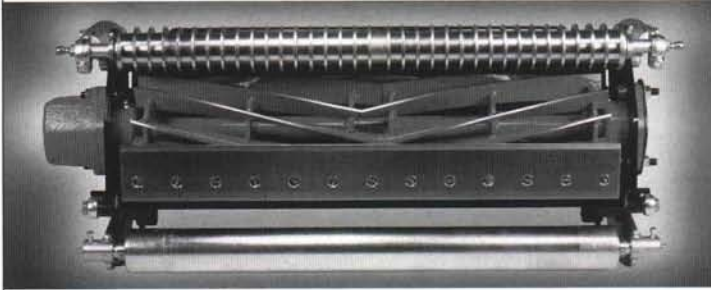


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Kishwaukee C.C., pictured here, is celebrating its 100th anniversary this year.  
(Photo courtesy of Kishwaukee C.C.)

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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.

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# Public Relations: Getting Out of the Barn

*I am currently involved in a program, sponsored through the GCSAA Foundation, called the Chapter Leadership Institute. This is a pilot effort aimed at developing the leadership skills for current and future chapter board members. Twenty-two superintendents from around the country are involved, and I've enjoyed meeting them and sharing information about the challenges that lie within our respective chapters. I must also congratulate current and past leaders within our own chapter; it is very apparent that the level of professionalism within our chapter and standard of service offered by the MAGCS is at the top of the heap.*

*What is so important about having a good relationship with the media? The media obviously has a huge impact on public perception and perception is reality.*

Prior to meeting as a group last November, all participants took the Myers-Briggs Type Indicator test. This is a test to determine one's psychological type and was pretty interesting. I had never done this and the results seemed very accurate—almost a little scary. While everyone has his gifts, my make-up certainly comes with potential pitfalls. I also realized that some of what being a superintendent requires isn't naturally part of my make-up.

In Lawrence last November, we spent two days evaluating our Myers-Briggs results, discussing problems within our chapters and breaking down the process by which these problems could be addressed. The process is called "action-learning," and I was required to choose a mentor to help me with my project. Because I feel a few areas exist in which our Association can improve, I chose "improving our media relations" as the issue I would address throughout the 16-month program.

Why? What is so important about having a good relationship with the media? The media obviously has a huge impact on public perception and perception is reality. I'm sure television coverage of golf has impacted everyone at their own courses. Golf course conditions have improved dramatically over the years and it isn't all due to better equipment and increased research. The tools we have are better, but the public wants (think they want?) better conditions. They want to play the same type of golf they see on television. I'm not telling you something you don't know.

*(continued on page 38)*



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# He's Baa-ack!

*When asked to take a turn at writing a Director's Column, I called Brian Bossert to ask if there was anything in particular that he wanted me to talk about. He said to go ahead with anything I wanted. WOW—that could be dangerous. Still not knowing where to head with such creative license, I looked up what I had written a few years back. Yes, back in '97 I wrote a column. After re-reading it now, I am surprised that the MAGCS leadership would ever want me back as a writer at all. Trust me, the column was boring. I'm thinking that maybe I am on probation with this one, so I will try to be more interesting.*

*I'm still doing the paperwork and all that good stuff down the basement in the MAGCS office. Many a night I tell Karen that I'm just going to check the e-mail and phone, etc., and the next thing I know, I hear a voice saying, "When are you coming up for air?"*

I am writing this in March with snow on the ground, so by the time this note is read, it had BETTER BE sunny and warm. (I'm sure it will be.) As some of you know, Karen and I are warm-weather people. We have been going to Phoenix for the past six years now with our traveling buddies, who live just down the street from us and with whom we have been the best of friends since high school. Last year we went the first week of June. I know, you're all saying, "THAT'S HOT!" and you would be correct. It's around 100 degrees at that time of year but with humidity around 20%, it's just right for us. We found a spot with a very large pool, a mountain in the middle with a waterfall on each side and lots of sun and shade where we can all camp out for the day. We do get out a few times on side trips but for the most part just lay around and act like bums. (Hint: If you swim under the waterfall, you find the bar. YES!)

Okay, back to work. MAGCS turned 75 this year and thanks to the help of John Gurke, we were able to find the names of all the past presidents. The new directory lists them all, as does our stationery, which features the 75th anniversary logo also.

I'm still doing the paperwork and all that good stuff down the basement in the MAGCS office. Many a night I tell Karen that I'm just going to check the e-mail and phone, etc., and the next thing I know, I hear a voice saying, "When are you coming up for air?" Computers can be addictive, as I have found out the last few years. I keep saying that one of these days I am going to cut back but that hasn't happened yet. For the most part, I still enjoy the work. Besides, with the stock market acting the way it has the last few months, it looks like I'll be working longer anyway.

One thing that will keep me busy this year is to research the implementation of e-mail for distribution of monthly meeting notices and job

*(continued on page 39)*



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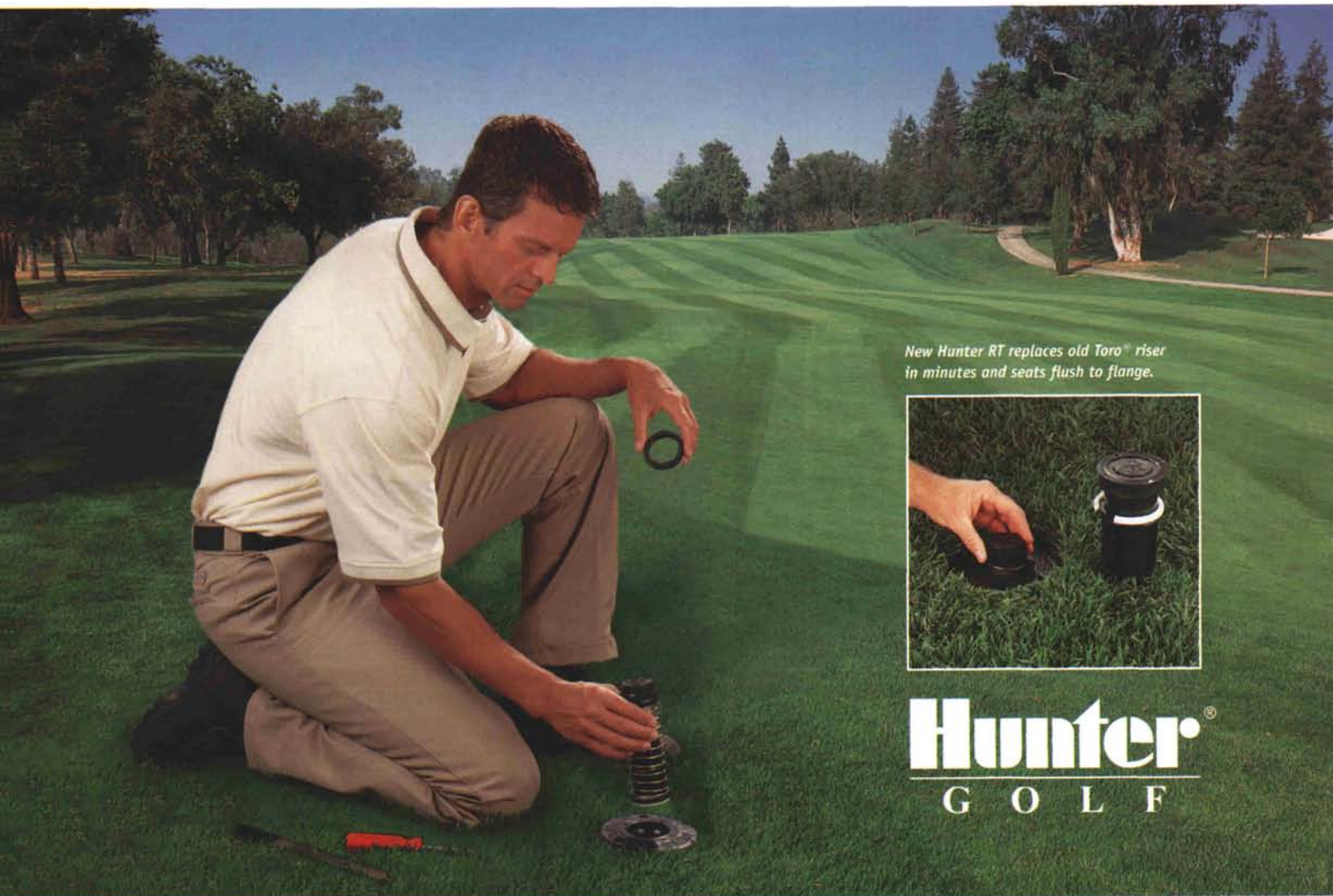
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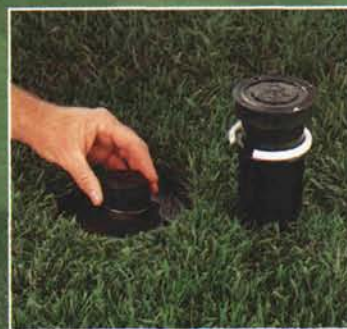
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*Brown-eyed Susan (Rudbeckia triloba) is a vigorous late summer flowering biennial.*

## FEATURE ARTICLE

**Tom Voigt, Ph.D.** *Assistant Professor and Extension Turfgrass Specialist, Department of Natural Resources and Environmental Sciences, University of Illinois*

# Evaluation of Native Midwestern Plants at Three Chicago-Area Golf Courses



*In moderate shade, great blue lobelia (Lobelia siphilitica) produces attractive medium-blue flowers in late summer.*



*Culver's root (Veronicastrum virginicum) is a full-sun prairie native that flowers in midsummer.*

*ACKNOWLEDGEMENTS: The author is grateful to the golf courses and superintendents that participated in this work. The cooperating superintendents and courses were: Scott Witte, golf course superintendent, Cantigny Golf Club, Wheaton, IL; Dave Ward, golf course superintendent, Olympia Fields Country Club, Olympia Fields, IL; and Don Cross, golf course superintendent, Skokie Country Club, Glencoe, IL. In addition, the author thanks the Midwest Association of Golf Course Superintendents, the Golf Course Superintendents Association of America and the Illinois Turfgrass Foundation for funding this research.*

Native prairie grasses, sedges and forbs are frequently planted in out-of-play areas of Illinois golf courses. Compared with mowed out-of-play portions of courses, areas planted to native species require reduced management inputs, create wildlife habitat and enhance the golfing experience. A study was designed to improve golf course superintendents' knowledge and understanding of more than 50 native species. Native grasses, sedges and forbs were planted at three Chicago-area golf courses in full-sun and partial-shade settings. The objectives of this work were (1) to evaluate these plants to determine their aesthetic value in unmowed areas of

Midwestern golf courses and (2) to explore the long-term performance of native plants following different planting-bed preparation options.

This project took place at Olympia Fields Country Club, in the south suburbs; Cantigny Golf Club, in the western suburbs; and Skokie Country Club, in the north suburbs. During the summer of 1997, full-sun and partial-shade test areas were planted and established at each golf course. Thirty species were planted in the full-sun areas (Table 1) and 28 species were planted in the partial-shade areas (Table 2). Plants for this study were selected to rep-