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President's Message

**by Bruce R. Williams, CGCS
President, MAGCS**

Our profession has taken great strides to promote itself and improve the image of the golf course superintendent in recent years. Several things come to mind that we can do for ourselves to strengthen the image of the golf course superintendent and his position of importance in the golf industry. Most of the comments I hear concerning our profession are positive but a few people in our association still feel that we don't get the respect we are due. Part of that has to do with the image we portray to our golfers and the people we work for.

It is a rare occasion that one could find a golf professional or a club manager wearing blue jeans, boots/tennis shoes, or a tee shirt. However, this is all too often the scene we find at some golf courses when we encounter the superintendent. The image that this sends out is that while the bib overalls have gone out of style the mentality still prevails. We, as golf course superintendents, should be cognizant of the image we present and make the appropriate adjustments. By spending a couple hundred dollars for slacks and golf shirts you can make a huge step to improving your image amongst your peers, the golfers at your course, and the management team. In some cases this will lead to acceptance in the clubhouse, dining room, and guest privileges. Most superintendents enjoy these privileges and fit in with the players at their golf course. It is fortunately only a rare few that stand out like a sore thumb in their appearance.

Have you noticed recently that at most of our meetings we have improved our appearance as a whole. I see many superintendents wearing a coat and tie even when it is not required. This says a lot for our image and the improvements we have made. We all know it is not necessary to preach to the choir though. They already know the sermon. It should be the responsibility of all of our members to at least wear appropriate golf attire to our outings and coats and ties to our meetings as indicated. I think we are beyond the stage of fining people for improper dress. Please show the pride you have in our profession and help to strengthen our image.

While we are on the topic of image I have one more area to preach about before coming down from the pulpit. I finally bought one of those high tech answering machines this year. What a difference it has made in my productivity and job performance. Without a secretary it is very difficult to get all of your messages and get them correctly without a machine. Sometimes phones go unanswered due to the nature of our business. This doesn't include the number of times that the person answering the phone does not communicate correctly and is spending precious time away from the job they are hired for. The answering machine has become a way of doing business for many superintendents. Maybe we will be using computer
(cont'd. next page)

(President's Message cont'd.)

bulletin boards in the future and cellular phones on our golf carts. Could it be that the Dick Tracy wrist phone is on the horizon?

Put yourself in the shoes of a Board member trying to reach you as a golf course superintendent. He tries to call from 8 AM until 10 AM with no answer. At 10:15 someone picks up the phone and says I don't know where he is or when he is coming back. He can't take a message because he doesn't have a pencil or a paper. This happens quite frequently and presents an image of poor organization and lack of communication. While we all dread our initial encounters with answering machines, isn't it a better alternative to the scenario I just described?

In order to take an image inventory of ourselves we need to put ourselves in a position to see how others perceive us. Whether it be our manner of dress, our communication skills, or our management styles we are always being judged by those around us. When you look at the mirror try a little self evaluation, it could go a long way to improving yourself personally and professionally.

**Bruce R. Williams, CGCS
MAGCS President**

M.A.G.C.S. Midwest Turf Clinic Medinah Country Club

November 7, 1990

9:00 - 10:00	Registration, Coffee & Rolls
10:00 - 12:00	Educational Sessions
12:00 - 1:00	Lunch
1:00 - 3:30	Educational Sessions
3:45 - 5:00	Annual Meeting
5:30	Dinner

SPEAKERS & TOPICS

Danny Quast Medinah C.C.	US OPEN Daily Prep. & the Aftermath
Doug Long Oak Knoll G.C.	Storm Water Management
Todd Henderson Cantigny Links	Drip Irrigation/Tree Care
Kieth Synder Dupont C.C.	Golf Course Safety
Dave Ward Olympia Fields C.C.	Annual & Perennial Bed Prep. & Maintenance
Tod Hopphan Evanston G.C.	Annuals & Unusual Varieties
Daniel Ward Charlotte Peters Gardens	Perennials for Lasting Color on the Golf Course
CGCMA Officer	Chicagoland Mechanics Assoc. Update
Dr. Stuart Cohen Biospherics Inc.	Golf Turf Chemicals; The Effect on Groundwater

The Greatest Game of All

by Mark Johnson

Commercial Member, Advisory Comm.

Image this scenario if you will. Jack Nicklaus is just off the 18th green at Augusta National needing to get up & down to win the Masters. Suddenly an official informs him he has been penalized two strokes for slow play. Infuriated at the call, Jack pushes the official to the ground, spits in his face, and talks about the official's mother in ways no one could ever imagine. (Sounds a little far fetched, right!) Well, that behavior does happen in other sports (tennis & baseball are good examples). I hope golf never comes to that, but unfortunately it seems that many other sports have been setting those examples for our youth.

The game of golf is a great teacher for both young and old. Proper etiquette, honesty, fairness, and self control are some of the basics that make up this great game. For those of us that have children, introducing them to this game can instill some of these basic principles, along with providing them with a sport that they can participate in for a lifetime.

For possibly many others like myself, being introduced to this game eventually led me into careers that were directly involved in the game of golf. Business conversations and deals, along with developing many new friendships are just a few things that transpire from a round of golf.

Golf Course Supts., Golf Professionals, Club Managers, and all the rest of us seem to share one common interest — OUR LOVE FOR THE GAME. So take the time to introduce someone new to the game (it will benefit us all). And don't be surprised when they one day tell you that — Golf is the Greatest Game of ALL!

GCSAA Education Program Earns National Accreditation

The continuing education programming offered by the Golf Course Superintendents Association of America (GCSAA) has earned official accreditation from the Accrediting Council for Continuing Education and Training (ACCET). ACCET is recognized by the U.S. Secretary of Education as the official accrediting agency for non-collegiate continuing education.

"Receiving accreditation confirms our belief that GCSAA offers topflight educational benefits to our members," said John M. Schilling, GCSAA executive director. "Few professional associations take this extra step to ensure quality education for their members."

GCSAA's senior director of education and marketing, Colleen Smalter Pederson, added that, "We chose to pursue accreditation to get public verification of the scope and quality of GCSAA's educational programs. It is important to us to have our programs measured against established standards."

The ACCET Accrediting Commission voted Aug. 18 to approve GCSAA for full accreditation status, culminating a two-year preparation, application and evaluation process. Full accreditation recognizes the association's current curriculum of more than 50 one- and two-day seminars designed to provide information on up-to-date golf course maintenance practices and to sharpen the management skills of golf course superintendents.

GCSAA's correspondence coursework is also included under the accreditation.

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Predictions — Fact or Folly

by Edwin Wollenberg

Late summer and early fall arouses the curiosity in many people as to what type of winter we will have. The Farmer's Almanac prophecy is accepted by many of us as gospel truth. This is the season when years ago the weather prophets, or "goose-bones", as they were called by many old timers, were so articulate. They consulted the birds and beasts, weighed acorns, counted corn husks, measured the stripes on woolly bear caterpillars, and made their prediction about the coming winter. Those who were right more often than wrong, got a deserved reputation as "goose-bones" — experts on foretelling the future weather.

Much of the fur-and-feather detail, of course, was hocus-pocus. It only survived because the birds and beasts couldn't talk, and the so-called "goose-bones" would. Actually, most of their predictions were a consequence of the summer just past, not secret signs of the future. A good growing season, with plenty of food and only normal competition for it, always produced strong healthy birds and animals, and thick coats of fur and feathers for the winter ahead. When there is a big acorn crop the squirrels are busier than usual hoarding, and the stripes of woolly bear caterpillar vary from one individual to another, year by year.

The best of the "goose-bone" prophets were shrewd guessers with long memories and an uncanny sense of weather. They knew that mysterious messages from nature had an age-old appeal, and they were temporarily related to the ancient wise pronouncements. Today's Weather Bureau may commune with highs and lows and jet streams and even with solar cycles, and it may run up its cautious forecasts on complex computers; but it doesn't seem to care what the owls are saying, or the geese, or the squirrels and muskrats.

The back-country or "goose-bone" prophets did, or said they did, and we miss them. And many of us still want to believe them.

The Ohio State University Golf Course Maintenance Short Course

The fifth annual OSU Golf Course Maintenance Short Course will be conducted January 7-11, 1991, at the Parke Hotel in Columbus, Ohio. This short course will provide general and basic information on golf-turfgrass maintenance. Emphasis will be placed on principles of agronomy, soils, entomology and plant pathology. The short course is designed for all golf course personnel including golf course employees, foremen, assistant superintendents and superintendents seeking a more formalized training in the basics of golf-turfgrass maintenance. Attendees will qualify for recertification credits from the Ohio Department of Agriculture for Licensed Pesticide Applicators. Certified Golf Course Superintendents (CGCS) will qualify for continuing education units from the GCSAA. The registration fee is \$350.00. The deadline to register is December 12, 1990, or until 50 applications are received. Lodging facilities are available at the Parke Hotel or other hotels in the area. For more information, please contact Sue White at 614/292-7457 for course content, or the Department of Conferences and Institutes at 614/292-4230 for course registration.

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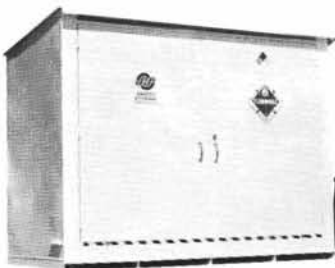
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State of the Art in France

by Steven Cook, Supt.

Golf de Joyenval

In February of 1990, I took a big step towards reaching one of my longstanding goals of experiencing another culture and way of life, by leaving Medinah Country Club for Paris, France. Saying good-bye to family and friends, I set out to conquer Europe and "grow-in" a 36 hole Robert Trent Jones golf course. The easy part was coordinating my move with the respective governments and then future employer: Golf European Consultants. It was a little more difficult living in a hotel for two months, adjusting to the maddening effect of playing "bumper cars" on the French autoroutes, and finally, realizing that anything breakable brought from the States was just that; broken!

The golf course: Golf de Joyenval, is situated approximately 30 kilometers west of Paris, in a small wooded valley of about 300 acres. Just adjacent is the "Foret de Marly", which is interposed between Versailles and the golf course. The entire area was reported to have been travelled by Marie Antoinette, who would come to her summer home, now located behind the 11th green. An old chateau was razed to make room for the future clubhouse, and some five hundred yards from the 12th tee is an underground bunker which supposedly housed ammunition and soldiers during the First World War. History, spanning more than three hundred years, dominates the site as far as the eye can see!

The intimate proximity to other countries has given us a curious collection of nationalities on our crew, including: Spanish, Portuguese, Algerian, Turkish, Moroccan, Moritanian, French, and of course American. This has obviously created some language barriers. My assistant is fluent in English, and we have a bilingual secretary to handle the mountains of forms and paperwork required by the French Administration. For example, each employee must have a signed contract (even if he is hired for only one month), and is permitted by law to work a maximum of forty-four hours per week, thirty-nine being standard. In addition, five weeks of paid vacation are mandatory per year, this also by law.

As for our cultural program, the selection of chemicals and fertilizers is somewhat restricted because the overall demand for quality turf products is not as great as it is in the States yet. As choices are limited and unfamiliar, Daconil has therefore formed the basis of my chemical program. Scott's has recently made available several of their "greens grade fertilizer", which has helped fill some needs the other manufacturers have yet to supply. We have tested several mixes for topdressing and have chosen one of 100% sand from the Loire Valley in central France. For bunkers, we are currently experimenting with six different types of sand with various levels of particle size and compactability. These have been brought to the golf course and added to two bunkers for trial in terms of drainage, playability, aesthetics and maintenance. This test will take place over a period of six months before a decision is taken.

Virtually every piece of Jacobsen, Toro, and Ransome equipment is available. John Deere has also recently entered the golf course market, having previously established itself strongly in the European agricultural field. The cost for equipment can be anywhere from 25-75% higher than in the States. It is more

(cont'd. page 10)



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(France cont'd.)

times than not the small items (soil probes, shovels, etc.) that elude discovery.

The rewards of living and working in a foreign country by far outweigh the problems and hardships one faces in adjusting to a new environment. I have learned that life does exist outside of the United States: about how non-Americans view Americans, and how America as a country dominates the World's events, which affects nearly every facet of European life, for better or worse.

Golf in France, as well as the entire European Community, is growing at an accelerated pace. Permits are becoming harder to obtain as golf courses are coming under greater scrutiny for water consumption and an increased environmental awareness. Along with this "golf boom" has come the desire for an increased quality of maintenance. More and more, investors and developers are looking to the United States for training and expertise in this area. The opportunities for American superintendents in Europe is greater today than ever before. The challenges are there, and the personal and professional satisfaction is worth the sacrifice. Perhaps only one thing is missing: BEAR Football!

Bear On Turf

Matt Suhey, former fullback for the Chicago Bears, will offer the KEYNOTE ADDRESS on Tuesday, December 4 at the North Central Turfgrass Exposition (NCTE).

The NCTE held this year in Springfield, Illinois offers turf managers current information on issues and practices of turf care. In addition to the educational sessions, NCTE holds a trade show featuring suppliers of turf-related products and services.

As for Matt Suhey's interest in Illinois turfgrass, he is an avid golfer. But Suhey is better known for his role as the Bears starting fullback since 1981. He held this position until his retirement at the conclusion of the '89 season. Suhey finished third on club in rushing during the '88 season and he was named best blocking back on club.

Suhey joined the Bears after an impressive collegiate record at Penn State. Suhey was the fourth leading rusher in Penn State history with 2,818 yards. He was inducted into the National Football Foundation College Hall of Fame in 1985.

Suhey currently resides in Highland Park, Illinois. He has a B.S. degree in Marketing which he puts to good use buying and selling options. Suhey also donates time to several Chicago area charities.

For more information on attending NCTE, call the Illinois Turfgrass Foundation at 312/644-0828.



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