

Opportunity Knocks

DIRECTOR'S COLUMN

It must have been four or five years ago when I and two other assistants, Greg Clark and Tony Frandria, were at the GCSAA conference and show talking after the day's activities. Part of that conversation took on the question of why assistants in the Chicagoland area did not get together more often to exchange ideas and talk shop. Somehow, through that conversation, we started getting assistants together for informal meetings and began to make new friends very quickly. There was no purpose to these gatherings other than just meeting fellow assistants and talking about anything—mostly shop. Little did I know then that in the future, I would be serving on the MAGCS Board as the assistant superintendent (Class C) advisor.

I am the voice for assistant superintendents at the Board level. Any concerns, questions or issues from any assistants can be brought to my attention for discussion in front of the MAGCS Board. With the creation of the class C advisor position, our early, casual meetings have become more formal and meaningful. For example, last February our committee put together a workshop geared toward assistants' interests. We had Jim McLoughlin give a presentation about career planning in the morning, while the afternoon consisted of a lively round-table discussion regarding expectations of the assistant superintendent as conceived in the minds of superintendents. We had a great turnout and received a lot of positive feedback from all attendees. We are planning for this to be an annual event (the MAGCS Annual Assistant Superintendents Winter Workshop), so if you missed the last one make sure to keep your eye out for the next one in February of 2005.

Another great event that our committee currently is working on is the MAGCS Scholarship Fund/Class C Championship golf outing. We have just secured Glen Flora Country Club as the host site for this year's outing on Monday, September 27. This event will raise money to support the scholarships that MAGCS funds. These scholarships are open to the children of the Association's members. In 2003, MAGCS awarded three \$1,000 scholarships; in 2004, MAGCS will award the same three scholarships plus one more. We are hashing out the details for the Glen Flora outing, so save the date for a fun-filled event. As in the past, all will go home winners thanks to our generous sponsors and the many prizes that are donated. Also tied into this day is the Class C Championship. Any class C member can compete for the honor of taking home the trophy (new this year). Again, please mark your calendars; this is sure to be a great day.

What other things am I responsible for as the assistant superintendent advisor to the Board of Directors? Well, I am the voice for assistant superintendents at the Board level. Any concerns, questions or issues from any assistants can be brought to my attention for discussion in front of the MAGCS Board. I am responsible for getting assistants more involved with the MAGCS and its functions through writing articles for *On Course*, volunteering assistance at MAGCS functions, and providing education at an MAGCS event. Although these are the duties now outlined in the standard operating procedure (SOP) for my role, it is still an evolving position. Both the Board and I are continually *(continued on page 35)*

FIRST PERSON

Marsha Trayes Burris Equipment

The End of an Era

I feel that I would be remiss if I did not acknowledge the closing of Illinois Lawn Equipment so here goes.

After a grueling three-hour interview, Richard Johnson welcomed me on board and on March 7, 1990 my journey began. I ventured in on my first day to a hustle and bustle of activity. The LF-100 had just hit the marketplace and Illinois Lawn was in the midst of flooding the field with them. The introduction of the unit changed our industry. From the LF-100, many fine pieces of equipment have been spawned and evolved.

Life was good!

I had the distinct pleasure of being surrounded by some of my greatest mentors. Richard Johnson, Pete Vandercook and Joan Cygan were the powerhouse of that group. I became a sponge and absorbed as much from these fine individuals as I could. They have each molded a part of me that will forever remain at the core of my being. Illinois Lawn had the unique ability of finding some of the best professionals this industry had to offer. I am proud to have been part of this group, which is too extensive to name, but we all know who they were. Some have passed to greener pastures, some have found the joy of retirement, some have moved on to other endeavors within the industry, some have moved on all together, and some are carrying on the legacy today.



I believe that the soul of this industry is its people. Thanks to ILE, these people had the means to provide for their families in an environment where they served people. The journey for ILE began in 1954, when Robert Johnson had the ambition to start from absolutely nothing. It's truly an American success story from the heart of the Midwest. In its 49 years, the company developed, through many pitfalls and struggles, to be a wellrespected industry stalwart. As with many other companies, the economic hurdles became too extensive for our little company wearing very large shoes. The decision to "let it go" was excruciating but also inevitable.

It is with no regret that I have spent the last 14 years of my life in this wonderful industry. I have so many memories and stories that have been passed to me by the great people with whom I've had the pleasure of developing relationships. I know that ILE has not always been measured as "perfect" from the outside. I can tell you that the little company of great people has always strived to help in any way they could. It was more than business, it was friendship.

I am delighted that the heart of ILE lives on with the new company we have become. The owners of Burris Equipment have allowed us to remain a team as we embark on a new journey together.

Life is good!

-Veshurd

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discovering new insights and intriguing possibilities that this position can facilitate for the MAGCS. For me, it is an exciting opportunity to define and create the dimensions of this post. I hope to find new ways to help assistants in their daily jobs and give them chances to better themselves professionally. Finally, I must mention that my meaningful involvement would not be possible if it were not for my committee members, who have given their time and commitment to help me out in this journey. These gentlemen have continued to selflessly endeavor to make my role as the class C advisor an easy one. Many thanks to Nick Baker-Ruth Lake C.C.: G.C.; Iohn Ekstrom—Cantigny Keith Krause-Aurora C.C.; Matt Kregel-Ivanhoe Club; John Maksymiu-River Forest C.C.; Brian Mores—Inverness G.C.; Doug Pool-Sunshine Course; Scott White-Links at Carillon; and Aaron Willing-Chicago G.C.