

DIRECTOR'S COLUMN

Luke Cella, *Publisher*



Midwest Turf Clinic and More

You are cordially invited to attend the 2009 Midwest Turf Clinic at Medinah Country Club on November 4, 2009. At press time, the Turf Clinic is relying on MAGCS most valuable asset, its members, to provide the majority of the education. Superintendents and Assistants are slated to share their experience and knowledge with all the attendees. Just as important is the Annual Meeting that is held in conjunction with the Turf Clinic. Join your current Board of Directors as they review the year, discuss Association business and talk about the future of MAGCS. It is important to show these generous individuals your support and offer them a thank you for serving the Association.

Things Even Out

As this season draws to a close, many can't remember an easier one (as far growing goes), but this year has had and continues for all to have its share of challenges. We are all tired of talking about the economy and the impact it has on our golf courses, clientele and our own personal lives. It looms over and around us everyday but we continue on and make the best of it.

The buzzword this year is busy. All that I speak with respond in this manner. "To do" lists grow as help continues to lessen. Efficient, streamlined and tight are the foci moving forward. It won't end when the snow flies; however, the courses will be put to rest.

A Path for the Future

MAGCS continues to work on its outreach to the media, golfing audience and general public. The board will focus this winter on achievable goals creating a strategy that will benefit all of our members and the profession. Internally, our message is clear. We are golf course superintendents. Our education is based upon science. Our impact on our environment is positive. We produce more oxygen than carbon- we don't make foot-prints in carbon -we bale oxygen and give it away free. We create and manage many different ecosystems, all supporting a wide array of plants and wildlife. And we provide incredible playing surfaces for perhaps the only game left on this planet that promotes all that is good in man.

I look forward to this winter and developing our communication efforts. The main goal of our outreach is to educate those that don't know who we are and what we do. Our marketplace consists of minds, of thoughts and appearances. We know it is not an easy task but new outlets and ideas will help us to accomplish our goals.

Howie Shuck Update

Most all of you know by now what has happened to Howie Shuck. Having suffered a heart aneurism and amputation of both of his legs, many have talked about helping him. Plans are underway as representatives of each of our associations met to help Howie. In the near future, an accessible shower will be installed and transportation will be arranged so he can get to rehab and make it back home. More support is underway and will occur through the Wee One Foundation. Be on the lookout.

Friendly Reminder

Remember, dues renewal gets underway after our Annual Meeting. Please take a look at your contact information, paying special attention to your email address. Please make sure it is current. See you at the Midwest Turf Clinic. **-OC**