



2003 BOARD OF DIRECTORS

PRESIDENT

Kevin DeRoo, Bartlett Hills G.C.
Home: 847-697-0595, Office: 630-483-4991
E-mail: kcdroo@juno.com

VICE PRESIDENT

Fred Behnke, Mount Prospect G.C.
Home: 773-774-1486, Office: 847-632-9331
E-mail: Fbehnke@juno.com

SECRETARY / TREASURER

Phil Zeinert, Elgin C.C.
Home: 815-748-5730, Office: 847-622-4823
E-mail: Zeinert5@tbcnet.com

EXECUTIVE SECRETARY

George Minnis
MAGCS P.O. Box 760, Batavia, IL 60510
Office: 630-406-5356, Fax: 630-406-5456
E-mail: geo@magcs.org

BOARD

Tim Anderson, Prestwick C.C.
Home: 630-718-9601, Office: 815-469-5903
E-mail: tjanderso@aol.com

Dave Braasch, Glen Erin G.C.
Home: 608-373-7081, Office: 608-346-9009
E-mail: junior12i@aol.com

Luke Cella, Tamarack G.C.
Home: 630-208-0721, Office: 630-904-4000, x218
E-mail: lukecella@att.net

Gary Hearn, Salt Creek G.C.
Home: 630-350-2634, Office: 630-773-4790
E-mail: scgaryhgc@aol.com

Tony Kalina, Prairie Landing G.C.
Home: 630-690-2683, Office: 630-232-1650
E-mail: puregolf@core.com

Scott Speiden, Itasca C.C.
Home: 630-773-3632, Office: 630-773-1800, x141
E-mail: greensfxr@aol.com

PRESIDENT EMERITUS

Luke Strojny, Poplar Creek G.C.
Home: 630-830-7370, Office: 847-310-3618
E-mail: lukes40@juno.com

COMMERCIAL REPRESENTATIVE

Sylvia Lima, Leibold Irrigation
E-mail: caslima@att.net

CLASS 'C' REPRESENTATIVE

Erwin McKone, River Forest C.C.
Home: 630-782-4266, Office: 630-782-4259
E-mail: emckone@comcast.net

TURFGRASS ADVISOR

Dr. Randy T. Kane
University of Illinois & CDGA
630-257-2005

EDITOR

Cathy Miles Ralston
Phone & Fax: 847-740-0962
E-mail: on_course@hotmail.com

CONTRIBUTING EDITOR

John Gurke
E-mail: Boomding@aol.com

GRAPHIC ARTIST

Mark Karczewski

This publication is not copyrighted. We would like to share our articles with any who would like to use them, but please give the author and *On Course* credit.

FRONT COVER

A view of Prairie Landing Golf Club's no. 8 green.
No. 2 fairway is in the background. (Photo by Jim Trzinski)

3 ON COURSE WITH THE PRESIDENT Changing of the Guard

Kevin DeRoo

5 DIRECTOR'S COLUMN The Clique

Scott Speiden

7 SUPER -N- SITE Tony Kalina's Team -N- Prairie Landing

Randy Kane

11 COMMENTARY Surviving the Information Age

Luke Cella

13 FEATURE ARTICLE Time to KARE

Scott White

19 ASK THE "EXPERT" Building Customer Satisfaction

Tony Kalina

26 FEATURE ARTICLE Rusty Grass

Hank Wilkinson, Ph.D.

28 THE BULL SHEET

John Gurke

33 ON THE MONEY Cash-Value or Term Insurance

Larry Tomaszewski

34 BOARD HIGHLIGHTS

The Midwest Association of Golf Course Superintendents (MAGCS), founded December 24, 1926, is a professional organization whose goals include preservation and dissemination of scientific and practical knowledge pertaining to golf turf maintenance.

We endeavor to increase efficiency and economic performance while improving and enhancing the individual and collective prestige of the members.

The MAGCS member is also an environmental steward. We strive to uphold and enhance our surroundings by promoting flora and fauna in every facet in a manner that is beneficial to the general public now and in the future.