

## Editorial

You don't see an editorial from me very often, but it is now 22 minutes past midnight; and after tossing and rolling around in the bed being bothered by something that disturbs me, I just had to get up and write this. At this time of the night, or morning, whatever you call this hour, the thoughts come rushing out; and they may not make a well-organized editorial, but they come from the heart.

In the "Midwest Breezes" this month, there is a questionnaire asking for your opinion on a number of questions concerning **The Bull Sheet**. These are questions that the Editorial Committee and I put together. This questionnaire is the result of a letter we received from the Long-Range Planning Committee asking us to consider changing the name of our publication. It seems there are some who feel that the name **The Bull Sheet** is not the professional image that our association wants to portray in the nineties.

Well, it is this name change that made me toss and turn in bed; and finally, I had to get up and put my thoughts in writing. I had to defend **The Bull Sheet**. Maybe it was Ray (Ray Gerber) who kept poking me mentally to put on the armor and defend the name. Or was it Norm Johnson, Frank Dinelli, Bill Stupple, Don Strand, Bob Williams, or the other editors and members before me over the past 45 years?

Yes, it has been, or will be, 45 years come this June that the name **The Bull Sheet** has been in existence. Forty-five years that **The Bull Sheet** has been synonymous with the MAGCS. Forty-five years that **The Bull Sheet** means what's happening in the Chicago area. Forty-five years of keeping greenkeepers and then golf course superintendents informed, keeping them up to date with the latest knowledge in the industry. Forty-five years of having the "Who's Who in Turf" write their latest findings and research works: Musser, Watson, O. J. Noer, Duich, Daniels, Love, Beard, Wehner, Couch, Britton, Butler, Funk, Goss, Madison, Kerr, Shurtleff, Randell, Wilkinson, Kane, Fermanian, Turgeon — and I've missed more than I've named. I apologize for all those learned souls I have overlooked.

This is **The Bull Sheet**. This is the name that is synonymous with learning, with hearing about what your neighbor is doing or has tried, with knowing what the latest research is coming out of the universities and colleges.

A name does not portray professionalism. What portrays professionalism is the body and soul, what deeds have been accomplished, how it has served you. These are the building blocks that portray professionalism.

**The Bull Sheet** can stand very proudly on its record. Its name is known across the land and recognized. It is sought out, and its articles are copied and recopied. It is read in England, France, Mexico, Australia, New Zealand, and Canada.

Yes, its name has nothing to do with turf, but it is recognized as the newsletter coming from the most respected golf course superintendents in the States and as being their voice.

Yes, I'm sentimental about the name. Yes, I flew my flag on the first day of the Mideast "conflict," and my eyes got misty to see our POWs returning to their families. And yes, I'm for the name **The Bull Sheet**.

Now everyone — and I mean everyone — who read this, please fill in the card and circle "No" to question 6 asking to change the name. Then mail in your card so your vote can be counted.

Now, Ray, may I get off the soapbox and go back to bed and get some sleep?

**Fred D. Opperman**  
**The Bull Sheet Editor**

## Is Now the Right Time?

by Joel V. Purpur, Chairman  
Long Range Planning Committee

The long range planning committee has asked the editorial committee to consider the possibility of changing the name of our fine publication, **The Bull Sheet**. At the time I'm sure the name was fitting, but we feel the MAGCS may have outgrown it.

The LRPC believes one goal of our monthly publication should be to promote the true nature and professionalism of our profession. We casually refer to **The Bull Sheet** amongst ourselves with no reaction because we're so used to it. But when a Club Official or the like asks the source of a technical article we've referred them to, their reaction to **The Bull Sheet** is usually quite different, one that is not befitting our fine publication. Sure the name stands out, but for the right or wrong reasons?

We've come a long way since our predecessors first sat down and printed our first publication. Now, with an organization of six hundred members, maybe we've come too far and outgrown the name. We're not against tradition or preserving the name **The Bull Sheet**. Why not rearrange our publication and the **The Bull Sheet** section replace "The Midwest Breezes" where the title is more reflective of its purpose and origin, informing everyone of the latest "Bull"?

The MAGCS is known for being progressive, staying on the leading edge of our profession. Maybe now is the time to take the next step, change the name which represents our publication, and keep the name **The Bull Sheet** for our more personal news around town. I don't think our predecessors who worked hard for the advancement of our profession would be so adamant on the name that they would impede progress and our professional image.

You the membership have to decide because it is your publication and the Board of Directors and its committees are here to serve you.

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