

Trust

by Phil Taylor, Class E member MAGCS
Appointee CMAC

I suspect it would be difficult for any Class E member of the MAGCS to put his inner thoughts down on paper for all the membership to read. It's scary to be vulnerable. It's probably risky but nothing would ever be gained if one didn't take an occasional risk. My peer and competitor Jim Reed, whom I respect and admire, took a chance when he spoke his mind in an article he wrote for the December, 1990 issue of the **Bull Sheet**. Jim wrote that column at the end of our first year of serving on the Commercial Member Advisory Committee. He took a chance and something was gained. A greater awareness of the talents and value of vendor members and how they can benefit the MAGCS. Along with that awareness came an appointment to the Executive Board. Thank you, Executive Board, for demonstrating your trust in us.

Trust is the subject on which I wanted to share my thoughts with you in this column. Webster's is always a good place to start when dealing with a one word theme. He says that "trust" is a firm reliance on the integrity, ability or character of a person or thing. Trusting in people is a rare commodity these days, but that is understandable. James Patterson, author of "*The Day America Told the Truth*", writes in his book that 90% of the people he surveyed admitted to lying on a regular basis. To put this into proper perspective, he also states that 13% of the people surveyed said they would kill another human being for ten million dollars if they could be assured of not getting caught. Assuming the survey to be a random sample, the statistics paint a bleak picture of the value of human life in our society today. Mistrust is understandable, but it leads to counter-productivity and hard feelings when it overshadows business dealings and relationships formed between counselor and client, doctor and patient, customer and salesmen.

Is there no hope of improving the situation? Since I am primarily concerned about the latter, changing mistrust into trust when it comes to business dealings and relationships between customers and salesmen, my comments will be relative to this subject.

Trust is something that has to be earned. How can a salesman earn the trust of his customers? Does he (she) keep appointments, return phone messages, basically do whatever he says he will do? And does he do it steadfastly, that is without fail over a long period of time? If he does, then he deserves your trust. Not that this list is a totally comprehensive list of qualifications of a trustworthy salesman, but if your salesman meets your expectations on a regular basis, he has probably already earned your trust.

Is it fair to conclude that this order of logic and reason could be applied to the relationships between Superintendent members and vendor members of the MAGCS? I think so. The Commercial Member Advisory Committee is currently serving in its third year of existence. Past President, Bruce Williams took a chance when he appointed this committee and if you ask him, I think he will tell you that it has been a good thing for the association. Current President, Ray Schmitz took a chance when

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he initiated an appointment on the Executive Board for a Class E member. I'm confident that this will also prove to be a good thing for the association. It is a goal of the CMAC to eventually have an elected seat on the Executive Board. I know that in order for this to come about, trust will be a major factor of consideration.

The committee will be asking you to trust us when we say that our motives are pure and in line with what is good for all the members of the MAGCS. We feel that what benefits the Superintendent member, what elevates his professional standing, what improves his image and perception by the golfing public will also benefit us, the Class E members. It is our goal to help and serve all members of the MAGCS so that all members can receive their just rewards. Trust us!

The St. Charles Country Club Nature Walk

by Peter Leuzinger

At the end of 1990 a new Green Chairman came on board. He was an enthusiastic golfer, friend of the superintendent, and good family man. His activity at the club to this point had been limited to golfing and dining. With the exception of one idea, one special idea, he had been in the background of club politics. The beginnings of this special idea came to him in 1989 when he took his grandson on a walk, away from the clubhouse and into our neighboring woods.

They found themselves on a well worn deer trail that wound its way some 30 feet above Norton Creek, a minor tributary to the Fox River. This creek babbles year round and just happens to provide the beautiful foreground for our par three, ninth hole. Our Green Chairman had no previous idea about what to expect in the woods, which prompted him to think how much he was enjoying this "nature walk" and that it would be nice if other people could enjoy it.

He went back to this area several times on his own attempting to sketch a routing for a future club sponsored nature walk. His enthusiasm and interest in a new activity prompted him to make a presentation to the club president. Like so many other things the drawing and project idea was sent to committee and pigeon-holed. Fortunately for the club, our man was nominated to the board of directors one year later and appointed Green Chairman. The very first item on his agenda was future development of the "Nature Walk".

One can not help but develop an appreciation for this type of natural resource. Hiking through the woods with all our family has become a tradition. We have come to appreciate the four seasons and what they have to offer. Bird watching, wildflower identification, animal husbandry, or just plain star gazing will always be fond memories of our life along the Fox River for me and my family. So naturally, when our new green chairman presented his idea, I was most enthused about its possibilities.

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