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The Midwest Association of Golf Course Superintendents (MAGCS) is a professional organization founded in 1927 whose goals include preservation and dissemination of scientific and practical knowledge pertaining to golf turf maintenance.

We endeavor to increase efficiency and economic performance while improving and enhancing the individual and collective prestige of the members.

The MAGCS member is also an environmental steward. We strive to uphold and enhance our surroundings by promoting flora and fauna in every facet in a manner that is beneficial to the general public now and in the future.





**H**ow can it already be July 4! Up until this point of the year, many of us have probably thrown those hard thought plans out the window. The early growing season has been anything but. Mother Nature has a way of changing the way we do our jobs. Long-range planning has always been a key in the busy world of running a golf club or course. A key committee within the MAGCS has always been the Long-Range Planning Committee. The plans of this committee have worked out better than the year's golf season.

Many of the items that were planned a few years ago by the LRP committee have become reality. I would like to talk about several in this month's president's message. One of the biggest changes has been the restructuring of the *Bull Sheet*. I still cannot believe that our new *On Course* did not receive an award last year in Las Vegas. The majority of the comments that are heard about the new look have been very positive. The LRP called for a name change, a color photo cover and sending the magazine out third class. All of these have been accomplished. The future of our magazine remains to be *On Course*.

The Finance Committee continues to plan for the future. A few years ago, the association's dues were increased. This helped us to create new avenues for not only providing our members more benefits but also gave us more monies to donate to different research programs. Some of the added income was also invested in a money market fund which created additional interest for the association. This last winter, a financial planning seminar was held to help our members plan for their own future. All of these items were again a part of a long-range plan that was thought about a few years ago.

The Golf Committee has come a long way, baby! The merchandise that we award has been upgraded tremendously. The golf meetings consist of a variety of events. At least 30 percent of those signing up for a golf meeting receive a prize. No mention of a changeover to soft spikes was made in the latest LRP report, but the change has already taken place. Any updated plan would have surely called for a soft spike change. Were many of the above golf plans called for in the LRP? As our friend Marv Albert would say, "Yessss".

One of the plans we have talked about lately has been the forming of an Environmental Stewardship Committee. This is already in the works for this year. The MAGCS is also involved with the continued growth of the work that the Audubon Society continues to do. The last LRP called for these moves.

The work of the executive secretary continues to be planned out for the future. Every new member receives a packet which gets the individual rolling in the

association. The directory has been redeveloped and redesigned. A midyear update of our directory will be in the members' hands shortly. LRP asked for it; you got it!

Several other areas continue to plan for the future:

Commercial Advisory Committee: Vendor Day and more involvement in the hospitality room.

Membership Committee: Many new member benefits and gold/silver membership money which helps increase our giving power.

Public Relations: Continue to seek out ways to promote the profession we all work in.

My advice to all of the members of the MAGCS is to stick around and stay involved with the future of our fine association. Our long-range plan would be worthless without the involvement of our members. THANKS TO ALL!

Ed Braunsky, CGCS  
President, MAGCS



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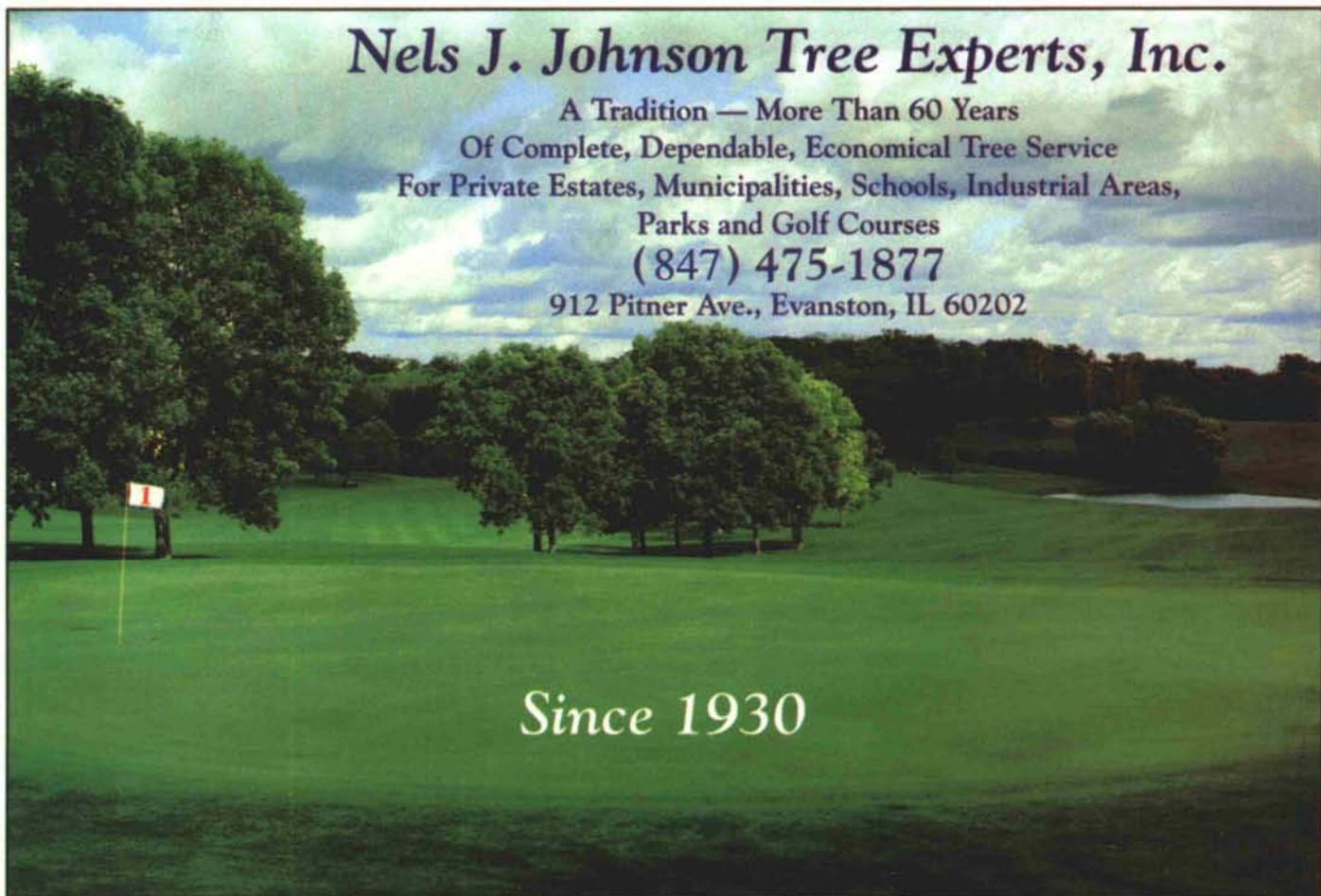
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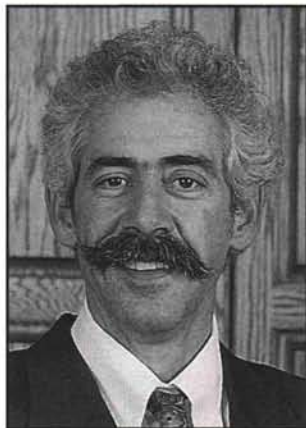
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*Gregory Thalmann  
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It's that time of the year when you are probably receiving countless phone calls at home and at the course from salesmen trying to sell you everything under the sun from rope to microorganisms for the course to siding and replacement windows for the home. And like

me, you are probably telling these salesmen that you just had new siding and all new windows installed on your home or that you have enough yellow rope to rope off all your fairways in case of wet conditions just to get them to stop calling.

In most cases, this ploy works; but one thing we have to remember is how much the commercial members of the Midwest Association sponsor for us. They help defer the cost of all our monthly golf meetings, the fall dinner dance and the hospitality room at the national convention, to name a few things. I really was not aware of how much they do until I became arrangements chairman.

As you know, the July 7 meeting at Orchard Valley will be the first Vendors Day held by the

Midwest. This day has two purposes: one is raising money for the research green at Cantigny, and the second is to provide the MAGCS commercial members more exposure at the monthly meetings. John Meyer and the Commercial Advisory Committee have taken on this responsibility; and from what I have seen, they will provide us with an eventful day and an opportunity not only to talk to commercial members but to see some of the wares they will have on display. This should be a win/win situation for everyone, especially for me because I had very little arranging to do. Thanks, guys.

The best way we can show appreciation for their support is to purchase from them, but I am sure a thank you would be well received also. ■



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# AN INTERVIEW WITH DR. BRUCE BRANHAM, THE UNIVERSITY OF ILLINOIS' NEWEST FACULTY MEMBER

*Paul Vermeulen, Director  
USGA Green Section*

Since my arrival to the Mid-Continent Region, I have spent many hours visiting with the faculty at the University of Illinois (Drs. Branham, Fermanian, Kane, Voigt and Wilkinson). From these visits, I have gained a deep appreciation for their expertise on topics ranging from computer science to environmentally responsible pest control. In a nutshell, this group of individuals has the experience and know-how to provide technical leadership and student training well into the next century.

This interview with Dr. Branham, who is a weed control and pesticide fate specialist, sheds light on the University of Illinois' future goals and some of the challenges they face in trying to achieve these goals.

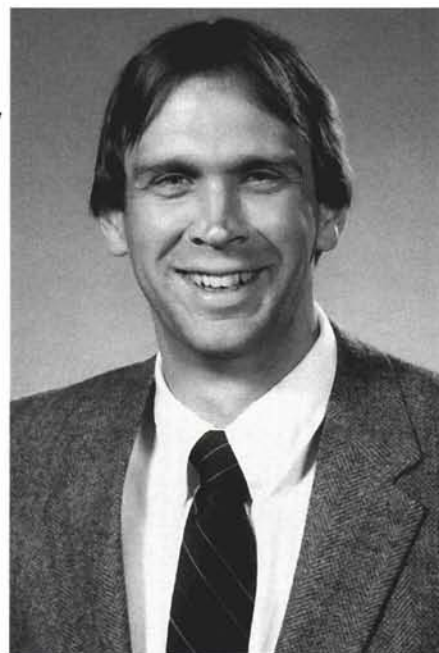
## In what area(s) is research required to support the technological advancement of the turfgrass industry?

To support the continued growth of the turfgrass industry, both applied research and basic research need to be conducted. Applied research is work that needs to be done to support the day-to-day activities of turfgrass practitioners. For example, before a new product can be released onto the market, research is needed to determine its mode of action, movement in the environment, use rates, etc. Without applied research, end users would not have the necessary information to make sound management decisions. Basic research is a dis-

covery process, such as gene mapping, that scientists use to improve their understanding of turfgrass plant development. This form of research is needed to support advancements in the rapidly developing area of biotechnology.

## Does the University of Illinois have any plans to expand the turfgrass research program?

Yes, our plan is to take advantage of new opportunities that will arise by increasing our exposure in the large metropolitan areas throughout the state. With more exposure, we hope that the golfing community will feel more confident giving their



support to the research program. At present, our program's biggest limitation is a lack of graduate students and technicians who help complete routine activities.

*(continued on page 10)*

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**Have recent cuts in the federal and state budgets had an impact on turfgrass research at the University of Illinois?**

The budget cuts have had a greater impact on research conducted on major commodities, such as corn and soybeans, because they have historically received the lion's share of public support. Since turfgrass research has received relatively little financial support in the past, the cuts have, in comparison, been minor. The most significant cut in the past year was the loss of funding for a technician's position. So yes, while some might say that the cuts have been minor, relatively speaking, they have had a significant impact.

**Is funding from the private sector replacing lost federal and state funding?**

It is hard to state whether or

not private support is making up the difference because it varies so much from year to year.

**Is limited funding an issue for the University of Illinois?**

Yes. Right now it is very difficult to expand research activities because we don't have consistent funding for technical support. Without consistent funding, it is very difficult to hire trained individuals who can work on projects from beginning to end.

**If funding is a limiting resource, how might interested parties offer their support?**

Historically, small grants have been the most popular form of support; and they are, of course, crucial to ongoing activities at the University of Illinois. It is important to realize, however, that grants have a few limitations. First, they are usually earmarked for specific applied research pro-

jects and, therefore, offer little assistance to basic research projects that are equally important. Second, they are an inconsistent funding source from year to year and cannot be used to hire needed technicians. Third, preparing grant proposals can be very time consuming, which takes away productive time from the faculty.

To truly support the technological advancement of the turfgrass industry, a unified fundraising effort is needed from the entire golfing community. Such an effort would develop a reliable funding source that would support the infrastructure of the research program, i.e., technicians, graduate students, field and laboratory equipment purchases, etc. It would also be appropriate for such a funding source to have some kind of board or committee to which the university is accountable. This approach would ensure that funds

(continued on page 34)

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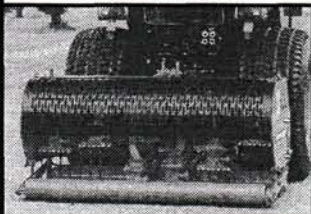
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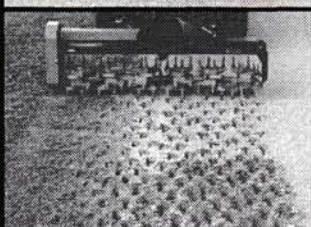
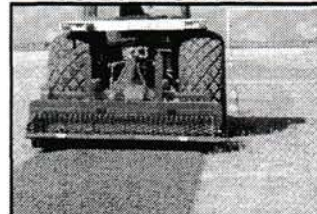
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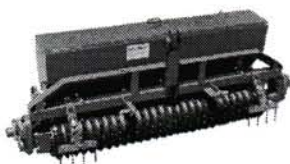
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