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Fred Opperman

The Midwest Association of Golf Course Superintendents (MAGCS), founded December 24, 1926, is a professional organization 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.



Kevin Czerkies, CGCS Sportsman's C.C.

The business for GCSAA's 1998-99 fiscal year has just been released. They are concentrating their efforts on career development, membership standards, and achieving greater efficiencies throughout the entire operation. The budget reflects just under \$400,000 net profit. That profit will be used for capital investments in technology, retiring long-term debt, and building a reserve equal to one-year operating costs.

The 1997-98 budget will show a net profit better than their \$300,000 target. This is a result of a good conference and show, advertising sales, and an extended stay of the GCSAA headquarter's tenant.

While I reviewed the plan, several points of interest caught my eye. The following are some of their goals and objectives.

- Develop a cooperative relationship with local chapters to enhance employment opportunities.
- Offer information and resources to members to help them enhance their employment situation.

- Develop the *1999 College Guide*, expanding its information to include details on internships, graduate programs and careers in the green industry.
- Arrange a minimum of 50 media interview opportunities for GCSAA staff, directors and members.
- Develop an initial plan to celebrate the association's 75th anniversary.
- Develop 8 to 12 new seminars focusing on management skills and new agronomic advancements.
- Develop and promote a model curriculum for turf equipment managers to various education institutions.
- Explore new ways to financially support education to reduce the cost of programs to members.
- Discontinue the audiovisual library and develop alternative sources for users.
- Reach an association membership of 20,500 members of which 10,350 are superintendents.
- Improve GCSAA's governance process by increasing participation at the annual meeting and the number of board candidate nominations.
- Improve the code of ethics compliance.
- Participate in five regional trade shows.
- Continue the marketing programs to CGCS and certification applicant employers to increase the value of certification.
- Publish technical aspects of golf course management, including foundation-supported research projects.
- Develop additional sponsorships, licensing agreements and other revenue-generating opportunities.
- Coordinate, administer and conduct computer training.
- Produce 13 episodes of "Par for the Course" television show.

These are just a fraction of the goals and objectives for GCSAA during 1999. As one of the largest chapters, we play a large part in the success of GCSAA. The MAGCS also has goals and objectives outlined in our Long-Range Plan. This plan is updated annually, however, it's not as complex as GCSAA's.

My wife Peggy has asked me to relay to everyone how much she appreciated the phone calls, letters, and kind words about her article, "The Ultimate 'Golf Widow,'" which was published in the July issue of *On Course*. It meant a lot to her because she was the first spouse of a president to write an article, and she wasn't sure how it would be received. Thanks to everyone for their support.

We are all busy now during certification season, but don't forget to get your registration in early for the annual tournament at Settler's Hill. I hope to see you all there.

Kevin Czerkies, CGCS President, MAGCS

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*Don Ferreri
Seven Bridges G.C.*

As the daylight is getting shorter and summer is once again coming to a close, thoughts of putting our feet up on the desk are just around the corner. In my own experience and in talking to many of you up to this point, the golf season has been very rewarding. So I hope this column finds all of you enjoying many good times. As I write this, I am happy to be driving the Chicago Cub's bandwagon. I only hope as you are reading this that I'm not being run over by it!

This year, you have trusted in me with keeping the MAGCS finances I order (probably not a good idea). I do think I have been hiding all the problems well enough to pass them along to the next unsuspecting "volunteer." In all seriousness, the Midwest is ticking along like a finely-tuned watch. We currently have a system in place that works very well. Many of the thanks go to our Executive Secretary George Minnis. George handles much of the thankless, behind-the-scenes work of the association. He truly is doing a fantastic job.

My assignment, along with past and future secretary/treasurers, has been to pay the bills, keep the budget, make deposits and do the record keeping. With the aide of computers and Quicken, these

tasks have been greatly simplified. I am also responsible for the minutes of our monthly meetings and Board of Directors meetings. It is Albie Staudt's timeless job to dispense the reading of the minutes (very important to me).

We have applied with the Internal Revenue Service to be considered as a not-for-profit organization. For one reason or another, this was never accomplished in the past. It does appear that we will receive this designation for our association and thus clean up any taxing problems we have had in the past.

Another change approved last year was to move our fiscal year to coincide with the calendar year. This change will clean up any accounting problems we had with declaring annual membership dues and *On Course* ad revenues

dedicated for a precise year. There will, however, be a reflection on this new procedure this year. During the transition, it will appear that the association took in less money but spent more than in previous years. (This in no way will have anything to do with my house mortgage.)

When we say we are a not-for-profit organization, it is simply that we use a working budget and adhere as close as possible to it without incurring a sizable profit. The MAGCS runs all of its events (meetings, seminars, dances, etc.) as break-even occurrences. The association does have funds set aside in a certificate or a money market account for unforeseen events that may take place. But typically, we spend what we bring in. This is the premise, and it works quite well.

(continued on page 28)

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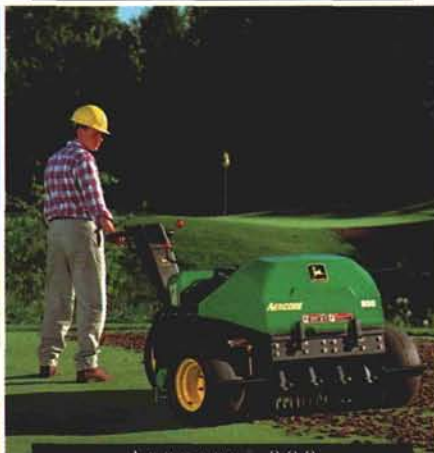
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Dan Murray -N- Settler's Hill

Paul Yerkes
LESCO, Inc.

Dan Murray and Settler's Hill will play host to this year's MAGCS championship in September.

The course was originally the site of a Waste Management landfill owned by the Kane County Forest Preserve. This idea of building a golf course on garbage was a first in the state of Illinois. With the help of Robert Lohmann and the Greenvisions Construction Company, Settler's Hill has set the standard for landfill golf course sites.

Dan arrived at Settler's from Kishwaukee C.C. in 1989 to finish the grow-in on the front nine and with Greenvisions build the back nine. Opening the course for play in 1990, Dan remained there as superintendent. Actually, Dan did take a five-year hiatus to work for Golf Creations and returned to Settler's Hill this year. Thank Kevin and Larry for keeping Dan's seat warm and the course alive! Dan said it feels great to be back in his old stomping grounds, and what he appreciates the most is "seeing how nice the golf course looks on Sunday morning" after a long work week.

Dan started his golf course career as a summer grunt working for Pete Mirkes Sr. at the Pheasant Run Resort during high school. After college, Dan beefed up his resume working for Art Benson Sr. and Pete Leuzinger at the St. Charles C.C. From there, Dan moved to Glen Oak C.C. to become more enriched working for Ray Gerber and Fred Opperman. With a head swollen with

(continued on page 28)



The Murray's (l-r): Kyle, Kelly, Shawn, Jill and Dan.

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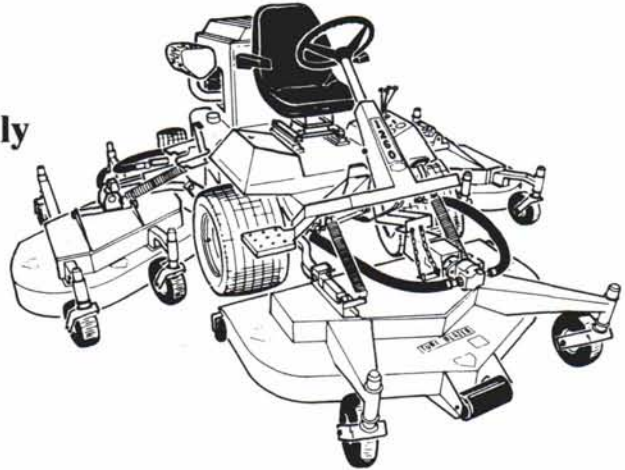
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A Picture is Worth a Thousand Words

Dan Anderson
Fox Valley G.C.

In our business, we take lots of photographs of scenery and people. If many of you are like me, then you've had no formal training in photography and have learned on the job by trial and error. Hopefully, you haven't developed as many shoddy shots as I have. So I decided to talk to a real pro and see if he could help me and any other novices in our ranks.

Steve Buyanski is a staff photographer with *The Beacon News*, part of Copley Chicago Newspapers. Steve also takes photos for a friend who is a landscape architect, and I felt this made him uniquely qualified to give us pointers.

Type of Film

Steve recommends always using the lowest "ISO" possible, preferring 100- or 200-speed film. Slower film has better color and is less grainy. Four hundred is nice if you are taking a combination of action and still shots, but for still shots only, go slower. He also strongly urges us to take photos with negative film, not slides. Negative film when turned in for development can be corrected. Slide film cannot be corrected, so the picture must be perfect. Plus, we can get slides off negatives, so there is almost no need to take photos with slide film.

Type of Light

For spectacular shots, the time of day and light are the most important concerns. Early morning and evening is when we get shadows for those especially awesome pictures. Backlit objects are very dramatic too, but keep in mind what we're taking these pic-

tures for. Photos with this kind of lighting aren't any good if we wanted to show detail of the subject when backlit. For detailed photos or for documentation, we should take the picture at whatever time of day the subject is best lit. Midday is very nondescript and should be avoided for those dramatic ones. Steve also tries to keep the sky mostly out of the photo believing the picture is of the course, not the sky.



Type of Equipment

Steve believes we should buy whatever camera we are comfortable with since all the big names make quality cameras. A good all-around lens for our profession would be a 100mm macrolens. This lens can be used as a regular camera or used to magnify the smallest things such as pictures of diseased leaf blades. (Ouch! Bad example.)

When to Flash

When taking pictures of people or objects during midday or in bright sunlight, a common problem is not using our flash. This (called fill flash) can get rid of

unwanted shadow caused by bright overhead light. We should adjust our flash to whatever exposure we are using when taking pictures in these conditions.

Reasons For . . .

There are so many reasons to take pictures on the course that I will probably miss some, but here are a few:

Documentation - Could be photos of damage, disease, problem areas during drought or flood, a beautiful planting, irrigation before being covered up, vandalism, etc. These photos can help us get new equipment, policies, help with a lawsuit, and save time and labor when kept readily accessible.

Media - Shows what our places look like when they're wearing their "Sunday Best." When asked for pictures of signature holes, plantings, wildlife habitats and such, we should have these already on file instead of trying to get the job done after the fact. I know, this has happened to me in the past, hopefully, not in the future.

Memories - Sometimes we need a pick-me-up during a long, hot summer when we are all our own worst critics. Remind ourselves we do a thankless job, and we do it well!

In summary, I say we grab our gear and find all those indifferent, disgusting, and beautiful things we see everyday. Snap some shots that will capture what we see or what we want others to see, and let your photos do the talking.

