

MAGCS Fall Picnic

The below snapshots were sent in by Bill Leith and were taken on September 29, 1985 aboard the "St. Charles Belle" during the MAGCS fall picnic. Bill reports it was a very nice day and the food served aboard the boat was excellent. Everyone who attended had a good time.



l to r: Bertha Staudt, Sterling Hamilton, Ray Schei, Betty Schei & Sue Klein



l to r: Albie Staudt & Jim Burdett



l to r: Sterling Hamilton, Pat Klein, Bill Leith & Ray Schei



l to r: Bertha Staudt, Marilyn Burdett & Albie Staudt



l to r: Della Leith, Loretta Hamilton & Betty Schei.

PR Manual for Superintendents

Golf course superintendents around the world, are scheduled soon to receive a public relations manual written specifically for them.

The manual contains basic information and how-to steps to follow in obtaining favorable publicity for the superintendent as an individual and for the profession. To contain 10 sections when completed, the manual discusses such subjects as relationships with the news media, how to write news releases, public speaking, how to prepare and present reports, and other subjects related to promoting the professional image of the golf course superintendent.

Eugene D. Baston, CGCS, President of GCSAA, said of the new manual: "The PR Manual for Superintendents will, I'm sure, prove to be an invaluable source of information to our members."

Although the manual is not yet complete, the first mailing contains important sections that will allow the superintendent to develop a comprehensive PR plan, or to improve an existing plan. The remaining sections are to be completed and mailed to members no later than February 1986.

The manual is free to all 1986 Class A, Class B and Associate members as another benefit of membership. Other GCSAA members may purchase the manual for \$45. The manual will be made available to non-members in March 1986 at a cost of \$95.