

the Bull Sheet

Official publication of the MIDWEST ASSOCIATION OF GOLF COURSE SUPERINTENDENTS.

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Bull Sheet printed by Ever-Redi Printing, 5100 East Ave., Countryside, IL 60525.

The Bull Sheet is published once a month. All articles are required by the 10th of the month to make the next issue. Advertising is sold by the column inch, by the quarter page, half page and by the full page. All artwork to be finished, camera ready or negative, screen 110 or 133, black and white only. Circulation is over 600 issues per month.

On Course With the President

Merry Christmas and a Happy New Year to all, and may we all keep our employers happy in 1995.



Recently while mingling with other superintendents at professional gatherings on the trade show floor, or during a seminar break, a common conversational question was "did you have a good year?" The responses and thoughts I have heard have been typical end of the year comments. Most of the superintendents had an acceptable year turf-wise and are comfortable with their status at the end of the season. A common area of difficulty and frustration this year, however, has been the problems encountered in dealing with and trying to please the clientele for whom they work. Why is this so often a problem? How many times have we heard that reasons for a termination had nothing to do with course conditions or job performance, but rather are related to public relations difficulties?

We must constantly and consistently be selling ourselves, our management programs, and the importance of our management expertise and professionalism to our employers. Our image must project professionalism and therefore a valuable necessity to our employers.

The Golf Professionals have done a great deal with enhancing their image and promoting their worthiness towards convincing clubs of the importance of employing qualified PGA professionals. They aggressively go to clubs which are seeking employment assistance. They have an agenda, they provide professionally prepared reference materials, and they sell themselves and their organization as a professional commodity necessary for a successful working relationship. On the other hand, when a Superintendent position opens and we try to do the same, many times clubs will not even consider the benefit of meeting with our representatives. The most we are able to do is provide MAGCS mailing labels, and only if we are persistent. Generally, our profession is not viewed to be in the same class, or taken as seriously as other management groups.

Over the years the Superintendent image has improved, but progress in this area has not reached the proper level. We have discussed this topic at meetings and have listened to speakers lecture about how a thoughtful personal image is an important step in being recognized a professional. We know that dressing the part is extremely important, particularly for first impressions. We made a great deal of advancement by moving into a coat and tie type of dress for our conferences and meetings, but there is still a large enough percentage that still insist on wearing jeans, work boots, and hats indoors. Some have exhibited bad table manners or a lack of courtesy towards guest speakers which reflects negatively towards Golf Course Superintendents as a whole. No-

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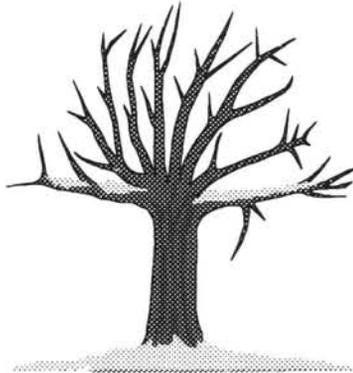
(On Course With The President continued)

body really wants to say anything to an individual for fear of hurting feelings or sounding snobbish, but it doesn't take much effort to play the part. Professionally dressing and conducting ourselves for the image we *want* is an important step.

The GCSAA has been working hard to enhance its member image and the educated expertise of the Superintendent. The MAGCS will be looking into developing new methods of promoting the MAGCS image and its members. Bob Maibusch is Chairman of the Public Relations Committee and he brings a new enthusiasm for these MAGCS Public Relations goals. The efforts of the committee will be of benefit to all, but it will require a group effort to be meaningful. In closing we have been told to act and dress for the position and respect we desire. In so far as new goals, we must not let the fear of failure keep us from trying. If we believe we can or we can't, we are right.

Wishing you the best for 1995.

Joel Purpur, President MAGCS



Ode To An Oak

Oh, mighty Quercus out there in the snow,
How do you handle this 20 below?
Standing out there on the edge of the glen,
Seeing harsh winters again and again.
You've stood in that clearing for quite a few years,
I guess you looked down on the first pioneers.
Oh, giant oak of such silence and grace,
How many years have you stood in this place?

I see you in awe. It's beyond my belief
All the wonderful things that you do with a leaf,
And the foliage you sport ... 80 feet in the air ...
How do you get all the water up there?
Even the scientists don't seem to know
Just how you manage to live and to grow.
I've read many theories. They're more than just thin.
You keep your secrets well, you and your kin.

We humans are clever, we're clever indeed,
We've walked on the moon and we've outdistanced speed.
We've got our computers, those marvelous things;
Missiles that hurdle past Jupiter's rings;
And one little bomb that will level a mile.
Oh, yes, stately oak, if you could, you would smile.
For all our inventiveness, as of this date
An acorn is something we cannot create.

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