DIRECTOR'S COLUMN Luke Cella Editor



Slow Down

How many times have you been asked, "What do you do in the off season"? This always occurs after someone learns that you manage a golf course. Immediately, their thought processes are in motion: course closed during winter = no work. Don't you wish this were the case? There is no off-season, just a slowseason. Between budgeting and forecasting, training, education, snow removal, hopefully some vacation, and preparations for the coming year, the Masters will be taking place again and you'll be back at it. As the golfing slow-season seems to get shorter and shorter every year, I urge you to take this winter and make it your own slow-season.

> Our society is driven by speed, not just on greens, but throughout. Technology, by definition, develops ways of doing things better, more efficiently, more productively, and, ultimately, faster. Technology is not just the use of computers or some other electronic device, even though most of us immediately think of this when we hear the word. Technology is a defining feature of society's evolution. When man first picked up a rock and scraped a hole with it, or sharpened the rock and fastened it to a stick, life changed. Technology continues to define who we are by how we do things and ultimately by what we value.

> As we apply technology to our lives, it allows us to do more. In some cases this is good. When we are asked to do more with less at the golf course, using technology can be good. When we are judged and rewarded on this basis, technology is best utilized. But does technology, when applied to our personal lives, truly benefit us? The first inclination is to say yes, for example: using your cell phone, while in the middle of the frozen food section, to call your wife and ask what it was she needed you to pick up. Sure, this will save you a trip back to the grocery store, but when does technology get in the way of living your life? How much do you need to accomplish in any given day?

> Does it matter how quickly you are able to wash and wax the car (remember those old waxes that used to have to dry for hours)? So perhaps you can wash and wax your spouse's car, or sweep out the garage, or get down the Christmas decorations in order to hang them as quickly as possible on a warm Thanksgiving weekend, or use the leaf blower to get the leaves piled on the curb, for the seventh time, before the city comes and picks them up...all so you can take a quick shower, pick up the baby-sitter, meet some friends at a restaurant, be hurried through a drink and several courses, and then return home in order to get the baby-sitter back at a decent hour.

> There is no doubt that technology helps us to do things. For the most part we can't get away from it. However, there are certain things we can do to escape our fast-paced world. Take for instance, eating. When was the last time you truly enjoyed a meal, rather than wolfed down a plate of food as fuel? When was the last time you tasted your food or drink? Try it. Set aside a few hours to prepare, eat, and enjoy a meal. Try a new bottle of wine or a few different types of beer. The goal should not be to finish the meal, but to taste the flavor of each course and enjoy the newness of it.

> Bring some leisure back to your life. Pick up an old hobby or start one. (Will our children even know what a hobby is?) We are programmed to do so (continued on page 31)

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MIDWEST PERSONALITIES



Name: Harry Lovero Course/Club/Company: Orchard Valley Golf Course Job Title: Golf Course Superintendent MAGCS member since: 1976?

Date of Birth: January 11th, 1957

Place of Birth: Berwyn, Illinois

Current Residence: Glendale Heights, IL.

- College/Degree: Associates in Horticulture from the College of DuPage.
- Spouse/Children: My Wife Judy. My son Jim age 26, and my daughter Crystal age 25.
- My favorite childhood memory is: Christmas time with my family.
- My personal hero: My parents.
- My professional mentors: Harold F. Fredrickson, Ben Warren, Adolph Bertucci, Jim McNair.
- Favorite Actor: John Wayne

Favorite Musical Performer: Pink Floyd

Favorite Restaurant: Amazonia

Favorite "Pig Out" Food: Pizza

Favorite TV Show: House

Favorite Color: Blue

Favorite Professional Sports Team: Chicago Bears

Favorite Pro Athlete: Walter Payton

Favorite Pro Golfer: Arnold Palmer and Jack Nicklaus My Handicap Index: 18.1

My favorite place to play golf is: Any where but my own.

My best/most memorable round ever: My hole in one round at Oak brook hills in 1997.

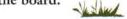
The most interesting/exotic place I've ever traveled is: Aruba
The book I've been recommending lately: Getting up and Down by Ken Venturi.
The last great movie I saw was: Superman Returns
In my spare time, I enjoy: Spending time with my Family and my new Grandson Anthony, and getting away from the area whenever possible.

Three words that best describe me: Honest, Hardworking and Loyal.

What I enjoy most about my job: The great outdoors.

What I dislike about my job: People that make decisions for me without consulting me first.

I'm a Midwest member because: When you have been a member as long as I have, it is like having a second family. Not only are we professionals, we are also friends. And now I am getting the chance to serve my professionals and friends by being on the board.



Slow Down (continued from page 5)

many things; we have all become "jacks of all trades and masters of none." Master one thing that you enjoy. Sharpen the carving tools, buy a new sketchpad, tune the guitar, buy a stronger pair of reading glasses, take a class for the fun and experience of it. Take the time to enjoy what you do, and do it because you enjoy it. Don't worry about being productive or the end product – there's always the need for a white elephant gift at Christmas. Seriously, the end product should be your sanity and your enjoyment of life. Don't worry about how much time it takes or how productive you are. Take some time from your life for your life and make it your slow season.





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