam, and then replace the sod. If you have bermudagrass, a fraise mower works well to lower collar elevations with the added benefit of removing weed seeds in the soil.

*Continued on Page 3*

## Presidents Message

Holidays on the golf course are usually a little slower and maybe kind of feel like a day off. Not this Labor Day though. It was 96° F here with the wind blowing and the course was packed. Irrigation pond was as low as I have seen it in 22 years and the turf was begging to let it slip away peacefully into the afterlife. I sat for a while looking for an open green to syringe watching these Covid era golfers drinking their own alcohol, playing golf cart polo while cranking Lynyrd Skynyrd. Made me fantasize of plowing snow. Guess these are fancy problems to have. Fall is just around the corner. Hopefully Hurricane Lee stays out to sea. I still have bad memories of Tropical Storm Lee.

Looking forward to seeing those who can make it to Schuylkill Country Club on Thursday. The weather looks much better for the rest of the week. October we are at Country Club of York. Superintendents are encouraged to bring three members from their staff or clubs to the four man scramble format. You may bring pros, GM's, board members, owners, assistants etc. Should be another great day in Central Penn. See everyone soon.

Pete Ramsey

## GCSAA – Certification Program For Turf Equipment Managers

Since the official launch of the equipment manager (EM) classification in 2015, GCSAA has continued to expand the resources offered to equipment managers. Equipment managers are essential to the success of any golf facility and GCSAA wants to ensure they have the resources necessary to perform at their best.

The first area to highlight is the [Equipment Management Certificate Program](#), which encompasses two levels. Level 1 is a series of exams designed to demonstrate proficiency in key competency areas related to turf equipment. The exams allow EM members to earn certificates and skills recognition in the various areas needed to be successful in their role.

The program is made up of eight exams covering the key competency areas of:

- cutting units
- drivetrain systems
- electrical systems
- engine technology
- hydraulic systems
- metalworking and fabrication
- spray systems
- fundamentals of turfgrass operations

Exams don't need to be taken all at once. Individuals can take one exam or complete all eight to earn the EMCP Level 1.

The [Equipment Management Certificate Program Level 2](#) naturally follows the EMCP Level 1. The Level 2 certificate is earned by successfully passing one proctored exam which addresses the following competency areas:

- Administrative Management
- Best Management Practices
- Cutting Units
- Drivetrains
- Electrical Systems
- Engine Technology

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- Hydraulic Systems
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- Turfgrass Operations

To be eligible to begin EMCP Level 2, you must complete EMCP Level 1.

The [Certified Turf Equipment Manager \(CTEM\)](#) designation was officially launched in May of 2022. The CTEM designation is the highest recognition turf equipment management professionals can achieve and is the first certification program in the world for turf equipment manager professionals. Some of the requirements include:

- Currently employed as a turf equipment manager
- 3 or more years experience
- Successful completion of EM certificate levels 1 & 2
- Successful completion of shop attesting

“Our certified golf course superintendent designation is widely recognized as the pinnacle achievement in the profession, and we are proud to expand that tradition to turf equipment managers,” GCSAA CEO Rhett Evans said as the CTEM designation was announced. “Ever since equipment managers became a part of the GCSAA family, we have continually expanded our resources and opportunities for them to grow their careers, and CTEM is that commitment realized.”

The [GCSAA Conference and Tradeshow \(CTS\)](#) has been the leading education and networking event for golf course superintendents for decades, and CTS now offers the same premier education and networking opportunities for equipment managers. With EM specific education and events, CTS offers equipment managers the opportunity to learn from the some of the best in the industry and connect with peers from around the world.

One way to attend CTS in Phoenix 2024 is through the [Melrose Equipment Management Experience](#). (Applications taken through September 15). This program supports the professional development needs of GCSAA golf course equipment manager members by providing select individuals the opportunity to attend the GCSAA Conference and Trade Show.

Class members will receive the following:

- GCSAA Conference and Trade Show registration
- Education seminars and leadership sessions
- Airfare
- Hotel accommodations
- \$200 spending money

While only a handful of EM members will be selected for the Melrose Equipment Manager Experience, we hope you will join your fellow EM members in Phoenix. The offerings for

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## USGA....continued from Page 1

Pay attention to removing and dispersing sand buildup along putting green edges during aeration before it becomes a problem. Taking the time to eliminate existing collar dams will improve playability and gives a firmer, healthier putting surface.

### Northeast Region Agronomists

Darin Bevard, senior director, Championship Agronomy –

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THANK A GOLF COURSE SUPERINTENDENT DAY

SEPT 12 2023

#THANKASUPER

Central Pennsylvania GCSAA

EM members at CTS continue to expand each year and Phoenix will feature some of the best educational opportunities and networking events for EM members to date.

**INSIDE THE SHOP VIDEOS**

The "Inside the Shop" area hosted by EM member Hector Velazquez at the 2019 GCSAA Conference and Tradeshow was an instant success. Following up on this success, Hector Velazquez presents a monthly Inside the Shop video series with trouble shooting, how-tos, and demonstrations concerning many areas of golf course equipment management.

**5-MINUTE FIX VIDEOS**

This collection of 5-Minute Fix Videos offers quick and simple solutions to equipment-related issues. Current videos available cover everything from backlapping, to hydraulic hose repair, to cleaning carburetors, and many in between. EM members can [submit a great idea](#) for a 5-Minute Fix Video to add to the video library.

This is just a brief snapshot of some of the benefits offered through GCSAA EM membership. As mentioned above, equipment managers play a vital role in the success of the golf course and GCSAA wants to ensure EM members have the resources they need to achieve that success.

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## 2023 CPGCSA Meeting Schedule

**September 14** Schuylkill Country Club

**October 18** Country Club of York

**PHOENIX**  
**JANUARY 27 - FEBRUARY 1, 2024**

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## How to Hire for the Company Culture You Want - Not the One You Have

Better recruitment strategies can lead to better company culture, this recruiting expert says.  
The key is to value 'culture add' over 'culture fit.'

BY MATT MASSUCCI  
08-28-23 [www.fastcompany.com](http://www.fastcompany.com)

Many businesses have come to understand that their workplace culture is one of the most powerful tools they have for recruiting. It can be the biggest factor in drawing top talent. In a Glassdoor survey, more than three-quarters of respondents across four countries said they would consider a company's culture before applying for a job. More than half said culture is even more important than salary for job satisfaction.

What gets less attention is that recruiting, and talent are actually part of a virtuous cycle. Not only does culture help recruiters like me bring employees to a company, but recruiting can also play a significant role in improving a company's culture.

To make this happen, organizations need to add a few key skills to the mix when seeking out candidates.

### HIRE CHANGEMAKERS

Today's hiring managers generally have a substantial list of skills they seek in filling job vacancies. The most in-demand "hard skills" include software development and knowledge of various programming languages, LinkedIn reports. The most in-demand skills overall include many that are traditionally thought of as "soft skills," including management, communication, customer service, and leadership.

I've found that companies genuinely committed to improving their workplace cultures also have another set of priorities. They look for candidates with a proven record of curiosity, innovation, and making change inside organizations.

These are the people most likely to spot problems in how the business operates—problems that longtime employees may have become accustomed to. And these candidates are most likely to be unafraid to question practices, even early on in their time at the organization.

This phenomenon is growing not just in the United States, but around the world as well. In Singapore, the national external intelligence agency has said it's looking for candidates unafraid to bring up different perspectives, to help grow a culture of "challenging the norms."

### CHICKEN-EGG SCENARIO

While it's important to seek out applicants with these attributes, it can also be difficult for some organizations to attract changemakers. As a study points out, it's a "chicken-and-egg problem because candidates who embody these characteristics normally are less attracted to employers who do not (yet) possess a reputation for being innovative or open to change."

It's especially tough to overcome this barrier when the job market is hot, giving people so many choices. The latest figures show the employment picture remains very good for workers overall, with layoffs down, hiring up, and more people voluntarily quitting their jobs, generally to take new ones.

To attract changemakers, organizations should demonstrate a genuine commitment to fostering this kind of internal innovation. In company events and full staff meetings, highlight employees who have called out problems, suggested solutions, and improved how the organization operates. One company even rewards employees for making new and interesting mistakes, showing that it supports employees taking risks and trying out new things.

I've found that it's also important to make sure that recruiters—whether internal or external—have a voice in helping to set the company's direction. When they're able to tell executives about the cultural challenges that are limiting candidates' interest in working there, the organizations themselves are quicker to enact a culture change.

LinkedIn's 2023 report on the future of recruiting says that increasingly, talent acquisition (TA) leaders are getting a "seat at the proverbial table." Recruiters are in a position to speak up "from talking comp with the CFO to fine-tuning your employer brand with the CMO to addressing skill gaps with the CLO (chief learning officer)."

When I work with employers, I tell them that the key is to value "culture add" over "culture fit." In addition to bringing along people of different backgrounds and perspectives, which is as crucial as ever, I look for people who will add to the organization's pace of change. They'll help to give it the kind of culture that makes the organization thrive—completing the virtuous cycle.

*Matt Massucci is founder and CEO of Hirewell, a talent acquisition platform.*

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## Thank a Golf Course Superintendent Day to be Celebrated on September 12

Show your support on social media using  
#ThankASuper.  
August 22, 2023 | GCM Staff

The previously announced global celebration of golf course superintendents will now kick-off Sept. 12 in order to align with more of the Golf Course Superintendents Association of America (GCSAA)'s international partners. As Thank a Golf Course Superintendent Day, which began in 2017 to recognize those who are essential to golf's success, has grown, so has the number of organizations involved, and the Sept. 12 celebration date will allow more participation in the event.

Among groups taking part in the global event are the British and International Golf Greenkeepers Association (BIGGA), the Australia Sports Turf Managers Association (ASTMA), the Canadian Golf Superintendents Association (CGSA) and The Federation of European Golf Greenkeepers Associations (FEGGA).

The celebration will include commercials that will appear on the Golf Channel and other media outlets and social media messages sharing the many ways that superintendents benefit the game and their communities. Golfers and others are encouraged to join in the conversation on social media using the hashtags "#ThankASuper" or "#ThankAGreenkeeper" depending on their country's nomenclature. In addition, golf courses and other groups are encouraged to provide special recognition for their superintendent and course maintenance staff on Sept. 12.



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“The growth of Thank a Superintendent Day has been phenomenal with more than 10 million people around the world reached on social media last year,” GCSAA’s CEO Rhett Evans said. “Through this global effort and work with our allies, this year we have the potential to spread the word even further about the superintendent’s essential role in the game of golf and to give them a well-deserved thank you.”

To learn more about GCSAA and the essential role superintendents play in the enjoyment and sustainability of the game, visit [www.gcsaa.org](http://www.gcsaa.org).

[Thank a Golf Course Superintendent Day to be celebrated Sept. 12 - GCMOnline.com](#)

## Membership News

If you know of anyone who is interested in membership into the association, please have them contact Wanda at 717-279-0368 or [cpgcsa@hotmail.com](mailto:cpgcsa@hotmail.com).

Membership information is also available on the Central Penn website at:

[www.cpgcsa.org](http://www.cpgcsa.org)

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## Name That Member!

I have found a few old member pictures in the files that I am hoping to identify. Please call or email with any information.

Otherwise, just enjoy the styles!





## Using Positive Reinforcement to Boost Productivity: My Top Leadership Tips

Roy Y. Gagaza

Money and Wealth

May 11, 2023

As a leader in business, it can be tempting to use punitive methods to help get your team on board, but doing so often backfires. Instead of focusing on what's going wrong, focusing on what's going right can be the change you need to boost the productivity of your team.

### **Create Meaningful Rewards**

Before you were a leader, you were an employee, and you likely remember what it felt like to have months of hard work rewarded with a measly half day off or a box of donuts in the break room. When your employees are going above and beyond to get the job done, reward them in a way that's commensurate with the value they bring to the company. Whether that means a bonus, a raise, an increase in vacation days, or a promotion, meaningful rewards let employees know that their hard work is noticed, and can push them (and those around them) to continue to achieve.

### **Offer Public and Private Praise**

Knowing what kind of positive reinforcement works for your employees matters, and knowing their individual styles and personalities is key when it comes to finding out what type of positive reinforcement helps them stay motivated. Some employees thrive on public recognition, and the pride they feel from a shout-out during a company-wide meeting will keep them pushing forward. Others would feel mortified to be celebrated so publicly, and would much prefer a note of appreciation waiting for them on their desk on Monday morning. Know what kind of praise pushes your employees, and tailor your celebrations to the style that makes sense for them.

### **Bask in the Glory of a Job Well Done**

I get it—when your team accomplishes a huge project or hits a stated goal, it can be tempting to immediately move onto the next goal. Doing so, however, doesn't give your team a chance to regroup and celebrate their success. When you hit a huge goal, giving your employees a day or two of downtime to unwind, recalibrate, and get focused can go a long way in helping your team avoid burnout. There's no need to frame this as a reward—simply telling them to work from home for a day, take it easy until the start of the next week, can give them the clear headspace that they need to dive in headfirst to your next task a few days later.

### **Look for the Positive**

We all know that we're supposed to sandwich employee criticism between two compliments. While this can be an effective way to deliver constructive feedback, it's also important to call employees in to simply celebrate what's going well. This can also help employees feel more comfortable coming to you when they need help, or when they have an idea about how to streamline a process within their company. Another note on keeping a positive attitude in the office: when an employee tells you how another member of the team helped them or went above and beyond, don't keep that information to yourself. Letting the employee know how valued and appreciated they are helps them see that both you and their coworkers value what they bring to the office.

### **Set the Tone**

As a leader within your organization, your team is going to take their cues from you. If they see and hear that you spend most of your time complaining about what's not going right, they'll do the same—and they'll be nervous about becoming your next target if they make a mistake. In a negative work environment, employees can feel like negativity is the way into the good graces of their boss, which can have a negative impact on productivity and morale. When you take negativity in stride and choose to focus on the positive, your employees will be more likely to do the same.

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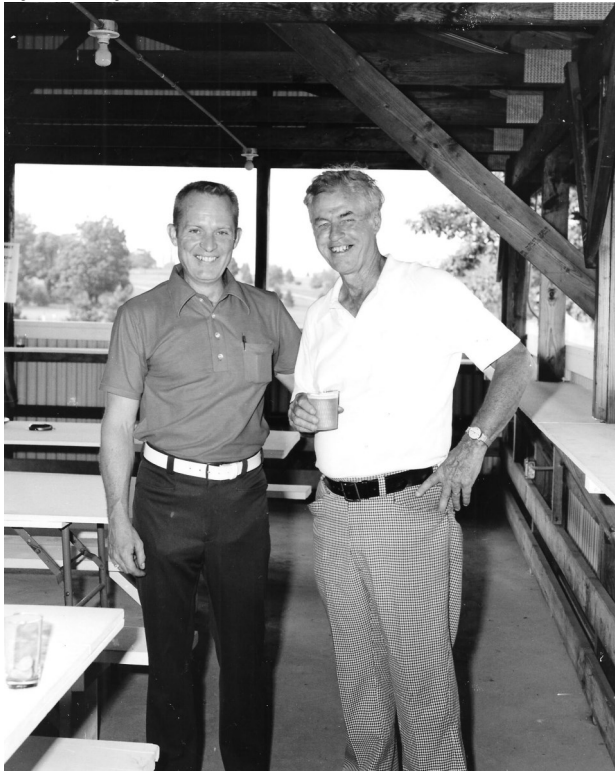
## **2023 Chapter Delegates Meeting coming Oct. 24-25**

The 2023 GCSAA Chapter Delegates Meeting is Oct. 24-25 at the Hilton Kansas City Airport and GCSAA headquarters. The Chapter Delegates Meeting brings together representatives from GCSAA-affiliated chapters. Delegates represent the opinions of their chapter regarding initiatives and issues affecting the profession, the association and its members. In addition, they communicate information they receive at the meeting to their chapter. Delegates will participate in focus group discussions, receive association briefings and meet candidates for the 2024 GCSAA Board of Directors.

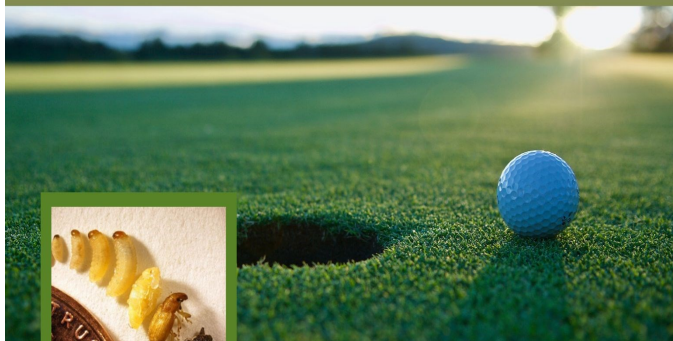
Please let us know if you have any questions/concerns that you would like to share with our Chapter Representative.

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# Mystery Member #2 - Jim MacLaren and ?



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## More From the Files.....



\_\_\_\_\_, Don Hollinger, Fred Heinlen, Jim Jones, Jeff Fry and  
unknown golfer? Any suggestions?

More Pictures to come in Future Issues!

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