

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

There is no doubt that MAGCS members have a great newsletter which deserves to be shared with our Club Directors and clientele for positive PR and image enhancement. This public relations tool will exhibit to those individuals how our association strives for continuing education and modernization. Our newsletter should reflect that today's



Superintendents are dedicated, professional, pro golf, well educated, and environmentally sensitive and responsible.

Our profession, association, and newsletter are continually evolving to meet the need of present times. Several years ago a previous Board of Directors of the MAGCS eliminated the "bull" from the cover of our newsletter and now, in the interest of professionalism, it is the time to relocate the "sheet". Our association, as professional as we think and tell ourselves we are, still has an official publication name that is a play on words with "bull----". If that is acceptable in today's day and age, then why not something like "Grasshole Management"? It does have a catchy ring to it, but obviously it is not acceptable in a professional sense. Some veteran MAGCS members who argue about tradition and how the name came about, simply do not really care about the newsletter name as being unprofessional. Nor do they care about how it may reflect on the seriousness and intent of the MAGCS and its members. Most of our members care immensely about our profession. A professional name for our publication would not immediately put us in the class of Brain Surgeons, but it would be one more piece of the puzzle to enhance our professional position.

No one is advocating the complete loss of the name "The Bull Sheet". Relocating the name from the cover to the feature section on the pages that truly represents the local "Bull" would be more fitting. A past Board of Directors removed the "Bull" from the cover and did it without an entire membership vote. Why was it then removed from the cover? I would bet for the very same reasons that the current Board deems it necessary to relocate the present name to the feature section. The title of the publication should uphold what the Midwest represents. The GCSAA also changed the name of their publication several times, for much the same professional reasoning.

For tradition, I say bring back the old "bull" and put it with the name "The Bull Sheet", replacing "Midwest Breezes". There are still a number of tradition bound members that, despite these legitimate arguments, will still insist that our present name is fitting for our association. We must and do respect the past, but now the need is to focus on the future.

Thanks to stalwarts like Ray Gerber and Fred Opperman, the Midwest can pride itself on its fine professional publication produced like clock work each month. The editorial com-

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mittee has plans for continuing improvements to make our fine newsletter even better. The Board of Directors has not voted on a name change as of February 1, but when the next step is taken, the Midwest may have a contest for the selection of an appropriate newsletter name.

This brings us into another issue, **cost**. When the different dues levels were offered, like most anything else, there were many favorable comments on the program. There were also comments from members who objected to the program, mostly because of affordability. If you examine what our members pay for annual dues, we are still extremely low compared to other professional organizations. The Golf Pro's for instance, pay hundreds of dollars, mostly out of their own pockets, to belong to the PGA. Depending on member classification, Golf Pro Assistants may even pay in the hundreds of dollars. They do have a glossy and slick four color magazine and member insurance programs. On the other hand, our dues for a class A member do not even cover the cost of our newsletter! Class A dues at \$50 a year amounts to only \$4.17 a month. Presently, it costs \$4.93 to produce each issue of your "Bull Sheet". The Midwest really takes a loss providing newsletters to class C and D members. If it were not for the support of our loyal newsletter advertisers, we would really be in a financial bind developing our MAGCS budget structure. We are destined to take a closer look at the dues structure as we prepare to expand any membership services. We all want more, but are we willing to pay for it? We are going to have to.

Update on the Terry Petric Marathon Fund

by Peter Leuzinger, CGCS

It is time to thank all the people and businesses from the MAGCS, St. Charles C.C. and The Ivanhoe Club for supporting the Terry Petric Marathon Fund. You will recall, and thanks to you, a flier was sent out with the July issue of the **Bull Sheet** asking for pledges supporting Terry's family, after he passed away June 4th from cancer. The pledges were in dollar amounts per mile for me to run in the Chicago Marathon this past October 30, 1994. I finished the race and everyone paid! I am happy to report that over \$8,200 was given to Katie from the fund. MAGCS members made up the backbone of the amount as they accounted for over \$6,000 of those pledge dollars.

This has been an unbelievable experience. First, and most important, Terry's friends chose to remember his name just a little longer. Terry had quite a positive affect on the people that knew him. Second, and for myself, I was able to do something I never thought possible. Running 26 miles was a real undertaking for me, both time-wise in training and physically; it was very painful.

I think when we lose a close friend, we tend to learn about perspective. Knowing Terry and his young family probably will help us appreciate our families. Learning how to run and do it in Terry's name helps make some of my everyday duties seem not so hard anymore.

Katie Petric is very appreciative of your support and thanks you from the bottom of her heart.


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