

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

1984 Board of Directors

President	Roger Stewart (Sue) Riverside Golf Club	Home: 961-2803 Work: 447-1049
Vice-Pres.	Joe Williamson (Sandy) Briar Creek C.C.	Home: 219-332-1409 Work: 219-322-3660
2nd Vice-Pres.	Dave Behrman (Chris) Deer Creek G.C.	Home: 672-5887 Work: 672-5887
Sect'y-Treas.	David Meyer (Penny) Indian Lakes C.C.	Home: 961-1011 Work: 529-0200
Board	Julius Albaugh (Vickie) Westmoreland C.C.	Home: 673-4610 Work: 251-4601
	Sean M. Daley Ridge C.C.	Home: 388-5781 Work: 233-8490
	Jim Evans (Debby) Turnberry C.C.	Home: 815-455-3994 Work: 815-459-8570
	Mike Hart (Jan) Bon Vivant C.C.	Home: 815-932-6004 Work: 815-935-0400
	Phil Taylor (Marilyn) Sugar Creek G.C.	Home: 279-8038 Work: 834-3325
	Peter Leuzinger (DeeAnn) St. Charles C.C.	Home: 584-9312 Work: 584-3403



PRESIDENT'S MESSAGE

The golf season is well under way and now is the time to be using good public relations and communication skills with your members or with the golfers at your course. These next three or four months provide the highest demand on our abilities to explain, promote, encourage, discourage, relate, or in short communicate the events that take place in order to provide the best golf turf possible. We should all strive to improve these skills in order to provide a smooth and successful golfing season. What about the employees that work directly under you? How are you doing in the area of communication with these people? A superintendent is only going to be successful if the lines of communication are open between he and his staff. Listen to what your staff tells you with an attentive ear. Some of the best ideas at the Grounds Department at Riverside Golf Club have come from members of my own crew.

What about public relations? This is the time when we can and should be as visible to the players as possible. This means having conversation with them on the course, in the grill, or in the Pro Shop. Speaking of the Pro Shop, how well do you communicate with this person? Remember, he sees almost every golfer that plays your course, and that means he can be an excellent vehicle of communication to them for you. What about the Manager? Certainly the same case holds true for this department head as well. His support for your operation can be very important and his lines of communication to the members or golfers are as many and varied as that of the Golf Pro. Good working relations between department heads is crucial to a successful golf season, not only for you but for the golfers as well.

One last thing I would like to mention. I remember back a few years ago when Bob Williams gave a talk at a Midwest Clinic in which he advised us all not to forget to "stop and smell the roses". We tend to be a very intense group during the season, often by necessity concentrating so strongly on our jobs that we may overlook the fact that it is summer and we too have a right to enjoy that time of year with our family and friends. So this year, when work at the course seems in a whirlwind, try taking some of Bob's advice before the roses fade and summer passes you by!



Editor —
Fred D. Opperman, CGCS
1022 Shady Lane
Glen Ellyn, IL 60137
Phone (312) 469-3444

Associate Editor —
Len Berg, CGCS
1575 W. 75th Street
Woodridge, Illinois 60515
Phone (312) 985-8366

Bull Sheet printed by Ever-Redi Printing, 5100 East Ave., Countryside, IL 60525. Phone: (312) 352-4378.

The **Bull Sheet** is published once a month. All articles are required by the 10th of the month to make the next issue. Advertising is sold by the column inch, by the quarter page, half page, and by the full page. All artwork to be finished and in black and white. Circulation is around 500 issues per month.

Roger A. Stewart Jr
Roger Stewart, CGCS