

(On Course With the President continued)

the very real possibilities and needs for Chicago area charities to be recipients of MAGCS contributions. Not to mention the salient benefits of some very positive public relations for the golf course superintendent and the golf industry. The need and the desire for MAGCS sponsored contributory funding is there and we as an association must explore how we can become a driving force in that type of funding. Yes, the P.R. angle may be ultimately self-serving and motivated to our own benefit, but this notion that we exist simply and essentially to best serve ourselves is decidedly not positive "spin" for anyone. It may well boil down to defining the very essence of why we do in fact exist.

Clearly it is time the Midwest Association of Golf Course Superintendents begins to define its contributory role and become a dominant force in the arena of association sponsored and funded beneficiaries. Be it support of turfgrass science and research or perhaps contributions for an association sponsored charitable group, the time is now. Sadly there are far less accomplished chapters doing far more than we in this critical area. We have lagged behind too long and there is no defense in dragging our feet any longer.

ATF

He's At It Again

by Fred Opperman, Editor

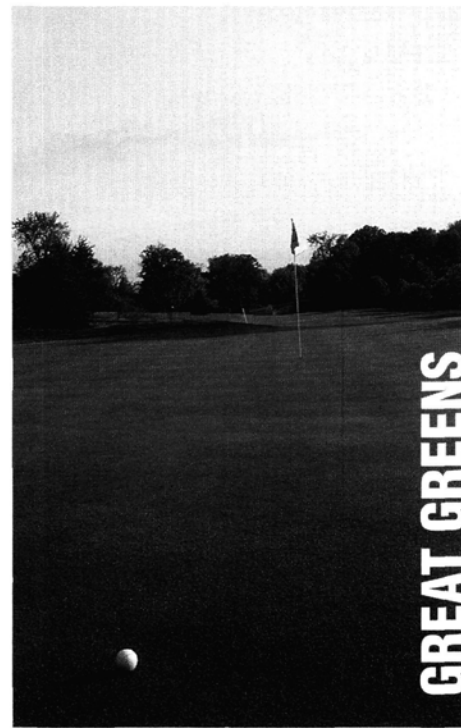
Once again, on September 1, 1994, on his noon program, Paul Harvey stated that the golf courses were killing wildlife in their quest to keep the grass green. He inferred that due to the heavy pressure from the golfers to keep everything green that the superintendents were over-applying chemicals; and in turn these chemicals are killing off the birds and other wildlife.

Numerous associations, individual golf course superintendents, and educated others have written to Mr. Harvey explaining the factual findings of many studies and reports. These letters and reports have fallen on deaf ears. To my knowledge Mr. Harvey has never responded to any of these letters. He continues to sensationalize through his radio broadcasts these same falsehoods.

I think we may be writing to the wrong person when we address our letters to Mr. Harvey. We may get a better response by addressing our letters that substantiate the truth of the matter to the companies that he is endorsing. I once felt that Paul Harvey was gospel. I felt that the products he was endorsing must be good. Truthfully, I am now suspect of what he is pitching. He is just after the buck.

If Paul Harvey isn't factual and not researching the truth of what he is reporting, how can we believe in the products that he is selling? We need to get a campaign going to write to the car company, the saw manufacturer, the vacuum cleaner company, and the many other companies, plus WGN radio and state our case. I'm sure they would like to hear that a large segment of their consumers believe their ace pitch-man is spreading falsehoods.

If Paul Harvey is after the buck, maybe we can have some affect on the buck that he receives from the companies that he endorses. Maybe ...



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