

Director's Column

by Dave Blomquist

The Midwest Association of Golf Course Superintendents is a leader in the field of golf course maintenance. I have always been proud to be part of the association and now as a member of the Board of Directors I look forward to giving my time and effort to help the MAGCS maintain its status in the industry.

I've been assigned to the Education committee. Our primary responsibility is assembling speakers for monthly meetings as well as the Annual Turf Clinic and the NCTE. This year's committee is made up of the following members:

Len Berg (Cross Creek C.C.)
Marty Bauman (Mt. Prospect G.C.)
Kevin Czerkies (Sportsman G.C.)
Kevin Deroo (Bartlett Hills G.C.)
John Gurke (Aurora C.C.)
Tony Rzadzki (Cantigny)
Renny Jacobson (Carillon)

We are already working on next year's agenda. If anyone has any ideas, please feel free to contact any member of the committee. We will endeavor to provide the membership with lively speakers providing topical information. Additionally, we are going to continue to pursue "mini seminars" throughout the season. This idea has been popular in the past. Computer technology and environmental regulations are two ideas we are looking at for this season.

I'd like to thank everyone who supported me. The upcoming year should be very successful as the Board of Directors, led by Ray Schmitz, is dedicated and motivated to providing the best services to the membership. Once again, please feel free to contact anyone from the education committee with ideas. Feed back is essential if we are to be successful and after all, this is your association so if there is someone you would like to see, let's hear about it.

Education Topic January Meeting

by Dave Blomquist
Chairman, Education Committee

To keep in line with the traditional Arrowhead agenda, our speaker's topic is in the area of self-improvement. Mr. Robert Mills, Green Chairman of Naperville Country Club, will be speaking to us about how we can better market ourselves to the golfing public and the community outside of our profession.

Bob Mills is the founder and president of Direction One Ltd., an advertising, marketing and public relations firm located in Naperville, Illinois. He is a graduate of Southern Illinois University where he earned a Bachelor of Science degree in Communications.

Throughout his 23 year career in communications, he has provided promotion and public relations counsel to a variety of local, regional and national accounts such as ABC radio, AT&T, Pizza Hut, Old Republic Insurance and King Richard's Renaissance Faire to name just a few.

Mr. Mills also brings with him a unique perspective into our profession. For six years he worked on the Grounds Department and in the Pro Shop of Countryside Golf Club in Mundelein while attending high school and college.

The title of his talk is "From Groundskeeper to Superintendent — How to Successfully Market Yourself."

Don't Read This

by Dennis Wilson
Sunset Ridge Country Club

The weather man says, "Normal temperature for this day is _____." Well, what is normal? Is it normal or average temperature for that day? More than likely, all temperatures recorded for that day are put in a big box, shaken not stirred, and out comes the normal temperature.

Have you been to a MAGCS meeting lately? It's great to see what our fellow superintendents have done to improve their courses. Talk is cheap. Hosting a meeting proves what you say is what you have. Look around man, hear the growl of these young loins, they are doers and are they hungry.

What about all these new fungus! Pretty scary right, or are these fungus really new. It seems that every time the EPA ban a chemical, a new fungus appears. So what, you say. Maybe, just maybe, we were controlling something we didn't know we had until a new chemical, to replace the old, came on the market which doesn't control all that the old one did. If you're lost, go back to the beginning and don't collect what it is that I'm trying to say.

We all seem to be talking about layers in greens, but what about fairways. Those of us who aerate fairways, chop up the plugs and work back in the soil, aren't we creating layers? At Sunset Ridge Country Club, we have 68 years of thatch on clay. If I keep bringing clay to the surface each year, won't that equal layers? Last fall, we cleaned all the cores off of the shortest par four fairway here and for the summer of 1991, it was in the best shape. You think I'm nuts, well maybe.

Ever have a year where you think everything fell together, conditions of the course were above normal and you go to a Board of Directors meeting feeling good and come out thinking, "Did I leave the toilet seat up?"

Today, universities are teaching students to be Golf Course Managers. So the people you hire to be Assistant Superintendents are really Golf Course Managers like yourself. So somewhere along the chain of command someone should know how to physically do what ever needs to be done. Boy, this is confusing. Now, I think I know what Big Dave, from the Wendy's commercials, is trying to say.

Ok, ok, I'm ending this real quick. I recently had a catscan of my brain. Doc said, "Not to worry, there was nothing in there." I thanked him and said a lot of people already know that.