

importance of his peers, associates, coworkers and golfers.

- **Admiration**—What Keith gives in respect, he receives in admiration from everyone, owners down to the golfers. Everyone knows and likes Keith Fuchs.
- **Sincerity**—Keith deeply loves everything about his career and profession. The ear-to-ear grin is only an outward expression of what his heart is saying.

Working at Gleneagles is indeed a labor of love.

There is something special about an old course. Do I call it strength, or character, or beauty, or history? The newer courses are nice with their state-of-the-art design and layout, professional appearance, fancy clubhouses and extra amenities. But the newer courses lack what only time and longevity will provide, and that's "character."

Gleneagles is loaded with character. Designed and built in 1924 by Blair McDonald, the course was originally called Twin Eagle. Twin Eagle opened with 18 holes and shortly thereafter, an additional 18 holes was under construction, adjacent to the original 18.

In 1951, the McNulty family purchased the golf course. Also, this was the beginning of the Fuchs tenure. The McNulty family hired Walter Fuchs, father of Keith Fuchs.

Walter had a son, Keith, who loved being on the golf course. At an early age—and I mean early—Keith was known to be crawling on the greens. From there, Keith began caddying, watering greens at night and even shining the shoes of professional golf greats such as Snead, Nicklaus, Venturi,

etc. during the Chicago Open in 1958 and 1959. Walter continued to teach Keith about golf course care, turf and maintenance. I guess you could say Keith's future career was inevitable.

After earning his degree from the University of Massachusetts in turf management, Keith began working for his dad at Gleneagles Country Club.

Keith gave me a quick tour of the two 18-hole layouts. A few things were quite obvious on both the Red (Lakes) Course and the White (Woodlands) Course. The trees are old and tall (Keith noted that most of these were the original 5,000 planted by his father), the fairways are tight and the greens are small. "It may look easy, but it's a real challenge," said Keith.

As with every course, the projects never end. It's just a matter of when the budget allows funding for completion. Some of the recent ongoing projects at Gleneagles are: rebuilding greens; remodeling of tees; sandtrap renovation; bidding cart paths; and digging a new lake on the Red Course's hole #17. Some major past projects included converting the fairway turf from bluegrass to bent and installation of the irrigation system.


I asked Keith what he felt to be his biggest challenge at Gleneagles. He looked at me and thought about it for awhile. Out came an interesting response: "Keep both the courses in the best shape possible and use my experience to ensure that 10- and 20-handicap golfers and 40- and 60-year-old golfers feel good about their experience at Gleneagles." Keith is always the one to respect and care about his golfers.

Keith truly has found his career and tenure at Gleneagles to

Some of the recent ongoing projects at Gleneagles are: rebuilding greens; remodeling of tees; sandtrap renovation; bidding cart paths; and digging a new lake on the Red Course's hole #17. Some major past projects included converting the fairway turf from bluegrass to bent and installation of the irrigation system.

be most rewarding, while still allowing him the time to enjoy his hobbies of golf (6 handicap), fishing, bowling and all sports; time to travel in the off-season; extra time to spend with his wife, children and grandchildren; and the opportunity to participate in the local high school, church council and Army Reserves.

Keith is a member in good standing of the MAGCS, the Chicagoland GCSA and GCSAA.

For some of us it's a trek to the south suburbs, but I would strongly recommend participating in the October meeting. Keith will be looking forward to seeing you. 

Confucius Say: In the Face of Adversity, Quote a Phrase

It's October, and many of us are deep into projects that couldn't be postponed or otherwise avoided.

Project supervision from golf course to golf course is much like our greens—they all look the same on top but underneath, well, they can be as different as night and day.

What I'm talking about here is, what do you actually say to "The Man" when he walks up and you're standing knee deep in a pile of goo that is supposed to be the new first tee?

Some of us report to an owner, others to a general manager; there are greens committees, golf advisory committees, commissioners, directors, grounds and green chairpeople, trustees, and last, but certainly not least, our friends the golfers themselves.

Now, we all know that not every project goes exactly as planned. Sometimes the plan is actually composed in doing the job, and then there are the ones that require consultants, permits, blueprints, contractors, construction schedules, etc. The job may be big or small, easy or complicated, but they all have at least this one thing in common—IT NEVER HAPPENS THE WAY IT IS SUPPOSED TO.

Now say we have a situation. The project is flaming and your boss (see the list above) comes on site. What do you say?

I'm not talking about excuses. Everyone knows that not a single blade of grass has ever died as the result of the heavy hand of a golf course superintendent. Part of the job profile includes the ability to think on one's feet, and "compose" reasonable agronomic causes for most effects, and if all else fails, there is the old standby the "act of God." What I'm talking about here is, what do you actually say to "The Man" when he walks up and you're standing knee deep in a pile of goo that is supposed to be the new first tee?

What are the first words out of your mouth?

Having had some experience in these matters, I've found that a catchy little quote can do a lot to defuse a potentially job-threatening explosion.

Remember, there are two benefits of failure: First, if you do fail, you learn what doesn't work; and second, the failure gives you an opportunity to try a new approach.

Roger Von Oech, creativity expert

Guys with Von in their name must know what they're talking about. Or how about this:

Striving for excellence motivates you; striving for perfection is demoralizing.

Harriet Beraiker

Not quite right, how about these:

If there were nothing wrong in the world, there wouldn't be anything for us to do.

George Bernard Shaw
playwright and critic

In flood time you can see how some trees bend, and because they bend, even their twigs are safe, while stubborn trees are torn up roots and all.

Sophocles (496-406 BCE)
dramatist

Here's a good one for Monday morning quarterbacks:

It's not the same to talk of bulls as to be in the bullring.

Spanish proverb

In calm waters every ship has a good captain.

Swedish proverb

Hot heads and cold hearts never solved anything.

Billy Graham
clergyman

Opportunity's favorite disguise is trouble.

Frank Tyger

Here are a couple of gems:

Diamonds are nothing more than chunks of coal that stuck to their jobs.

Malcolm Forbes (1919-1990)
publisher

The gem cannot be polished without friction, nor man perfected without trials.

Confucius (551-479 BCE)
philosopher

It even happens to the best of them:

Don't find fault. Find a remedy.

Henry Ford (1863-1947)
founder Ford Motor Co.

An expert is a man who has made all the mistakes which can be made in a very narrow field.

Niels Bohr (1885-1962)
physicist and Nobel laureate

Nothing fails like success because we don't learn from it. We only learn from failure.

Kenneth Boulding (1910-1993)
economist and writer

Success is 99 percent failure.

Soichiro Honda
founder Honda Motor Corp.

Probably the most appropriate quote at this point would be:

The great art of writing is knowing when to stop.

Josh Billings (1818-1885)
writer

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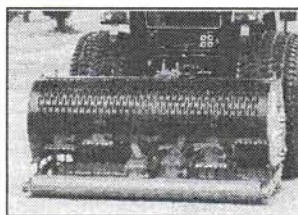
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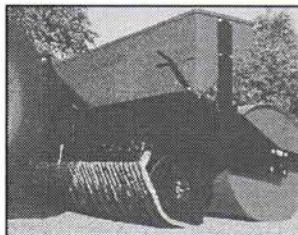
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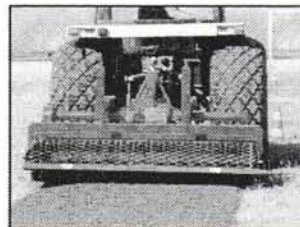
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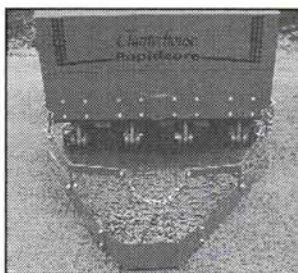
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Farewell to Al Bertucci

*Editor's Note: Paul composed the following short and eloquent tribute.
He also submitted obituary information furnished courtesy of Al's brother, Bruno.*

On August 26, Alfred J. Bertucci, the last of the great Italian superintendents from the city of Highwood, passed away. This legendary group also included:

- Emil Mashi
- Frank Dinelli
- Dominic Grotti
- Bill Saielli
- “Butch” Bernardini
- Adolph Bertucci

Devoted to his calling, Al often worked seven days a week, rising before sunrise and working until the last golfer entered the clubhouse at sunset.

And now, finally, the last of this sterling group—Alfred J. Bertucci—has departed. We will not see their like again. They were our friends, teachers and advisors before there were computers; before automatic irrigation; before laptops and Internet; before . . . PDI. Hell, before almost everything. In their day, there was very little agronomic science. Their forte was the art of observation, trial-and-error and common sense. They did the best with what they had, and the turf was always in super condition. We owe them so much. So long, fellows, and rest in peace.

Sincerely,
P.V.

Alfred J. Bertucci, 84

Born and raised in Highwood, Alfred “Al” Bertucci passed away Saturday, August 26 in Alpharetta, Georgia, after a lengthy battle with cancer.

Al attended Oak Terrace School in Highwood and graduated in 1934 from Deerfield Shields High School, now known as Highland Park High School. He was a stellar athlete who spent several years playing semiprofessional baseball and football; in 1938, he even tried out for the New York Giants baseball team.

During World War II, Al served under General George Patton in the 6th Armored Division; his was one of the first units to free prisoners at Buchenwald.


(continued on page 26)

Al then began a 50-year tenure as superintendent at Highland Park's Old Elm Club, where he oversaw every aspect of the course, from its flowers and trees to flagpoles and cups. Al's father, Elmer, had become Old Elm's first superintendent in 1913, and through the years, Al had worked closely with Elmer, absorbing the many facets of the golf business. Devoted to his calling, Al often worked seven days a week, rising before sunrise and working until the last golfer entered the clubhouse at sunset. "He had a love for maintaining the course and the challenge that went with it," remembers brother Bruno. "He loved to keep the course in excellent condition."

Al was a charter member (1945) of the Highwood Veterans of Foreign Wars as well as a long-time member of the Midwest Association of Golf Course Superintendents and Golf Course Superintendents Association of America. He and his wife of 61 years, Anne, retired to Alpharetta in 1996.

In addition to his wife, Al is survived by sons Gerry (Maria) of Alpharetta and Ronald (Peggy) of Omaha, Nebraska; grandchildren Chad, Todd, Ryan, Alan, Wendy and Michelle; brothers Bruno and Elmer, Jr.; and many other relatives and friends.

A wake was held Tuesday, August 29, with a funeral mass celebrated August 30 at Highwood's St. James Church. Burial was at Ascension Cemetery in Libertyville.

The MAGCS honors one of its outstanding comrades and extends warmest condolences to the Bertucci family. 

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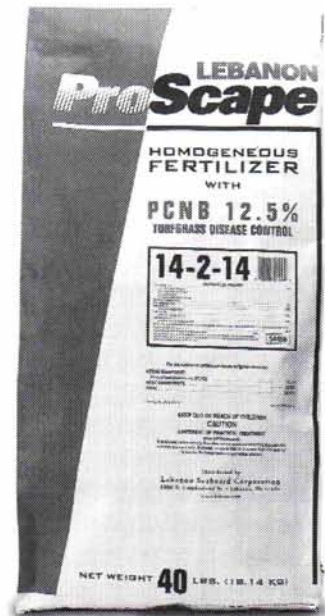
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Required Reading

Editor's Note: This article appeared in the August 2000 edition of The Perfect Lie, official magazine of the Peaks & Prairies GCSA.


Recently, I read the book Tapped Out—The Coming World Crisis in Water and What We Can Do About It, authored by former Illinois Senator Paul Simon. The book discusses current and future problems that we face with water shortages, not only in the West but also in other parts of the country and the rest of the world.

... very few politically influential people in the world appear to recognize that we are headed toward a worldwide water crisis. In a water-dependent industry such as golf, we need to educate ourselves on this issue and plan ahead.

According to Mr. Simon, there is not a region of the United States (or the world for that matter) that will not face serious water shortages within the next 20 years—with or without a drought occurrence! The problem stems from a combination of things, including worldwide population growth, increasing living standards that consume more water per person and a finite supply of fresh water. In short, we are using our potable-quality water sources faster than nature can replenish them.

Other issues highlighted include the influence that global warming could have on coastal water supplies as rising ocean levels result in greater seawater intrusion. Another concern is the effects of ongoing irrigation in arid climates contributing to salinization of both soils and groundwater. (Anyone familiar with the problems on the western side of California's San Joaquin Valley realizes this potential.) The former senator paints a rather bleak but (I feel) realistic picture of where we are heading with regards to water. He warns that the next war in the Middle Eastern nations will more likely take place over water, not oil. To be honest, it opened my eyes as to how serious a problem we all could face very soon.

Mr. Simon recommends various strategies to address the problem, the first being funding research for more efficient desalinization techniques. In his opinion, this is the only realistic long-term solution. Pollution management is also mentioned, linking water quality to water quantity. Finally, a "short-term" solution recommended is conservation. Most in the golf business, and particularly those located in drier climates, understand this concept and can predict that the use of reclaimed or other alternative water sources will soon be the norm in our industry no matter where we are located.

The point of this entire discussion is that very few politically influential people in the world appear to recognize that we are headed toward a worldwide water crisis. In a water-dependent industry such as golf, we need to educate ourselves on this issue and plan ahead. With this in mind, I encourage each and every one of you to get a copy of this book and read it. In fact, get several copies and encourage your general manager, golf professional, green committee and board of directors to read it before it is too late and your irrigation supply is "Tapped Out!" 

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