

THE BULL SHEET, official publication of the MID-WEST ASSOCIATION OF GOLF COURSE SUPERINTENDENTS.

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President — Len Berg, CGCS

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PRESIDENT'S MESSAGE
MEMBERSHIP AWARENESS

In today's golfing era, the golf club has made it known that the Golf Course Superintendent and his staff are appreciated by the golf clubs. The clubs, board of directors, interests lie in achieving the highest quality of golf course maintenance. The members at a golf club are already aware that they go to the club for one important reason: to enjoy a game of golf on a well maintained 100-140 acres of land.

The Golf Course Superintendent has to continue to strive for greater membership (or public golfers) awareness that there is a highly professional staff responsible for maintaining the golf course. Be proud of who you are and what your job description is for the golf club. Get out on the golf course, introduce yourself to the fine people playing the golf course in which they enjoy and most important find out what some of their feelings or ideas are on the golf course.

A means in which one can stimulate interest is change. Doing things different or new ideas being applied to the course increases the awareness of our members of the importance of the golf course staff. Some areas in our maintenance programs that will stimulate member awareness are: new construction, resodding bad areas, decorative fencing, landscaping on the golf course and around the club house, excellent putting conditions, clean shelters, tee accessories, flower beds, and much more. New ideas for your golf course can come from many areas. The easiest way to learn or discuss new ideas is to attend monthly superintendent meetings and become more involved in the turf industry. Today's superintendent has to be an innovator in order to increase the interest of our members (the golfing public). Keeping our golfers aware of the golf course maintenance will help increase the potential for approving the necessary improvement projects.

Len Berg

May 4—meeting
Deer Creek G.C.
Park Forest, IL
Dave Behrman, Supt.

June 8—meeting
Bon Vivant C.C.
Bourbonais, IL
Mike Hart, Supt.

July 13—meeting
Sportsman G.C.
Northbrook, IL
Tim Miles, Host Supt.

August 3—meeting
Village Greens of Woodridge
Woodridge, IL
Len Berg, Host Supt.
