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	<b>Official Photographer</b> Raymond Schmitz	
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### Editor —

**Fred D. Opperman, CGCS**  
810 Greenwood Avenue  
Carpentersville, IL 60110  
Phone (708) 428-5009

**Fax (708) 669-1013**

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## President's Message

by **Bruce R. Williams, CGCS**  
**President, MAGCS**

Our profession has taken great strides to promote itself and improve the image of the golf course superintendent in recent years. Several things come to mind that we can do for ourselves to strengthen the image of the golf course superintendent and his position of importance in the golf industry. Most of the comments I hear concerning our profession are positive but a few people in our association still feel that we don't get the respect we are due. Part of that has to do with the image we portray to our golfers and the people we work for.

It is a rare occasion that one could find a golf professional or a club manager wearing blue jeans, boots/tennis shoes, or a tee shirt. However, this is all too often the scene we find at some golf courses when we encounter the superintendent. The image that this sends out is that while the bib overalls have gone out of style the mentality still prevails. We, as golf course superintendents, should be cognizant of the image we present and make the appropriate adjustments. By spending a couple hundred dollars for slacks and golf shirts you can make a huge step to improving your image amongst your peers, the golfers at your course, and the management team. In some cases this will lead to acceptance in the clubhouse, dining room, and guest privileges. Most superintendents enjoy these privileges and fit in with the players at their golf course. It is fortunately only a rare few that stand out like a sore thumb in their appearance.

Have you noticed recently that at most of our meetings we have improved our appearance as a whole. I see many superintendents wearing a coat and tie even when it is not required. This says a lot for our image and the improvements we have made. We all know it is not necessary to preach to the choir though. They already know the sermon. It should be the responsibility of all of our members to at least wear appropriate golf attire to our outings and coats **and** ties to our meetings as indicated. I think we are beyond the stage of fining people for improper dress. Please show the pride you have in our profession and help to strengthen our image.

While we are on the topic of image I have one more area to preach about before coming down from the pulpit. I finally bought one of those high tech answering machines this year. What a difference it has made in my productivity and job performance. Without a secretary it is very difficult to get all of your messages and get them correctly without a machine. Sometimes phones go unanswered due to the nature of our business. This doesn't include the number of times that the person answering the phone does not communicate correctly and is spending precious time away from the job they are hired for. The answering machine has become a way of doing business for many superintendents. Maybe we will be using computer  
(cont'd. next page)

(President's Message cont'd.)

bulletin boards in the future and cellular phones on our golf carts. Could it be that the Dick Tracy wrist phone is on the horizon?

Put yourself in the shoes of a Board member trying to reach you as a golf course superintendent. He tries to call from 8 AM until 10 AM with no answer. At 10:15 someone picks up the phone and says I don't know where he is or when he is coming back. He can't take a message because he doesn't have a pencil or a paper. This happens quite frequently and presents an image of poor organization and lack of communication. While we all dread our initial encounters with answering machines, isn't it a better alternative to the scenario I just described?

In order to take an image inventory of ourselves we need to put ourselves in a position to see how others perceive us. Whether it be our manner of dress, our communication skills, or our management styles we are always being judged by those around us. When you look at the mirror try a little self evaluation, it could go a long way to improving yourself personally and professionally.

**Bruce R. Williams, CGCS  
MAGCS President**

## **M.A.G.C.S. Midwest Turf Clinic Medinah Country Club**

**November 7, 1990**

9:00 - 10:00	Registration, Coffee & Rolls
10:00 - 12:00	Educational Sessions
12:00 - 1:00	Lunch
1:00 - 3:30	Educational Sessions
3:45 - 5:00	Annual Meeting
5:30	Dinner

### **SPEAKERS & TOPICS**

Danny Quast Medinah C.C.	US OPEN Daily Prep. & the Aftermath
Doug Long Oak Knoll G.C.	Storm Water Management
Todd Henderson Cantigny Links	Drip Irrigation/Tree Care
Kieth Synder Dupont C.C.	Golf Course Safety
Dave Ward Olympia Fields C.C.	Annual & Perennial Bed Prep. & Maintenance
Tod Hopphan Evanston G.C.	Annuals & Unusual Varieties
Daniel Ward Charlotte Peters Gardens	Perennials for Lasting Color on the Golf Course
CGCMA Officer	Chicagoland Mechanics Assoc. Update
Dr. Stuart Cohen Biospherics Inc.	Golf Turf Chemicals; The Effect on Groundwater

## **The Greatest Game of All**

**by Mark Johnson**

**Commercial Member, Advisory Comm.**

Image this scenario if you will. Jack Nicklaus is just off the 18th green at Augusta National needing to get up & down to win the Masters. Suddenly an official informs him he has been penalized two strokes for slow play. Infuriated at the call, Jack pushes the official to the ground, spits in his face, and talks about the official's mother in ways no one could ever imagine. (Sounds a little far fetched, right!) Well, that behavior does happen in other sports (tennis & baseball are good examples). I hope golf never comes to that, but unfortunately it seems that many other sports have been setting those examples for our youth.

The game of golf is a great teacher for both young and old. Proper etiquette, honesty, fairness, and self control are some of the basics that make up this great game. For those of us that have children, introducing them to this game can instill some of these basic principles, along with providing them with a sport that they can participate in for a lifetime.

For possibly many others like myself, being introduced to this game eventually led me into careers that were directly involved in the game of golf. Business conversations and deals, along with developing many new friendships are just a few things that transpire from a round of golf.

Golf Course Supts., Golf Professionals, Club Managers, and all the rest of us seem to share one common interest — OUR LOVE FOR THE GAME. So take the time to introduce someone new to the game (it will benefit us all). And don't be surprised when they one day tell you that — Golf is the Greatest Game of ALL!

## **GCSAA Education Program Earns National Accreditation**

The continuing education programming offered by the Golf Course Superintendents Association of America (GCSAA) has earned official accreditation from the Accrediting Council for Continuing Education and Training (ACCET). ACCET is recognized by the U.S. Secretary of Education as the official accrediting agency for non-collegiate continuing education.

"Receiving accreditation confirms our belief that GCSAA offers topflight educational benefits to our members," said John M. Schilling, GCSAA executive director. "Few professional associations take this extra step to ensure quality education for their members."

GCSAA's senior director of education and marketing, Colleen Smalter Pederson, added that, "We chose to pursue accreditation to get public verification of the scope and quality of GCSAA's educational programs. It is important to us to have our programs measured against established standards."

The ACCET Accrediting Commission voted Aug. 18 to approve GCSAA for full accreditation status, culminating a two-year preparation, application and evaluation process. Full accreditation recognizes the association's current curriculum of more than 50 one- and two-day seminars designed to provide information on up-to-date golf course maintenance practices and to sharpen the management skills of golf course superintendents.

GCSAA's correspondence coursework is also included under the accreditation.