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the Bull Sheet

Official publication of the MIDWEST ASSOCIATION OF
GOLF COURSE SUPERINTENDENTS.

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On Course With the President

There is no doubt that MAGCS members have a great newsletter which deserves to be shared with our Club Directors and clientele for positive PR and image enhancement. This public relations tool will exhibit to those individuals how our association strives for continuing education and modernization. Our newsletter should reflect that today's



Superintendents are dedicated, professional, pro golf, well educated, and environmentally sensitive and responsible.

Our profession, association, and newsletter are continually evolving to meet the need of present times. Several years ago a previous Board of Directors of the MAGCS eliminated the "bull" from the cover of our newsletter and now, in the interest of professionalism, it is the time to relocate the "sheet". Our association, as professional as we think and tell ourselves we are, still has an official publication name that is a play on words with "bull----". If that is acceptable in today's day and age, then why not something like "Grasshole Management"? It does have a catchy ring to it, but obviously it is not acceptable in a professional sense. Some veteran MAGCS members who argue about tradition and how the name came about, simply do not really care about the newsletter name as being unprofessional. Nor do they care about how it may reflect on the seriousness and intent of the MAGCS and its members. Most of our members care immensely about our profession. A professional name for our publication would not immediately put us in the class of Brain Surgeons, but it would be one more piece of the puzzle to enhance our professional position.

No one is advocating the complete loss of the name "The Bull Sheet". Relocating the name from the cover to the feature section on the pages that truly represents the local "Bull" would be more fitting. A past Board of Directors removed the "Bull" from the cover and did it without an entire membership vote. Why was it then removed from the cover? I would bet for the very same reasons that the current Board deems it necessary to relocate the present name to the feature section. The title of the publication should uphold what the Midwest represents. The GCSAA also changed the name of their publication several times, for much the same professional reasoning.

For tradition, I say bring back the old "bull" and put it with the name "The Bull Sheet", replacing "Midwest Breezes". There are still a number of tradition bound members that, despite these legitimate arguments, will still insist that our present name is fitting for our association. We must and do respect the past, but now the need is to focus on the future.

Thanks to stalwarts like Ray Gerber and Fred Opperman, the Midwest can pride itself on its fine professional publication produced like clock work each month. The editorial com-

(continued page 4)

(On Course With The President continued)

mittee has plans for continuing improvements to make our fine newsletter even better. The Board of Directors has not voted on a name change as of February 1, but when the next step is taken, the Midwest may have a contest for the selection of an appropriate newsletter name.

This brings us into another issue, **cost**. When the different dues levels were offered, like most anything else, there were many favorable comments on the program. There were also comments from members who objected to the program, mostly because of affordability. If you examine what our members pay for annual dues, we are still extremely low compared to other professional organizations. The Golf Pro's for instance, pay hundreds of dollars, mostly out of their own pockets, to belong to the PGA. Depending on member classification, Golf Pro Assistants may even pay in the hundreds of dollars. They do have a glossy and slick four color magazine and member insurance programs. On the other hand, our dues for a class A member do not even cover the cost of our newsletter! Class A dues at \$50 a year amounts to only \$4.17 a month. Presently, it costs \$4.93 to produce each issue of your "Bull Sheet". The Midwest really takes a loss providing newsletters to class C and D members. If it were not for the support of our loyal newsletter advertisers, we would really be in a financial bind developing our MAGCS budget structure. We are destined to take a closer look at the dues structure as we prepare to expand any membership services. We all want more, but are we willing to pay for it? We are going to have to.

Update on the Terry Petric Marathon Fund

by Peter Leuzinger, CGCS

It is time to thank all the people and businesses from the MAGCS, St. Charles C.C. and The Ivanhoe Club for supporting the Terry Petric Marathon Fund. You will recall, and thanks to you, a flier was sent out with the July issue of the **Bull Sheet** asking for pledges supporting Terry's family, after he passed away June 4th from cancer. The pledges were in dollar amounts per mile for me to run in the Chicago Marathon this past October 30, 1994. I finished the race and everyone paid! I am happy to report that over \$8,200 was given to Katie from the fund. MAGCS members made up the backbone of the amount as they accounted for over \$6,000 of those pledge dollars.

This has been an unbelievable experience. First, and most important, Terry's friends chose to remember his name just a little longer. Terry had quite a positive affect on the people that knew him. Second, and for myself, I was able to do something I never thought possible. Running 26 miles was a real undertaking for me, both time-wise in training and physically; it was very painful.

I think when we lose a close friend, we tend to learn about perspective. Knowing Terry and his young family probably will help us appreciate our families. Learning how to run and do it in Terry's name helps make some of my everyday duties seem not so hard anymore.

Katie Petric is very appreciative of your support and thanks you from the bottom of her heart.

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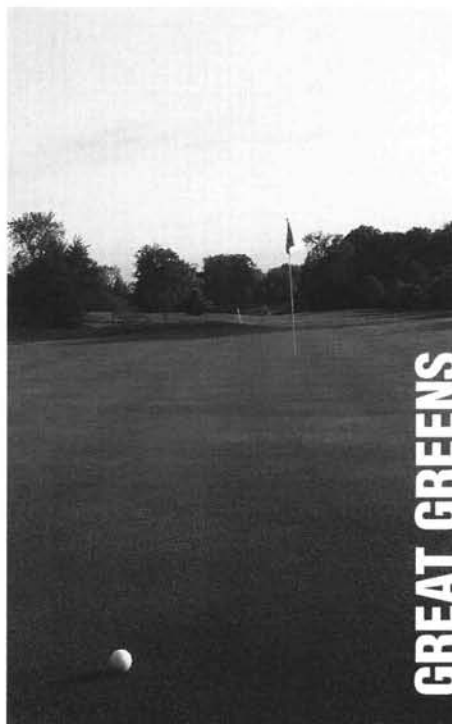
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Director's Column Editorial and Employment Committee Update

by Dave Blomquist

Some exciting things are on tap this season for the Editorial and Employment committees. The President has assigned me to chair the Editorial Committee, which is the first time in recent MAGCS history that the Board of Directors is involved in the **Bull Sheet**. The following are members of the committee:



Stephanie Gotberg
John Gurke
Randy Kane
John Meyer

Jim McNair
Tony Rzadzki
Ray Schmitz
Dave Ward

Fred Opperman has been the Editor of the **Bull Sheet** for over 10 years and he is to be commended for a job well done. The **Bull Sheet** has a tradition second to none. We look to maintain the same feel our newsletter has provided while upgrading several features. We look to accomplish the following:

- ★ Provide complimentary issues to club officials.
- ★ Improve editing of articles.
- ★ A cover photograph.
- ★ Suggest a different name.

It is becoming more and more apparent that if we are to improve upon our position in this business, we must develop a more aggressive Public Relations program! Many club officials don't even know we exist. How can we expect them to recognize us as forward thinking, environmentally responsible professional Turf Managers? Our newsletter can be a valuable tool for disseminating our fine name and reputation. With this in mind, **The Bull Sheet** may not be an appropriate title for our newsletter. We're looking at alternative names that incorporate our fine tradition while putting forth a more professional impression.

The Employment committee, led by Don Cross, has met and is in the process of determining why the MAGCS hasn't had as strong a voice in placement of our members in area clubs. We are also looking at ways in which we can better service our MAGCS members that are out of work. We cannot legally recommend specific individuals, nor are we interested in doing so, however we are interested in finding ways to expose a portion of our membership to prospective clubs. Public relations seems to be the underlying theme as many clubs aren't aware that our services are available to them. Along these lines, this committee is working on putting together a brochure describing what the MAGCS is and what services are available to a member of our association. We hope to get approval from MAGCS members to mail these brochures out to area clubs in hopes of spreading our good name.

MAGCS are sure to see positive results as the season progresses. If you have any suggestions please feel free to contact any member of the Board of Directors. Your input is essential if we are to improve our service to the membership.



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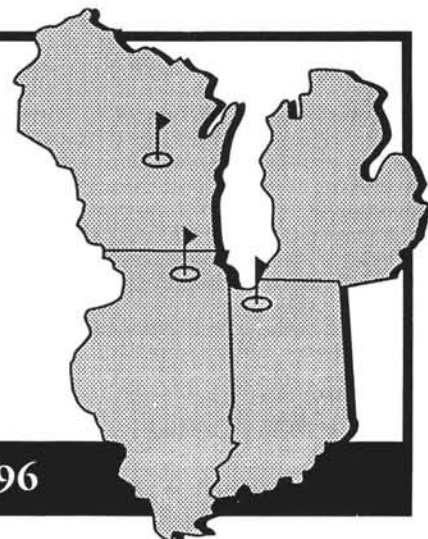
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Adolph's Christmas Party — A Tradition Ends

by Pete Vandercook

It was known for years as "Adolph's Christmas Party" and in later years became known as "Adolph and Billy's Christmas Party". Everyone knows that Adolph is Adolph Bertucci, superintendent Emeritus of Lake Shore Country Club and most people know that Billy is Bill Aiston, Adolph's son-in-law and successor, who has been superintendent at Lake Shore since Adolph's retirement in 1991.

This long-time Christmas tradition (which is really a social event) draws a diverse crowd. Included are Lake Shore members, local police and fire departments (who have their police cars, fire engines and ambulances parked out front). Many judges and attorneys also attend. Local politicians and officials make their appearance, many golf course superintendents with select members of their crews attend. Most of these are Northsiders, but there is always a good representation of South and Westsiders as well. It is not unusual to see superintendents from Milwaukee, LaSalle, Streator, Peoria, Valparaiso, and other locations out of the Chicago Metropolitan area as well. Present and former Lake Shore employees comprise another group. Illinois Lawn Equipment, Inc., Arthur Clesen, Inc. and Nels J. Johnson Tree Experts, Inc. lead a group of vendors that attend and aid this endeavor. Many manufacturers are also represented.

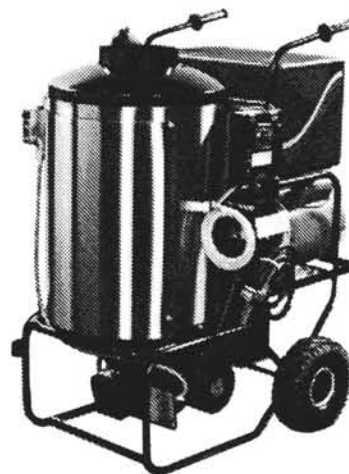
There is also a guest celebrity list which over the years has included former broadcasters Jack Brickhouse, Lou Boudreau and Vince Lloyd; former Cubs players Scott Sanderson, Jody Davis and Keith Moreland, former Bears football players Mike Pyle, Bobby Douglas, Ted Albrecht, Ronnie Bull and the late Brian Piccolo, and long-time Chicago Club clubhouse man Yosh Kawano.

For many years the party was held in the old Lake Shore equipment building. The heated portion of the building was not large. The crowd was packed in (like sardines in a can) and there was a great picture above the urinal in the men's room. With the construction of the new equipment building in the mid 1980's, the old building was torn down and the parties were moved into the new building. There was a lot more room. The floor was level and it was warmer, but the party had lost a certain part of its mystique and ambiance. The menu usually included ham and/or turkey, Adolph's special recipe Italian sausage, assorted Italian lunch meats and cheeses, smoked pheasant and fish — courtesy of Ed Smith, ravioli, polenta, various breads and a great assortment of olives, pickles, peppers and other condiments. Each year pictures were displayed and slides were shown depicting previous parties.

In the early years, the hard core card players would stay after the crowd thinned out, play cards, drink and finish off any left-over food until 10:00 or 11:00 p.m. when it was necessary for Adolph to announce that the party was over. Now, in the 1990's, much less alcohol is consumed. The designated drivers drink cola and the card games end around 6:00 p.m. The memory of the big poker games with Bill Stupple, Frank Dinelli, Joe Canale, Oliver Miles, Art Clesen, Sr., Clarence Mitchell, Amos Lapp, and Dom Grotti (all now deceased) as well as Ben Coker, Bill Kraft, John Potthoff, Sr.,

(continued page 10) 9

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(A Tradition Ends continued)

Les Mach, Wayne Trometer, Harry Neilson, Jr., Ben Kronn, Ed Polheber and others will remain only that — a memory.

Unfortunately, as the old saying goes, "things change" and this wonderful tradition has come to its end. There was no party in 1993 or 1994. An older Adolph felt that it was time to end this tradition. And he was probably right, but this wonderful tradition will not be easily forgotten. Adolph says that in 1999, when he has reached 80 years of age, if he is still alive and if he can still do it, he will hold the 'grand-daddy' of all Christmas parties.

TIME FOR A CHANGE Revisiting Fairway Conversion

by R. Brian Green, C.G.C.S.
Sunset Valley G.C.

For many years I stood in defense of ryegrass fairways. However, the bentgrass conversions of the 80's kept my attention. Especially when fairways better than mine, like the excellent bluegrass fairways of Jim Evans at Turnberry received their dose of Round-Up. I rationalized my need to keep seeding ryegrass into our public fairways as cost efficient and the quickest way to continuously replace turf following the constant flooding of the Skokie River. 1994 marked the year for Sunset Valleys' time for a change.

Having seen the light, I proceeded to sell the program to the public, the golf advisory board, park board and to myself.

The following are **negatives** of ryegrass fairways.

- 1) **Perennial rye and winter hardiness**, always a concern. Nothing like 50% winterkill of fairways to get a season off to a hair raising start.
- 2) **Playability and appearance**. Flyers R' Us, our logo, consistent with the rapid upright growth habit. Also difficulty mowing at times will lead to shaggy fairway lies.
- 3) **Pythium loves ryegrass!** (This speaks for itself).

The **positive** influences for making the Change.

- 1) Fairways that were inferior in appearance and playability.
- 2) Purchase of lightweight mowers.
- 3) Plant growth regulators and Poa controls.
- 4) Golfers pressure of the public layouts old and new that have bentgrass fairways. Especially thanks to Kevin C. at Sportsmans and Jerry M. at Lake Bluff.
- 5) Improved bentgrass varieties.
- 6) Bentgrass has cool diseases. I wanted to see some Brown Patch as big as my truck.

Having seen the light, I proceeded to sell the program to the public, the golf advisory board, park board and to myself. The idea was well received until I told them about roping the fairways from August 1, 1994 thru the Spring of 1995. My plan was to convert nine holes in 1994 and finish the remainder in conjunction with a major renovation in 1995. Golfers were informed of all the plans one year in advance.

(continued page 13)

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