

"AN ALLEGED CHARACTER ASSASSINATION IN LAWRENCE, KANSAS"

In a recent letter to the editor of the **Bull Sheet**, Mr. Ted Woehrle suggested that my analysis and conclusions in an article titled, "Motherhood, Apple Pie and the Golf Course Superintendents Association of America" were fallacious and that I was misconstruing the financial reports. He also wrote that those who use sophisticated concepts such as "Cost-Benefit Ratio" and "Management by Objectives" should first understand these principles, however, Mr. Woehrle never defined these terms in his letter since he has no understanding or training in this academic area. Therefore I will clear the air (to use his terminology) on two basic points, first my qualifications to use this approach and second to describe why the total revenue figure of \$754,260.38 was used and not the dues figure of \$250,306.52 as suggested by Mr. Woehrle.

Mr. Woehrle's comments indicate that he was unable to comprehend my article and respond correctly to the questions that I raised. He simply substituted financial statistics from the headquarter staff that are meaningless unless they are placed within the proper context. However, my analysis is an attempt to measure the efficiency of an associations' management activities and compare yearly progression, thus establishing a complete planning and evaluation process that could be understood by the membership, currently we are lacking in this area.

Unlike Mr. Woehrle I do not wish to place my credentials in print but since he raised the point I will now list them:

A. Education

- 1.) B.A. Economics, Illinois Benedictine College
- 2.) M.A. Economics, University of Illinois

B. Employment

- 1.) College instructor at Illinois Benedictine College teaching the following courses:
 - a. Economic Theory
 - b. Accounting
 - c. Comparative Economic Systems
 - d. International Trade
 - e. International Finance
 - f. Money and Banking
 - g. Business Finance
- 2.) Instructor at Institute for Management - (Institute for Middle Managers in Business)
 - a. Managerial Economics
 - b. Social Economics
- 3.) Industrial Engineer at Boeing Company in Program Planning Area
- 4.) Auditor during a two year term in the U.S. Army
- 5.) Business Research analyst at Northern Illinois Gas Company
- 6.) Manager of Price and Contracts for Rego Manufacturing Company
- 7.) Golf Course Superintendent at Naperville C.C.

As Mr. Woehrle will now realize that I am capable of not only understanding sophisticated words but also of placing them in the proper context.

I will now describe why it is appropriate to use the total revenue figure of \$754,260.38 and not the dues figure of \$250,306.52 as proposed by Mr. Woehrle. In my Cost-Benefit Analysis, the objective was to measure the efficiency of the G.C.S.A.A. staff in accomplishing the objectives of both distributing membership services and also of increasing the available "funds" through the equipment shows, advertising and other revenue sources. Is not a staff that brings in one million dollars more efficient than one that brings in \$750,000? This is the major point that Mr. Woehrle completely forgot (I am rather nice and will not say that he didn't understand it) and a point that his analysis would never identify. We must also understand that the percentage of each expense category would change as the total amount of available funds fluctuate. My analysis if employed and expanded could establish a Budgetary format that could dispense excess funds when available and identify which areas would be reduced if funds are decreased. I will not bore you with further statistical data but only hope that you understand that my approach is valid and would be of great assistance in increasing the efficiency of the G.C.S.A.A. or any other organization.

In my concluding remarks I will only state that I chose to be a Golf Course Superintendent because I enjoy the profession and unlike Mr. Woehrle I have no political aspiration or axes to grind but I am only interested in helping the less fortunate Superintendents who did not have the educational benefits that I received. I will continue to speak out and push for additional benefits and regional communications to advance the status of the Superintendent and I only hope that Mr. Woehrle and his board of directors realize that the younger superintendents will no longer listen to excuses and demand action in the areas of benefits and status. I also must warn Mr. Woehrle that I do not consider him a formidable debate opponent, however I do not wish to enter into a personality conflict since I feel this is below me. All individuals should indeed have the opportunity to state their opinion, however, we should realize that this is simply "opinion" and not "fact".

Robert E. Siebert
Golf Course Superintendent
Naperville Country Club

[Editor's Note: There will be no further discussion on this subject by The Bullsheet].

MIDWEST MEETING DATES

July 18 -	Aurora
August 22 -	Indian Lakes
	Joint Meeting I.T.F.
September -	
October -	
November 19 -	River Forest Dinner Dance

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