

bership, the more they are given an opportunity to understand the peculiar problems in a golf course maintenance operation. These methods include:

1. Club newsletter — Every month, the superintendent should have a short article describing his planned operations or covering questions that are continually asked.

2. Monthly bill — When club dues notices are sent out, a short paragraph or two about course operations can reach many people who otherwise may not read the newsletter or notice articles posted throughout the club.

3. Announcement boards — While a bulletin board can be effective, many times it becomes cluttered. The superintendent's memos (aerification dates, topdressing dates, fertilizer dates) can become lost or forgotten. An erasible announcement board for the golf course only, displayed in a prominent location, is more noticeable. Daily, weekly or monthly programs can be shown to forewarn players of maintenance practices. While many maintenance practices can mildly upset golfers, they can become

very upset if these practices are a surprise and done without prior notice.

4. Special meetings — The idea of a special meeting in the spring put on by the superintendent and green committee chairman for the membership to outline the coming year's operation has been used successfully at some clubs to disseminate information. You can expect several of the preceding questions to arise. This offers an excellent method to provide needed information to the membership. Also, it allows all members an opportunity to state complaints or comments concerning the golf course operation.

5. Occasional rounds of golf with both men's and ladies' groups regardless of the superintendent's playing skill provides constructive conversation opportunities. It is important that the membership understands that the superintendent is a golfer and understands the game. This alone often gives credibility to the superintendent's programs. Without it, golfers wonder (often mistakenly) if the superintendent really does understand how to maintain a golf course.

6. Use outside sources — If your club subscribes to the USGA Green Section Turf Advisory Service, use it to inform the membership about ongoing programs and the problems faced. If not posted in a prominent place, or reproduced in part in the club newsletter, it should be available to the board of directors and green committee for their information. This can be extremely valuable, because the USGA agronomist has nothing to sell. He is there solely to help your club produce the best possible playing conditions for the membership. More often than not, this tool can be very effective in explaining maintenance operations and offering useful suggestions for further improvements on the golf course.

While we should all strive to understand and respect the golfer's point of view, it is the superintendent's responsibility to educate the golfer about his maintenance programs. Through mutual respect and understanding, complainin' and explainin' can become a positive avenue to answer questions and disseminate information for the member and superintendent.

News Notes for Summer

The North-Central becomes the Great Lakes Region.

With the realignment of some states for the Green Section Turf Advisory Service, a new name has also been adopted for the North Central Region. The Great Lakes Region is the new title. **James M. Latham, Jr.**, will bring 30 years of turfgrass experience to TAS subscribers from Michigan to Montana. Although Montana, North Dakota, South Dakota, and Iowa may feel Great Lakes Region is stretching it a bit, we think you'll feel right at home with Jim Latham. He has had tremendous experience throughout the nation. We know he can make a contribution to turf management operations at any golf club

interested in turf progress and perfection. His address is 4680 West Bradley Road, Suite 2, Brown Deer, Wisconsin 53223. Phone: (414) 354-2203.

The map shows all of the USGA Green Section Regions.

A USGA-trained agronomist is not more than a day away from your golf course. For the best golfing turf your course will ever have, contact your Regional USGA Green Section office today and subscribe for 1985.



A Turfgrass Research Memorial Fund Established for Dr. Marvin H. Ferguson

A Memorial Fund for Dr. Marvin H. Ferguson has been established by the Ferguson family and the USGA Foundation. Dr. Ferguson died in early January 1985. He served on the GREEN SECTION staff for 20 years, the USGA Turfgrass Research Committee, and he was responsible for many advances in turfgrass science, including the USGA Specifications for Putting Green Construction. In later years, he was the turfgrass research director for the American Society of Golf Course Architects.

Donors wishing to make a memorial tribute to Dr. Ferguson may do so through the USGA Foundation, in care of James R. Hand, President, USGA Foundation, Golf House, Far Hills, New Jersey 07931. Please attach a cover letter stating the gift is for the Dr. M. H. Ferguson Memorial Fund. It will be used strictly for turfgrass research, and the USGA Foundation will acknowledge the gift to the Ferguson family. Such donations are tax deductible and the donor will receive a letter of acknowledgement for tax purposes.