



*Don Ferreri  
Seven Bridges G.C.*

**A**s we find ourselves in the beginning of another golf season, we are refreshed to find that we survived another winter. Hopefully, along with being well rested, we have all received small rewards for our accomplishments completed during the off-season.

If you recall back to January, I wrote an article about all of us taking on the task of joining our respective golf courses to the New York State Audubon Society. I hope many of you were able to proceed with this course of action. Not only is it the right thing to do, but it carries with it public relations value that will enhance your golf club, your association as well as your own professional image. So let this be a reminder; it is never to late.

If you haven't already received a survey from the MAGCS Environmental Committee, you will be very soon. This survey, we feel, is one that has potential to carry a lot of weight. In order for the Environmental Committee to use the results as a valuable tool, we need your help!

Please take the brief time needed to answer all of the questions and return the survey to Tom Voigt for tabulation. This survey will enable us to compile enough information from Chicagoland golf courses to be used in newspaper and magazine

articles, as well as public relations material to be used on television and radio. **Please answer all the questions to the best of your ability; we are looking for a large percentage of returned surveys.**

Each and everyone of us has a responsibility to manage and maintain our golf courses in an environmentally safe manner. In today's day and age, it is becoming increasingly easier to accomplish these practices. There are many commercial products geared towards managing with environmental sensitivity in mind. Whether it be using organic fertilizers, safer pesticides or changing the way we do some of our cultural practices, we all can make a difference in our management decisions. Buffer strips left along our waterways will enhance our wildlife habitat as well as filtrate runoff water. Naturalizing out-of-play woodlands will reduce main-

tenance. If you have not read the article written by Pete Leuzinger in the March 1997 issue of *Golf Course Management*, you owe it to yourself to find the time.

On April 14, I attended the annual media golf summit. We again used this opportunity to give a general update on current golf course conditions, new technology and environmental issues. This year questions were addressed from the media regarding setting up golf courses for a major tournament. Chicago area golf courses will be in the spotlight this year like never before. There are five nationally covered golf tournaments in Chicagoland this year. Good luck to all those individuals involved with their golf courses and the weather. No doubt, we can all take pride in the way these Midwest tournaments will be showcased across the country.

*(continued on page 16)*

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## How to Get on the Internet, Part 2

(continued from page 14)

for in the search box, and press the search button. That's it. Depending on what you're looking for, the results should come back in about half a minute.

Both Yahoo and Alta Vista will list out the results in descending order. The first one in the list will be the one that best fits your search request. Then they get less and less specific as you go down the list. You can search for anything you can think of, and I mean *anything* you can think of, so be careful. The Internet is not regulated in any way yet, so anything goes. The more you use each search engine, the easier it becomes to use. Each one has specific ways it searches the Net, so some might fit your search better than others.

In summary, why should a superintendent use the Internet? I feel it is another tool we can use to get up-to-the-minute answers to questions, input from vendors, messages across the miles to colleagues and friends, or fill in the blank for your personal reasons. I have noticed some courses have their own home pages, so you might consider one for your course. I feel that everyone should at least try using the Internet for a few weeks. Think of a subject or question you might have and do a search on it. I promise you that you will be amazed at what comes back from across the world. Now I have to go to the IRS Web site and download another blank copy of a 1040 tax return form. It's a lot easier than going to the post office. ■

## Director's Column

(continued from page 4)

It will be my intent this summer to invite local media members to a few of our monthly MAGCS golf meetings. This will give us the opportunity to display our side of the golf industry to the media in hopes of building stronger relationships and beneficial ties.

These are a few of the issues the Public Relations and the Environmental Committees are addressing. If you have other thoughts or suggestions on ways of enhancing the image of the MAGCS, please pass them along.

As we now embark on the trials and tribulations of our golf season, be sure to keep all your priorities in place as you juggle family and job obligations. Remember that we are in one of the best work industries in the world. ■



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