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The "Best Story From The Show" contest was a draw. The first involved a dinner for four including **Tom and Bob Lively, Steve Van Acker, CGCS** and **Paul Schaefer, CGCS** of Prairie Isle G.C., who decided to celebrate Tom's move to Medinah Country Club (replacing retired **Dan Quast, CGCS**) on March 15. The dinner itself was not the big story, but the tab was. "A tail on every plate" was the theme (LOBSTER tail), and when the bill arrived, the honoree had to pony up \$1,200 to avoid a week of washing dishes. Congratulations to Tom on his exciting new career move.



Can these guys really eat \$1,200 worth of food? L to R: Tom Lively, Paul Schaefer, Bob Lively and Steve Van Acker pose with Byron Nelson.

The second story involved the hardships endured by **Tom Savage** of Pine Meadow C.C. (Thelma) and **Kevin Czerkies, CGCS** of Sportsman's C.C. (Louise) while en route to Dallas in Tom's vehicle. It seems an improperly latched hood succumbed to the force of the oncoming wind and opened a bit past its intended limit, causing near panic in the cockpit. Disaster was averted, and the vehicle (NOT a classic T-Bird, but still nice before the incident) was safely brought to a stop before careening over any canyon walls to certain death, and the lucky though shaken occupants were once again on their way to Dallas in their new rental car.

Entertainment asides: Although the weather, the public transportation system (was there one?) and the inconvenient locations of hotels tried to thwart any potential fun, most of our MAGCS members showed the perseverance necessary to get out and find some. The Adam's Mark "disco" was a happening night spot where many of our rhythm-challenged colleagues attempted to dance the nights away (you know who you are—no further embarrassment necessary here). The West End was a big attraction also, where you could find just about anything to eat and drink, and just about anyone from MAGCS to eat and drink with. After taking an informal survey, and considering ALL aspects of the presentation, The Lodge was the winner in the "Best Steak In Dallas" competition. Also receiving honors was Denny's for best hash browns.

.....
NOW ON TO OTHER NEWS . . .
.....

Congratulations to **Dan Marco, CGCS**, who is the new superintendent at Ruth Lake Country Club. Dan replaced Tom Lively in March, and is ecstatic to be back among his friends in the Chicago area. Welcome back, Dan.

.....
Another MAGCS member is on the move: **Tom Brodeur** of Crystal Tree C.C. is moving back home to Massachusetts to take on golf course superintendent responsibilities at the new TPC of Boston facility. The property is 400 acres of woodland, and will feature vast areas of wetlands and native vegetation. Akin to the Midwest Golf House at Cog Hill Country Club, the site will house the Massachusetts Golf Hall of Fame along with several allied associations once it is finished. Opening is scheduled for July of 2002. Best of luck to you, Tom!

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(continued on page 34)

Also congrats to Vince Dodge of Nordic Hills Golf Club on passing (with FLYING colors) the certification exam while in Dallas. Vinnie is now **Vince Dodge, CGCS**. Nice going, Vince.

As you may have read in the Midwest Voices column (p.26), one of our own is leaving the fold. **Gene Thompson** has resigned from Indian Lakes Resort to move to Georgia nearer his family. "Dad," as he's known by his Fox Valley Golf League friends, will be missed by all of us, and even more so by the accountant at Blackberry Oaks. Best of luck to you and Donna, Gene, and our prayers will be with you and your family during this transition—don't be a stranger.

Due to the previous item, MAGCS is now accepting applications from any bands interested in playing at the annual dinner dance this fall. Send demo tapes to **Brian Bossert, CGCS**.

While on the subject of our president, this just in: Brian ran in the Napa Valley Marathon the weekend of March 3-4. Our mole on the scene reports that Brian made a detour at the first winery along the route, and did not reappear until he stepped out of a cab with a half-mile left in the race sporting a red "milk moustache." The driving rain and wind managed to wipe the red liquid off his face, and Brian finished the race in 4 hours, 21 minutes and 24 seconds (the cabbie got lost). More important than finishing the race, Brian reached an even bigger milestone by finally beating his father-in-law, whose wooden legs malfunctioned in the downpour.

As mentioned in Dates to Remember, J.W. Turf is holding its Annual Consignment Sale Auction on May 6 at their location in Hampshire, IL.

(continued on page 37)

Although our MAGCS representatives who competed in the GCSAA Golf Tournament did not bring home any first-place hardware, we can nonetheless report more than several impressive accomplishments. In the Championship Flight, **Al Pondel, CGCS** of Rockford C.C. shared third-place honors with five others at 148, and **Tim Scott, CGCS** of Stony Creek G.C. was right behind them at 149. In the Two-Man Team Championship at the TPC Four Seasons, **Ed Fischer, CGCS** of Old Elm Club and **Bob Kronn** of LaGrange C.C. took second place with a 70, with **Dan Sterr** of Stonebridge C.C. and Tim Scott two spots back at 72. Al Pondel and **Randy Wahler, CGCS** of Knollwood Club took second in the Two-Man Gross Division of the tournament, with **Dave Kohley** of Silver Lakes C.C. and Tim Scott one shot back at 69. In the Senior Flight I, **Tim Davis** of Shoreacres and Ed Fischer finished among the top five with 60 and 57 points respectively. In Senior Flight II, Bob Kronn took sole possession of second place, while **Brian Chalifoux** of Fort Wayne C.C. placed third in the Fourth Flight, **Chad Ball, CGCS** of Conway Farms G.C. took third in the Fifth Flight, and Steve Van Acker of Crystal Lake C.C. and **Brad Johnsen** of Klein Creek G.C. grabbed second and fourth, respectively, in the Eighth Flight. Congratulations to all of our competitors for a fine showing.



Steve Van Acker celebrates his second-place finish in the Eighth Flight.



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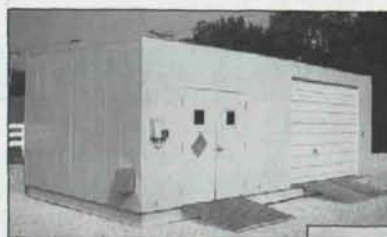
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Golf & Turf equipment auction will start at 8:30 a.m., with Lawn & Garden equipment to follow at 11. Call 847-683-4653 for more details.



Fifty years of membership in GCSAA, and none the worse for wear.

Since we're in the congratulatory mood, a couple of others to pass along: First to **Albie Staudt**, who is celebrating his 50th year as a member of GCSAA—way to go, Albie! Second, big kudos for a big baby born to Michele and **Dave Blomquist**, CGCS (Naperville C.C.) on February 24. Dane Oscar Blomquist entered the world weighing a whopping 9 pounds, 10 ounces, nosing out the Schmitz baby by a smidge. Mom, dad and Dane are all well and home—congratulations, guys.



The new addition to the Blomquist family—Dane Oscar—does what babies do best.

Your MAGCS Long-Range Planning Committee needs your input. LRPC basically takes input from past presidents, Board of Directors, last year's survey and YOU to recommend any changes in policy or direction our Association needs to take. This is your chance to have a say in how your Association is run, and how to improve upon the programs and benefits membership entails. **Fred Behnke** of Mount Prospect G.C. is chairman of this important committee, and welcomes your comments, concerns and critiques via the following methods: phone 847-632-9331; fax 847-342-9113; or e-mail at Fbehnke@juno.com. Take a moment and think about what you would do differently, and get hold of Fred and tell him!

ITEMS FOR SALE:

140 Accuform bunker rakes in good shape for sale or trade. Call Dave Blomquist at Naperville C.C. at 630-355-9807 for details.

1988 Jac Greens King Diesel w/ groomers, 2,300 hours—\$3,000. 1991 Jac Greens King w/ groomers, 2,600 hours—\$3,500. Will take \$5,500 for both. 1979 Toro GM III, heads good, best offer. 1979 National 84" triplex, good runner—best offer. All mowers are ground and ready to cut! Call **Jerry Mach** at Lake Bluff G.C. at 847-234-6788 for more info.

Panoramic Landscape Co. has 800+ yards of fill material available for the picking. Call **Darin Ayres** at 630-514-3356 to arrange for delivery.

Three (3) Jac LF100 fairway mowers, in good condition, minimum bid \$800 each. One (1) Brouwer Vacuum Model BV138, in excellent condition, minimum bid \$2,500. Call **Tony Kalina** at 630-232-1650 for more details.

One (1) 1983 Toro Greens-master 3, variable speed control and cutting units, \$1,000. 1988 Toro Sand Pro with push blade, \$1,500. Cushman Truckster with 100-gallon SDI sprayer hose reel, boom, electric solenoids, \$2,000. SDI pto 300-gallon sprayer boom, foamer, raven controls, \$4,500. 1972 Toro general tractor, needs power steering cylinder, \$1,000. Call Dennis or Glenn at Sunset Ridge C.C., 847-446-5268.



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many friends and connections throughout the country. Each year, the biggest melting pot seems to be the Midwest hospitality room. As a result, we seem to go over budget each year. I don't think that's such a bad thing if everyone has a good time and our Association enjoys a good reputation for doing things right. As far as going over budget, our situation would have been a lot worse if it weren't for the generous contributions of our vendors. We were able to raise roughly \$29,000 for this year's event,

compared to \$23,000 last year—a substantial increase. To all those who supported the 2001 hospitality room, hats off: the MAGCS surely appreciates your efforts. See page 6 for a list of all who participated in the Golden Tee Club. If a sales representative from one of these companies comes by, be sure to thank them.

While I appreciate all the kind words and positive feedback about the hospitality room, I do want to recognize some of the people who helped

me. First of all, Brian Bossert made it a pretty easy job by providing me with his detailed standard operating procedures. The staff at the Adam's Mark also did a tremendous job. Obviously, the catering and banquet staff stole all the good help from the hotel. *On Course* contributing editor John Gurke and graphic artist Mark Karczowski helped me with the Golden Tee Club color ad. Last but not least, Kevin DeRoo was there to cut the check and also commissioned the big decorative banner.

Well, that's all I've got to say about that—see you in Orlando. 



Dave Buckley, Chris Pekarek, Tim Kelly and Tony Kalina.



Brad Anderson, John Nelson and Al Fierst.



John Lebedevs with Tom Lively.

Dan Albaugh . . . (from page 18)


this spring, when he conducts a controlled burn throughout the wetlands that will require communication and participation with the Ruffled Feathers residential community.

Dan works out seven days a week, as does his Chesapeake Bay retriever, Bubba, who is in charge of goose control, running 14 miles a day in this pursuit. Dan's other hobbies are hunting, fishing and motorcycling. Dan is especially fond of his two Harleys (a 1979 "Super-Glide" and a 2000 "Electric Glide Ultra Classic"), which he plans to trailer to the Daytona Bike Show annually each March.



example of how superintendents work together. Several of us took an extensive look at this very issue in the off-season, and I appreciate the fact that this industry openly shares information that other businesses would not. At Bryn Mawr, we also used a consultant to assess our situation and would highly recommend the gentleman to anyone interested. With his help, we were able to take a complete look at how we manage, treat and pay our staff and more importantly, review how our staff perceives the way we do these things. As we finish our work with him, I can also say that his help saved us money. These economic times have everyone a bit more interested in the bottom line. In the end, interesting observations came to light and so did the need for some changes:

- Focus groups with employees, conducted in English and Spanish, revealed that feelings of underappreciation and perhaps even a lack of respect outweighed the few feelings of undercompensation that existed. Aligning yourself with the staff requires more than a better-than-average wage increase.
- While the employees looked at management as fair, favoritism was something that nearly half of the staff perceived. These feelings were more prevalent within our clubhouse walls; consistent policies in writing and strict enforcement of those policies promise to iron out this difficulty.
- Employees definitely appreciated the opportunity to have their feelings heard and Spanish translation from an outside third party during the focus groups was key. The absence of management during these focus groups was also important; employees were encouraged to speak their mind. Our complete 50-page employee policy manual will be translated and an outside translator will help me go through this manual with our staff, page by page, this spring.
- The rising cost of healthcare makes that insurance benefit a key and you should investigate obtaining this for all employees. I think seasonal employees would appreciate at least being offered the group rate, if covering them completely isn't an option.
- This whole exercise is a great management exercise in which to include your assistants. Moreover, I was reminded how important it is to stand behind your young assistants. Due to their age and potential lack of experience, they may experience resentment from a veteran crew that comes under their supervision.

These are just a few thoughts on the matter. Hopefully, as you read this in early April, you'll be surrounded again by that reliable staff who make your life run so much more smoothly. If such isn't the case, don't be afraid to point a finger back at yourself. I take a great deal of pride in the low turnover among our staff; however, we asked some tough questions of our employees this winter and I knew I wasn't going to like all the answers. Let's hope the time spent in the off-season has us better prepared for the season ahead and best of luck to you in the challenges the year will no doubt provide. 

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Advertising today is both sophisticated science and dazzling art. If the Super Bowl is more blowout than battle, viewers will stay tuned in to marvel at the funny, creative commercials premiering during the game. As much as advertising has evolved over the years, though, one constant remains: sex sells!

Stanley Clarke Equipment Co. was counting on as much with this 1971 advertisement for its Trapmaster. In fact, not so long ago advertisements like this were commonplace in the turf industry. It doesn't take a genius to figure out why. Greenkeeping was (and still is) a male-dominated profession. What better appeal to the male sensibility

than a beautiful, voluptuous woman? "Home Improvement," one of the most popular sitcoms of the 1990s, played upon the same theme by giving male leads Tim and Al a cute, curvaceous sidekick in a toolbelt.

You no longer see ads of this ilk in *On Course* (or any other turf industry publication, for that matter). Hooters girls just don't exude the proper image for our profession. Yet, take another gander at the Trapmaster ad—in light of what Madison Avenue is seducing us with today, there's something almost innocent and sweet about this particular reminder of the way we were. 

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