

THE BULL SHEET, official publication of THE MIDWEST ASSOCIATION OF GOLF COURSE SUPERINTENDENTS.

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The President's Message

The Illusive Achievement —

Pleasing everyone is such a rare and illusive achievement for an individual or company that the impossibility of succeeding is almost a foregone conclusion. Although the odds are tremendous, if success is to be achieved in this delicate field of human relations, chances are it will come from the efforts expended in trying. In a broad sense, the challenge of attempting such a feat is the motivating force behind individuals and companies whose aim is directed toward going farther than average in the exploration of the theory that IT CAN BE DONE.

What are the rewards? Why is this pleasing so important? When an individual or a company set about to favorably impress as many of their fellowmen or customers as possible, an atmosphere of pleasanry is created that is conducive to bringing out the best that is in us. The resultant good feeling or good will is vital to the individual or collective success, an aesthetic value as important as tangible goods or a sizable increase on the pay check. Sincerity in attitude in our efforts to please others is an important virtue. Anything short of this has a hollow ring and is usually detectable.

Success in pleasing others certainly cannot be measured solely on the basis of monetary returns, as commonly thought of in dealing with the disposal of commodity goods. There are many thousands of business men whose varied talents and efforts are spent through the service organizations in bringing comfort and pleasure to those less fortunate. Surely such service to please one's fellowmen has its own rewards

Golf has a certain unique place in the field of outdoor recreation. It provides the opportunity for man to enjoy the closeness of Nature and to rejuvenate his physical well being while stimulating his alertness to greater accomplishments that may lie ahead. Like any other group in our society, the membership of a golfing club is made up of all kinds of people—some considerate while others quite inconsiderate. We who are professionals at raising grass for his golfing

pleasures must certainly be aware that it isn't always possible to come up with a particular set of playing conditions which will meet the specific ideas of each and every member. Try as we may to please, sometimes it becomes necessary for the superintendent to consider the requirements of the grass first and the wishes of the players secondly. When the line becomes rather tight and we cannot please with deeds then the next best thing is an attempt to please with facts in making our explanations. When tact and diplomacy are practiced we have the satisfaction of knowing that the last avenue of attempting to please others has been used. The final evaluation of our efforts must be left for others to judge. Sometimes we know only that we have tried to achieve the illusive—the pleasing of everyone.

—Warren Bidwell

To the June Graduate

My son stands at what the poets call
The threshold of his life—
So young, so soon to have to choose
His work, his home, his wife.
Ah, could I but communicate
What life's taught me, and how,
(I'll bet he'd be lots worse confused
Than what he is right now.)

—Herbert Farfel.

JUNE MEETING

A good time was had by all —

Tuesday June 9th found the sun out and the temperature in the upper 80's. The winds were from the west at 20 mph. The skies looked like rain but it never came.

Around 11:00 A.M. several Superintendents of the Midwest Association of Golf Course Superintendents began arriving at the beautiful Lake Shore Country Club for their monthly meeting and golf outing. Host Superintendent Adolph Bertucci welcomed the guests and directed them to the delicious buffet luncheon that was waiting for them in the locker grille. As the afternoon progressed a total of 80 superintendents arrived to play Adolph's well groomed course. Another 65 guests and Superintendents came to have dinner and attend the Business meeting and educational program scheduled for the evening. This was the largest turnout since our fall tournament at Tam O'Shanter several years ago.

The guest speaker for the evening was Dr. Mike Britton of the University of Illinois Plant Pathology Department. Mike has been doing some outstanding work in turf diseases and much of the work has helped us in many ways. Dr. Britton introduced another turf man from the University, in the person of Mike Healy. We will be hearing a great deal of Mike Healy in the future.

One of the more important points that Dr. Britton stressed was the matter of old tried and true fungi-