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(Survey cont'd.)

"Way to go, Fred."

"Good articles, and info."

"Wouldn't miss reading it."

"Fred, I look forward to receiving **"The Bull Sheet"** each month. I have always been taught if something is not broken, don't fix it. I can't understand how someone can feel change is so great and tradition isn't. I am not one of those."

"I want to be able to choose the size ad to be placed, however, there are so many ads on a page they all blend together. I feel I'm not getting good visibility for the money."

"I just tossed the May issue to another professional (engineer) and asked him to comment on the title. He responded without hesitation 'Not very professional'. I concur. Only the name is deficient. Cheers to all involved, Really! Thanks."

"Keep up the good work!"

"Why change anything that is working fine. I enjoy and look forward to my monthly issue of **"The Bull Sheet"**."

"Please don't get carried away and make this more of a magazine instead of a newsletter. Keep the costs equal to the revenue you generate."

"Maybe, just maybe the cup cutter guy could go. We might try something different — keep up the good work Fred."

"We were once called Greenskeepers. Are we better people because we are called Golf Course Superintendents, I think not, a name is a name, nothing more. It will not make you or break you. This we do by action or lack of it."

"You are doing an outstanding job."

"Keep up the good work."

"Feasible to put color pictures inside?"

"The newsletter needs to have a more business like image. Our management also looks at this newsletter and have said that it does not seem as professional as they felt it should compared to the image superintendents are trying to convey to the public."

"More articles & involvement by current superintendents. We have so many 'hot-shot' grass growers out there — let's share their secrets."

"Re: Name change. Although Fred Opperman presents some convincing arguments concerning tradition, etc., I have to agree with Joel Purpur's argument that the association should do everything to promote a professional image. Although the publication is certainly professional, I don't think the current name is."

"More ads if available and more pages. Front cover color photo of club that the monthly meeting is going to be at."

"As regional manager I receive several GCSAA chapter newsletters. **"The Bull Sheet"** is the most original, informative & unique of all. Don't let the 'marketing masterminds' change it."

"Three column would help appearance and readability. Also would improve perceived ration of ads/articles, eliminate problems on pages 7, 18-19, 27."

"The Midwest Breezes section is excellent. More articles by superintendents about maintenance practices they are trying and the outcome."

"I think updating of our cover can enhance **"The Bull Sheet"** appeal better than a name change. Time and tradition surely outweigh the necessity to compete in the image conscious 90's. We know who we are."

"I like **"The Bull Sheet"** just the way it is."

"The name has been around longer than the complainers who never sat in on a real 'bull session'. I'm tired of people trying to sanitize colorful language because of their own petty definitions. Give 'em hell, Fred."

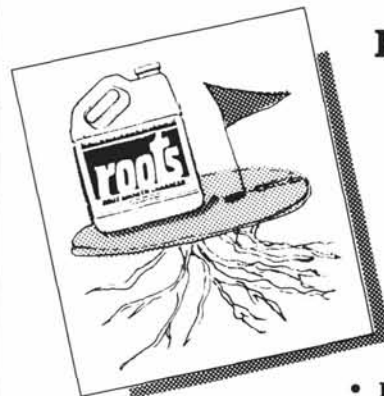
"I don't really care if we win any awards. I look forward to receiving my **"Bull Sheet"** every month more than any other publication. Keep up the good work."

Many people signed their cards and I thank them for doing so. I did not include their names with the comments for I felt it was not needed. It is very gratifying to receive the so many "Keep up the good work." I thank you for your support.

The Editorial Committee and the MAGCS Board has not discussed this survey as of this printing. We will do so in the near future, but the way I see it, there will be little changing to our current newsletter in listening to your responses.

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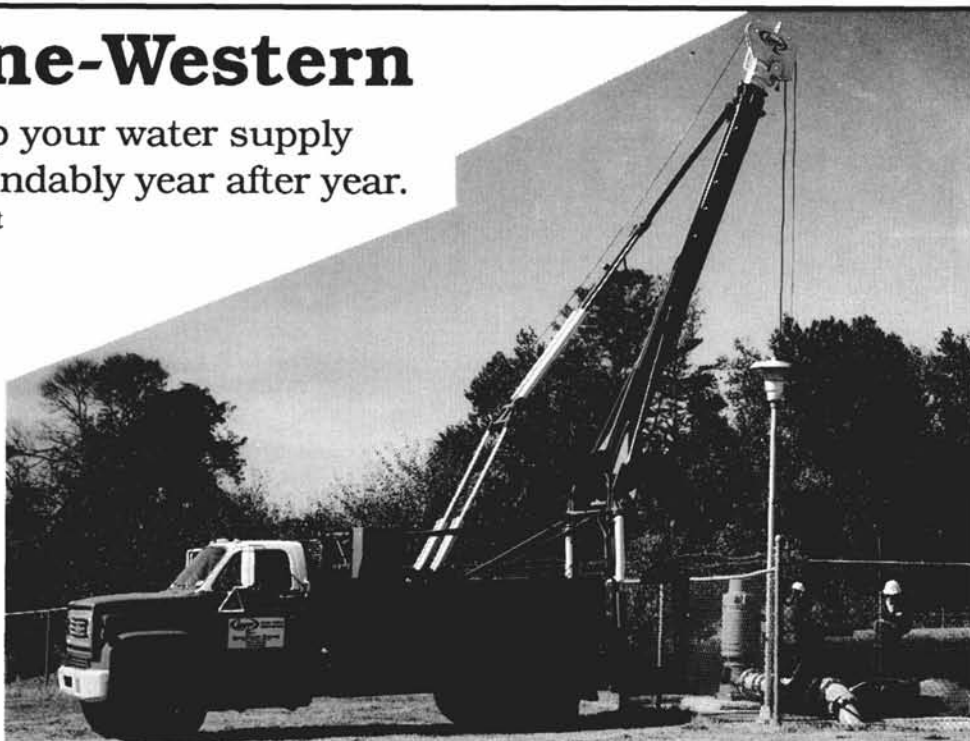
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## Inform Your Golfers — One Method to Make Our Jobs a Little Easier

John Gurke, Golf Course Supt.  
Aurora Country Club

One of the most important tools a superintendent has at his disposal is his ability to communicate. Proper use of communication skills can help alleviate many problems throughout the year. By keeping people informed, we take away the "speculation factor" from them. We shouldn't limit our communication efforts to our board members (or our bosses), but also to the golf professional and his staff, the general manager, and the entire membership or golfing public as the case may be.

Okay — we all knew this stuff already. My purpose here is to demonstrate one seemingly small and simple method to communicate to every person employed by or using our facilities what we are up to on any given day. It's a way to avoid comments like, "If I'da known they were gonna do that, I woulda worn my other shoes," or "Why wasn't I told they were doing that." Quite simply, POST A BULLETIN.

This is not a new idea, and I'm sure many clubs already do this. There are just a few tips to use if you are planning to implement this idea:

- ★ Make it professional and neat-looking — Magic marker on cardboard or hand-written placards will not enhance our image as professionals. Appearance counts!

- ★ Make it accessible — Locate the bulletin where everyone can see it (e.g. the first tee, or the Pro Shop).

- ★ Make it durable — use materials that will hold up and keep their appearance in all types of weather.



*"Aurora C.C. bulletin with removable magnetic strips"*

- ★ Make it easily changeable — The last thing you need is to spend a lot of valuable time accomplishing such a simple task.

The method chosen at Aurora Country Club is a steel sign with interchangeable magnetic strips which can be added or removed daily to keep our golfers and staff informed of our maintenance practices and conditions. We started with a typical real estate sales sign with our club logo and four categories (Greens — Tees — Fairways — General) affixed permanently. Then we used magnetic strips with printed information on them to attach under the appropriate categories for any given day. Our cup changer starts his day by making any changes to the sign that apply (e.g. if we've had a heavy rain, he'll put the "Standing Water" magnet and/or the "Carts in Rough Only"



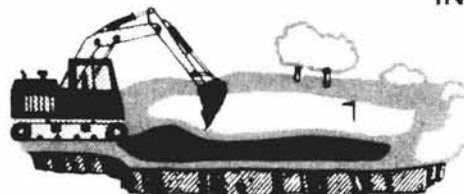
*"Bartlett Hills bulletin with removable wooden slats, hinged and padlocked for security."*

magnet under the Fairway category, or the "Topdressing" magnet under the Greens category if we are topdressing that day). Any sign company can custom-make your bulletin to fit your course's particular needs, and at a relatively low cost.

If security or vandalism is a concern, I've seen other superintendent's methods to deal with it. While Joel Purpur was at Bartlett Hills Golf Club, he fashioned a similar sign by welding angle iron into a frame with a hinged top and padlock whereby wooden slats engraved with the necessary information could slide in and out each day. To add an aesthetic quality, the frame was welded to a post mounted in a flower planter with cedar slat sides similar to the "Burdett Divot Buckets" (and without having to replace any lids), making the sign attractive, functional, and most importantly, difficult to steal.

I'm sure there are other ways to accomplish this task; my point being that it is a task well worth the investment — it enhances our image as professionals, it saves us the time and effort of verbally communicating to everyone what we are doing, and it demonstrates further our dedication to helping make the people who pay our salaries enjoy their game a little more.

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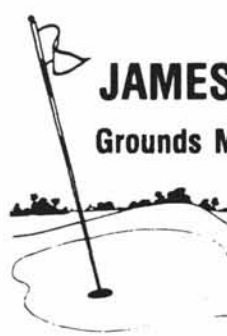


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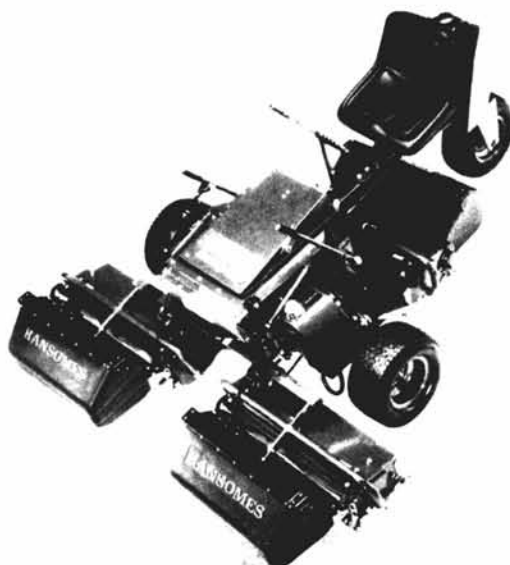
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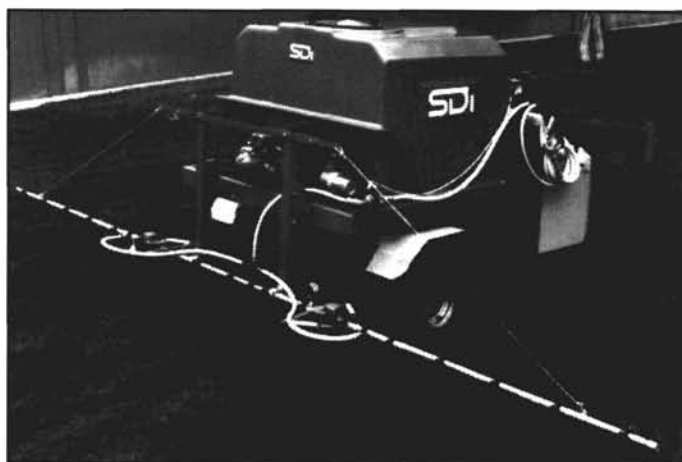
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## Midwest Breezes



### Upcoming Events — Mark Your Calendar

July 4-7 — Western Open at Dubsdred

July 15 — MAGCS monthly meeting at Golf Club of Illinois

July 30 — MRTF Field Day & Trade Show at Purdue

August 12 — MAGCS monthly meeting at Woodmar C.C.

September — MAGCS monthly meeting at Ridgemoor C.C.

October — MAGCS monthly meeting at Biltmore C.C.

November 6 — Midwest Clinic at Medinah C.C.

December 2-6 — "Your Home Turf" Michigan State U.  
Contact Dr. Frank Rossi, 517/353-0860.

December 3-5 — NCTE at Pheasant Run Resort

January 1992 — Arrowhead Golf Club

January 20-22 — MRTF Conference & Show, Indianapolis  
Convention Center

January 20-22 — 62nd Annual Michigan Turfgrass Conference.  
Contact Mike Saffel, 517/353-9022.

February 10-17 — GCSAA Conference in New Orleans

April 1992 — Geneva Golf Club

June 22, 1992 — River Forest Golf Club

July 13, 1992 — Briar Ridge Golf Club

August 1992 — Mt. Prospect Golf Club

October 1992 — Settlers Hill Golf Club

\*\*\*\*\*

WANTED: An opportunity to work with a golf course superintendent. Background in landscape design, contracting, engineering, maintenance, soil evaluation and preparation. Marguerite Zimmerli, 708/381-0984.

ITF has a new address: 111 East Wacker Drive, Suite 200, Chicago, IL 60601-4298.

July sponsors at the Golf Club of Illinois are going to be: E-Z-GO/Textron Golf Cars, O. M. Scott & Sons, and Ciby Geigy Turf & Ornamental.

In addition to the father and son combinations that Bruce Williams mentioned in the June issue, he would also like to add Julius Albaugh and his son Dan; Adolph Bertucci and his father, Joseph; Alfred Bertucci and his father, Elmer; also Dom Grotti and Dennis Wilson. We apologize for misspelling Hopphan in the June issue.

We would like to express a belated "Thank You" to Turf Supply Ltd. for supplying the hors d'oeuvres at the June meeting at Naperville Country Club. The beverages on the golf course were the courtesy of J. W. Turf and Wilber Ellis Company was a sponsorship donation. Remember to thank these fine firms for your enjoyable golf day when they make a sales call on you in the future.

It is with a deep sense of loss that we announce the death of a long time member, Charles Watson. Charles was the Midwest Sales Manager for the Toro Company for many years. He died on May 4th at the age of 69.

The 30th Summer Field Day for the Illinois Landscape Contractors Association will be held on August 7th at the Midwest Groundcovers in St. Charles, IL. It's a good day to get away and see a lot of equipment and supplies on display. They serve a great lunch of prime rib with all of the trimmings.

Golf event for July 15 at the Golf Club of Illinois. This event is the senior championship. Other players will play an individual score event. Gross and net prizes for both divisions. Figure net score by subtracting the players individual handicap from their score.

Event Chairman: Kerry Blatteau

Pre-event co-chairman: John Fulling

Post event co-chairman: Brian Bossert

The Bull Sheet and the MAGCS membership would like to wish a belated Happy 87th Birthday to Mrs. Ray Gerber. June 13th was the festive day.

Congratulations to Paul & Joan Wagoner of Boulder Ridge on the birth of Zachary Charles on April 25th. This is their 4th child.

Congratulations to grandpa Dudley Smith and the mother and father, Sue and Rick Wilson with the birth of their son on May 19th.

George Ott at Hillcrest C.C. is looking for a mechanic. Please call at 708/540-5146.

Need a bridge? Call Al Bevers at Hilldale C.C. 708/884-6868. The bridge is 36' long and 6' wide. It's a Continental Bridge that the metal never needs painting.

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Old names at new places: Brad Johnson is now at Eagle Brook C.C. in Geneva, Hans Hopphan is at The Byrn at Norway, IL, and Len Berg is at Cress Creek C.C.

The Ameritech Senior Open is just in it's third year of play. The purse is \$500,00 with 1st place prize of \$75,000. Chi Chi Rodriguez is the defending Champion.

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## Director's Column

by Kerry Blatteau



### 1991 M.A.G.C.S. Golf Committee Monthly Duties

The following are the duties of each volunteer for each meeting. The duties are as follows:

**Event Chairman** — Coordinate all pre-event plans. Arrange for merchandise prize amounts (low net and/or low gross), what type of prizes, and where purchased.

**Pre-event Co-Chairman** — Coordinate all materials and scoring procedures needed prior to the event. Contact the host superintendent or pro, explain the event and scoring, find if the pro will assist in score keeping. If he will, discuss the event and see that he understands what he needs to do prior to play. If he will not, you must arrange with the event chairman to be at the event early to do the initial organization. Additionally, you must see to it that a rules information sheet is prepared by yourself or the host superintendent. This rules information sheet should include the type of event, tees being used, winter or summer rules, local rules, and a description of scoring for the event. This rules sheet will be distributed to all participants either on their carts or when signing in.

**Post-event Co-chairman** — Work with the event chairman to do any scoring that needs to be done after the event to decide the prize winners. Assist with the distribution of prizes at the conclusion of the event.

**Editor's Note:** Kerry had the June Directors column, but that issue got lost in the mail and never made the June issue. This is a condensed article due to the timing.

For each golf event this year, we will list the type of event in the Midwest Breezes for that particular month.

#### PLEASE NOTE NEW GCSAA PHONE NUMBERS

The Golf Course Superintendents Association of America has changed its telephone numbers to provide direct dialing and to serve you better!

Main Number:	(913) 841-2240
Conference & Show:	(913) 832-4430
Advertising/Sales:	(913) 832-4440
Education:	(913) 832-4444
Communications:	(913) 832-4470
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FAX # Membership, Administration, Planning:	(913) 832-4455
FAX # Communications, Publications, Advertising/Sales:	(913) 832-4466
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**GCSAA's new address is:**

1421 Research Park Drive • Lawrence, KS 66049-3859



## Keeping a Weather Eye

Professional weather forecasters arrive at their predictions with the assistance of such instruments as barometers, hygrometers, and thermometers, each of which measures some aspect of the ever-changing atmosphere: air pressure, humidity, and temperature, respectively. The wilderness is filled with indicators every bit as accurate, if not so nicely calibrated. Knowing how to read them is one of the skills of outdoorsmanship.

Masses of cold and warm air move across the earth from west to east at a rate of about 600 miles a day, propelled into and around pools and eddies of high and low pressure. Air blows clockwise away from the center of a high pressure area, where it escapes upward, cooling as it rises and leaving behind the moisture it contains. Thus a drop in air pressure (a falling barometer) generally indicates the arrival of a pocket of humid

---

*Migrating geese maintain their altitude by sensing air pressure; the more the pressure, the higher they fly. Low-flying geese mean a falling barometer, an omen of bad weather.*

---

air, clouds, and often, rain or snow, particularly when the low pressure area is at the front of an air mass. There are many signs of an approaching low pressure area; smoke hovers and turns downward; birds tend to roost; swallows and bats swoop low; ground odors arise from ditches and marshes; clouds form at low altitudes; the rising humidity makes hair limp, causes distant objects to appear closer (because the usual evaporation haze is missing), and precludes the formation of morning dew. These signs are all prominent among folklore's favorite foul weather warnings.

---

*Sound travels a mile in about five seconds; light arrives almost instantaneously. To find how many miles away a thunderstorm is, count the seconds between a lightning flash and the thunderclap that follows it, and divide by five.*

---

Other bits of weather lore are also firmly based in fact. Take, for example, the expression "Red sky at night, sailors' delight. Red sky in the morning, sailors take warning." (The setting sun shines through tomorrow's air, 500 to 600 miles westward; the laws of light refraction are such that if the air is dry and cloudless, the sky will be red just after sunset. The same laws decree that a red sky before sunrise means the air that has passed to the east is clearer and drier than where you are.)

There are three basic cloud types: cirrus (wispy), stratus (layered), and cumulus (puffy). Each is produced by a specific air pattern, and each may presage a particular kind of storm. Learn to read the early steps of these developments. Fluffy

---

*Cirrus clouds form wispy mares' tails before warm air front hit. Next comes cirrostratus, the "mackerel sky", then rain.*

---

white cumulus clouds, for example, are formed by warm updrafts called thermals. They are common on clear days and generally foreshadow more of the same, but they are also the stuff of which thunderstorms are made. When a thermal is intensified by the moist updraft of a low pressure area, the result is a huge, billowing thunderhead (cumulonimbus), bringing strong winds, thunder, lightning, and a downpour of rain. The telltale step in this pattern is when fair weather cumulus clouds

begin to puff upward like the turrets of a castle. Such towering cumulus clouds are not always followed by thunderheads but when they occur in the wet or northwest sky, a little darker and lower than other cumulus clouds; the wise camper begins to make preparations for a sudden storm.

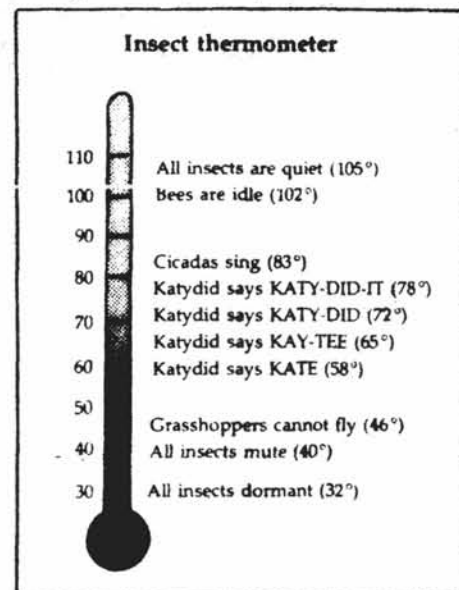
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*Cumulus clouds, fed by warm updraft of cold front, develop towering form, warning of approaching thunderstorms or snow.*

---

Cirrus clouds are made of ice crystals, formed when warm air suddenly meets cooler air (the way your breath forms vapor on a cold day). Often they signify nothing more than a high altitude wind pattern, but when they begin to form a thin, icy layer (cirrostratus) — causing the appearance of a halo around the sun or moon — it is probably the first warning of an approaching warm air front, with a long, steady siege of rain or snow.

**LEARN TO READ THE LANGUAGE OF THE CLOUDS**  
*Cold air is heavier than warm, so the front of a cold air mass hugs the ground as it moves eastward, pushing warm air like wood shavings before the blade of a chisel. Cold fronts give little warning; winds may change to easterly or northeasterly, often creating a squall line (a band of high winds and short-lived thundershowers) a few minutes before their arrival. Layers of cumulus clouds (cumulostratus) or thunderheads may accompany the front itself. Warm fronts move more slowly and give 10 to 15 hours warning. Wispy cirrus clouds accumulate and grow steadily lower, and winds often shift to easterly or southeasterly; long, steady rain from low stratus clouds presage and accompany the front itself. When a cold front overtakes a warm front, the result is called an occluded front; the sky grows dark, and heavy weather, snow, or violent winds often result.*



*To find temperature in Fahrenheit, count a cricket chirps for 14 seconds and add 40. Other insects indicate readings as shown above.*

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## Are You All Wet?

by Bill Rhymes, Mallinckrodt, Inc., Shelby, NC

Imagine if you will, the mouth of the mighty Mississippi River as it empties into the Gulf of Mexico. While there is a main channel where most of the shipping moves, the river has broken up into many channels, all emptying into the Gulf. There is much marsh land and even completely dry land between these channels of water. Now, imagine a golf green, a garden, a flower bed or your hard, with rain or irrigation water falling on it. This water also channels down through the soil. There are wet areas, damp areas and completely dry areas.

When a soil or other growing media wets slowly or non-uniformly, it is due to the physical properties of the soil as well as the water. Hydrophobic organic components of soil and a preponderance of capillary pore space combine to restrict the rate of water movement into such soils. Water's high surface tension, due to strong cohesive forces, restricts movement into capillary pore space. The same physical forces that delay water movement into hydrophobic growing media or cause localized dry spots in turf also restrict or delay water movement out of wet spots, assuming the excess water has someplace to go.

The solution to both dry spots and wet spots is to **increase the rate of water movement** by providing a link between hydrophobic soil (or media) and hydrophilic water. Surface-active agents (surfactants) sold as wetting agents should do several things: 1) decrease water's surface tension; 2) facilitate water movement into dry soils; 3) remain absorbed onto the soil colloids after drying to effect rewetting; 4) facilitate drainage from areas prone to stay wet, and 5) have a wide safety margin on plant material.

Perhaps no other type product used in turf and ornamental industries causes as much confusion and misunderstanding as surfactants. Such names as detergent, dispersant, wetting or rewetting agent, penetrant, cleaner, spreading agent and emulsifier most often describe the action or result desired and area, as such, not descriptive when distinguishing between one and another. For instance, a detergent is also an effective wetting agent.

Rather than labor these names, it is sufficient for the professional turf and ornamental manager to recognize those products developed for wetting soil/artificial growth media. Have you attended any major turf or ornamental trade show recently? If so, you probably saw or were told about several wetting agents and why a particular one was "best on the market". Should you use one, and if so, which one and why? Here are some guidelines:

1. Don't buy water. Many products have very little active ingredients in them (some as low as 5%) and the rest is water. Initial cost per gallon is low, but they may not last but a few days in the soil.

2. Buy one that is all-wetting agent, i.e., 100% active ingredient. These are by far the most economical as only one or two applications are needed per growing season.

3. Buy one that has a history of success and consistently ranks at the top in university and experiment station tests.

4. Talk to other superintendents and growers. Many are using these good products and they'll be glad to tell you why they do and their product of choice.

(cont'd. page 24)