



ON COURSE WITH THE PRESIDENT

Phil Zeinert, CGCS Elgin Country Club

Befriending Technology

Weather! And I thought 1988 was a once-in-a-career drought! All the memories of 1988 have been freshened with this year's drought—wells and ponds drying up, inadequate irrigation coverage and daily hand-watering. Numerous irrigation improvements were made during the 1989 season following the drought of 1988. We shall see if the economy can support this same scenario during the 2006 season. During 1988, I was moving brass quick-couplers from valve to valve, this year I adjusted for ET, soil types, wind, etc. . . . via the irrigation computer program. During 1988, there was one row of valves down the middle that created successive scalloped green areas from tees to the greens. This year, three triangulated and automated rows of irrigation sprinklers uniformly covered all fairways and most rough areas. To say the least, advances in irrigation technology were my friends this summer.

Just as technology is making life easier with regards to irrigation systems, technology has opened some cost savings and opportunities for the MAGCS. The *On Course* magazine is in full color because technology advancements made it affordable. The editorial and graphic content have improved due to improvements with timing due to advancements in technology. Educational presentations at monthly meetings have all the necessary technology available and in good working order because this equipment, hardware and software, is now affordable.

Technology has afforded us the opportunity to better communicate with the membership. Notifications for meetings and other related events are sent via timely e-mails. Sign-ups utilizing the MAGCS Web site home page have made registration a snap. I personally like to see the names of everyone who is going to attend an upcoming meeting by checking the confirmation page. This

communication is relatively inexpensive and represents a huge cost savings compared to paper mail.

Recently, Luke Cella informed the Board of Directors of a Web-based survey service. This service company, Zoomerang, is very affordable, easy-to-use and a key component to communicate effectively with members. As members, we can participate in short, timely surveys to help make our current services better, and to give input on providing additional services or discontinuing others if needed. This use of surveys will rely on participation, and given indications from the first one concerning July meetings, the participation was outstanding. If anyone is experiencing problems receiving information via the e-mails and Internet, please contact Luke Cella so we can get you aboard.







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