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Although this item is a tad dated, I'd be remiss not to mention the gala bon voyage party held in honor of retired superintendent **Dan Quast, CGCS** at Bartlett Hills G.C. on February 24. Most of Dan's former students were in attendance, along with a host of other well-wishers. The evening was the prefect way to say so long and thanks to the honored guest.



The man of honor demonstrates how big the muskies get up in Wisconsin.



Beverly Quast (L) and Pam Turner.



Many of Dan's former and current pupils showed up to honor their teacher.



The MAGCS First Family: Brian Bossert, CGCS with wife Pam and daughter Bailey Lee.



Kevin DeRoo (L) of Bartlett Hills G.C., John Turner of Bayer Corp. and Joel Purpur, CGCS of River Forest C.C. mug for the camera.



Chad Ball, CGCS of Conway Farms G.C. (L) with Wayne Otto.



John Meyer (L) of Simplot Partners and Dave Radaj of Green Acres C.C.

#2 – I didn't know that was in effect TODAY.

And the #1 response was . . . there isn't a path near my ball.

Although the critics at GCSAA may not think much of the name, "Bull Sheet" has its proponents as well. **Ed Braunsky, CGCS** of Geneva G.C. sent this press sheet from a recent Bulls game he attended (I only hope the tickets were freebies) that bears the great name of this very column. Imitation IS the sincerest form of flattery, so thank you Mr. Reinsdorf. Hopefully, **Bob Williams** received royalties for sharing his Bull Sheet name with Da Bulls.

CHICAGO BULLS Bullsheet

Bulls vs. NEW YORK KNICKS

APR 27 - 1988 MAR 27 2001

CHICAGO BULLS (0-47)		NEW YORK KNICKS		1988-89	
PTS	REB	PTS	REB	PTS	REB
10	24	18	28	21.5	28.7
15	28	20	24	20.4	23.0
20	32	25	28	21.0	24.0
25	36	30	32	22.0	26.0
30	40	35	36	23.0	28.0
35	44	40	40	24.0	30.0
40	48	45	44	25.0	32.0
45	52	50	48	26.0	34.0
50	56	55	52	27.0	36.0
55	60	60	56	28.0	38.0
60	64	65	60	29.0	40.0
65	68	70	64	30.0	42.0
70	72	75	68	31.0	44.0
75	76	80	72	32.0	46.0
80	80	85	76	33.0	48.0
85	84	90	80	34.0	50.0
90	88	95	84	35.0	52.0
95	92	100	88	36.0	54.0
100	96	105	92	37.0	56.0
105	100	110	96	38.0	58.0
110	104	115	100	39.0	60.0
115	108	120	104	40.0	62.0
120	112	125	108	41.0	64.0
125	116	130	112	42.0	66.0
130	120	135	116	43.0	68.0
135	124	140	120	44.0	70.0
140	128	145	124	45.0	72.0
145	132	150	128	46.0	74.0
150	136	155	132	47.0	76.0
155	140	160	136	48.0	78.0
160	144	165	140	49.0	80.0
165	148	170	144	50.0	82.0
170	152	175	148	51.0	84.0
175	156	180	152	52.0	86.0
180	160	185	156	53.0	88.0
185	164	190	160	54.0	90.0
190	168	195	164	55.0	92.0
195	172	200	168	56.0	94.0
200	176	205	172	57.0	96.0
205	180	210	176	58.0	98.0
210	184	215	180	59.0	100.0
215	188	220	184	60.0	102.0
220	192	225	188	61.0	104.0
225	196	230	192	62.0	106.0
230	200	235	196	63.0	108.0
235	204	240	200	64.0	110.0
240	208	245	204	65.0	112.0
245	212	250	208	66.0	114.0
250	216	255	212	67.0	116.0
255	220	260	216	68.0	118.0
260	224	265	220	69.0	120.0
265	228	270	224	70.0	122.0
270	232	275	228	71.0	124.0
275	236	280	232	72.0	126.0
280	240	285	236	73.0	128.0
285	244	290	240	74.0	130.0
290	248	295	244	75.0	132.0
295	252	300	248	76.0	134.0
300	256	305	252	77.0	136.0
305	260	310	256	78.0	138.0
310	264	315	260	79.0	140.0
315	268	320	264	80.0	142.0
320	272	325	268	81.0	144.0
325	276	330	272	82.0	146.0
330	280	335	276	83.0	148.0
335	284	340	280	84.0	150.0
340	288	345	284	85.0	152.0
345	292	350	288	86.0	154.0
350	296	355	292	87.0	156.0
355	300	360	296	88.0	158.0
360	304	365	300	89.0	160.0
365	308	370	304	90.0	162.0
370	312	375	308	91.0	164.0
375	316	380	312	92.0	166.0
380	320	385	316	93.0	168.0
385	324	390	320	94.0	170.0
390	328	395	324	95.0	172.0
395	332	400	328	96.0	174.0
400	336	405	332	97.0	176.0
405	340	410	336	98.0	178.0
410	344	415	340	99.0	180.0
415	348	420	344	100.0	182.0

This from Sleeping Bear Press: Ann Arbor Press announces the publication of three new books of high interest to members of the golf course maintenance industry. *The Color Atlas of Turfgrass Weeds* by best-selling authors McCarty, Everest, Hall, Murphy and Yelverton; *Turfgrass Maintenance Reduction Handbook* by Doug Brede; and *Golf Greens and Green-Keeping* by Horace G. Hutchinson are available through Sleeping Bear Press.

(continued on page 34)

Congratulations to **Scott Speiden** of Itasca C.C. on becoming certified with the Audubon Cooperative Sanctuary System, and for the fine write-up in the March 19 *Chicago Tribune* by Lynn Van Matre.

It is with heavy hearts that we say goodbye to **John Buck** of J.W. Turf. John passed away on March 26 after an extremely difficult battle with cancer. MAGCS sends its deepest sympathies to the family and MANY friends of John.

This in from Big Sky country where **Fred Opperman**, former editor of this very magazine, is keeping close tabs on us city folk: **Don Gerber**, formerly of Chicago Golf Club, called Fred to inform him that his father, **Ray Gerber** (another former editor of this magazine, and the man who inspired the Ray Gerber Editorial Award given each year to the superintendent who writes the best article published in *On Course*), will be inducted into the IPGA's Illinois Golf Hall of Fame on October 12 at the new headquarters at the Glen Club (**Tom Prichard** superintendent). Ray will join some very elite company, and will be one of only two superintendents to hold the honor (the other being **Bob Williams**, formerly of Bob O'Link G.C.). Three other men will be inducted at the same ceremony—Tommy Armour, Bill Shean and D. A. Weibring. Don Gerber will accept the honor on his father's behalf. Congratulations to the entire Gerber family on this auspicious occasion.

Congratulations to **Russ Stachlewitz** (formerly of Prestbury G.C.) and his longtime significant other Jenny Dalton on their recent engagement. The couple is planning a July, 2002 wedding. I suppose this would be an appropriate juncture to congratulate myself on my own recent knot-tying—putting it in print makes it seem so official! My bride Julie and I were accompanied by **Shane Kissack** of Riverside C.C. and his fiancée Jill (not Beth) Einfeldt, and **Mike Mumper** of Park Ridge C.C. at the Flamingo in Las Vegas on March 16 (which, coincidentally, happened to be during the height of March Madness). One thing I can attest to: Marital bliss makes one place very stupid wagers.



Mike Mumper, Julie and John Gurke, Shane Kissack and Jill Einfeldt share a post-wedding toast before heading back to the Sports Book for the evening games.



Mike Mumper shares an intimate moment with his "date" after the ceremony.

ON THE BLOCK . . .

John Otis of Mission Hills C.C. has ABCH-registered border collie pups for sale. Call John at 847-498-3212 for details.

Ray Schmitz, CGCS of Flossmoor C.C. has the following items for sale: 1986 Toro Sand Pro in fair condition; 1985 Jacobsen HF-5 in fair condition—buy one, get another one free; 1994 Terra Topper in good condition; 1986 Dedoes 4' aerator in poor condition; and a Ryan topdresser for Cushman with PTO in good condition. Call Ray at 708-798-4700,

ext. 241, for details. Mark Stephan at Rob Roy G.C. has the following items for sale: 1986 Terra 200 with electric lift in almost-new condition; and a 1993 Turfeo Meter Matic II 22-cubic foot capacity, tow-behind unit in excellent condition. Call Mark at 847-253-2552 or e-mail him at markrobroy@juno.com.

Finally, with spring upon us and the new season underway, this bit of wisdom from Jack Benny: "Give me golf clubs, fresh air and a beautiful partner, and you can keep my golf clubs and the fresh air."

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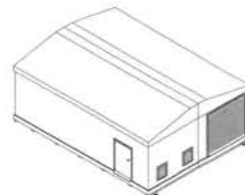
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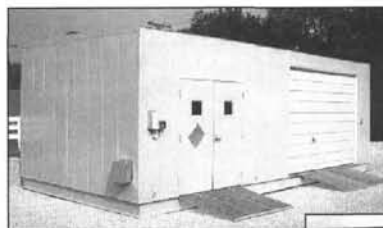
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What may come as a surprise, is the number of golfers who don't know who we are. In fact, many avid golfers still think of the superintendent as the "greenkeeper" or "groundskeeper." In survey results provided by GCSAA, most have heard of the title superintendent, but were not necessarily sure to whom the title applied. About half of all avid golfers (you would assume that "avid" players would be the most knowledgeable) perceive that the superintendent is the third man in the hierarchy of golf course management. The news isn't all glum. I don't catch a great deal of television golf, but when I do, I now regularly hear the golf course superintendent's name mentioned. Most of the time, it is in conjunction with a comment along the lines of, "So-and-so and his or her staff have the course in great shape this week." That didn't happen as recently as a couple years ago. Golfers are beginning to recognize that superintendents are the most important employees at a golf course facility. The dramatic surge in popularity of the game, references on television and a more competitive industry are important factors in this ascent of the superintendent.

I feel like I've spent a great deal of time rationalizing my effort. Let's get to what needs to be done. First of all, an association (whether it is GCSAA, MAGCS or the Bird-Lovers Club of America) can't do everything necessary to promote the superintendent. The individual needs to be more proactive; the same survey conducted by GCSAA last fall concluded that managers and golf professionals wanted their superintendents to "be better communicators and a part of the team." This is especially necessary at public or daily fee courses, where the clientele tends to change from day-to-day. A few suggestions include:

- Be more visible to golfers: Spend time at the first tee on the weekends and say hello. Use those locker-room bulletin boards to promote yourself, the business and communicate course conditions.
- When is the last time you got behind the microphone or megaphone to address that large outing? After the pro lets the players know the rules of the day, take a moment to introduce yourself and let the golfers know what kind of conditions to expect.
- Host a "Meet the Superintendent" day at the course. With the right amenities such as hors d'oeuvres and drinks, golfers will attend. At private clubs, consider participating in the new-member orientation process.
- Offer a "Play with the Superintendent" day (or several). You can explain the techniques of course conditioning as you play.
- Sometimes getting an article in the local paper isn't any harder than calling and discussing whatever it is you find newsworthy about your efforts at the golf course.
- How about the old "Suggestion Box" idea? We need to know what golfers are thinking!
- Several superintendents have their name and title right on their golf cart. That's a great idea and the new MAGCS sticker with the 75th anniversary logo would be a nice touch. Let me know if you need an extra one.

I know many of us, myself included, are not always comfortable doing these types of things. It's not always as difficult as it sounds; we are already communi-

cating everyday with a large staff of employees. With few exceptions, superintendents already possess most of the skills necessary. Additionally, this isn't all about getting proper recognition and compensation. This is about being the go-to person at our respective courses and eliminating scenarios like being a third party in the conversation about closing the course to carts on a rainy day. Are you still the last to find out about that shotgun being moved up an hour or that tent that needs to be erected in the backyard of the clubhouse? "I didn't know you had some irrigation over there . . ." We've all been on the frustrating end of moments like that. This is also about offering a more respected opinion when it comes to business decisions about the future needs of your facility. Do you continually fall short when looking for new equipment or trying to implement conditioning changes? Stepping up our communication efforts can also make your audience a little more understanding in a summer like '95.

What can be done at the chapter level? To date, a few items have been addressed:

- A very nice press release highlighting our chapter's 75th anniversary was distributed to several media contacts.
- A roster of superintendents is phoning in weather information to Paul Konrad, the morning WGN weather anchor. Let's hope this brings some positive exposure to our profession.
- We have been taking better advantage of the opportunities the CDGA's *Chicago District Golfer* magazine affords us. Cathy Miles Ralston deserves our thanks in this effort.

Ideas and/or work in progress includes:

- We hope to garner some coverage as the Midwest Golf House opens. It is my understanding that the Board of Directors will be invited to the grand opening later in the spring.
- I am looking for members whose courses have Web sites. I would like you to please consider adding our chapter Web site to your list of Web site links.
- I am working hard to make sure some members of the media attend a monthly meeting this summer. Despite some effort in the past, this has been difficult to succeed with. Additionally, do you know members of the media or someone that does? Invite them and a guest out for a round of golf at your own club. So many of these efforts can be done at the grassroots level.

- We are also working to have a superintendent as a guest on the local CLTV Friday night golf show. At minimum, developing a relationship with these groups may make this possible at a later date.

In closing, this has been a learning experience and I recommend you give one of these ideas a try. If you don't see anything that meets your fancy, GCSAA has a larger list of options. I would also like to thank Oscar Miles for mentoring me in this effort. I hope to look back on this and see some positive results. I'm writing this for the May issue, so it is still early. Reach out and touch your golfers while the season is young. Let them know that you help keep the game alive!



Director's Column (continued from page 7)

referrals. There are a lot of questions to be asked, both in how to set up good procedures and what the membership would want and expect. Don't be surprised if I bug all of you a time or two with questions. I will welcome your help and suggestions.

And finally, just a friendly reminder to sign up as soon as you can when wanting to attend a golf outing. The sooner the better, as your host needs time to set things up properly. With that said, I hope each and every one out there has a great year and may the grass be greener on YOUR side of the fence.



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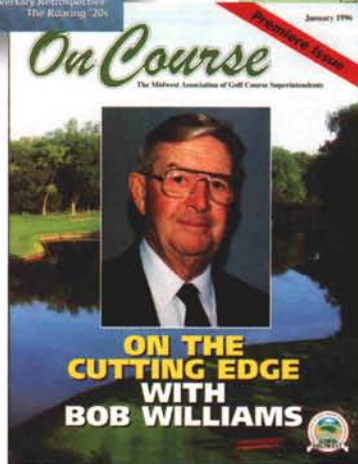
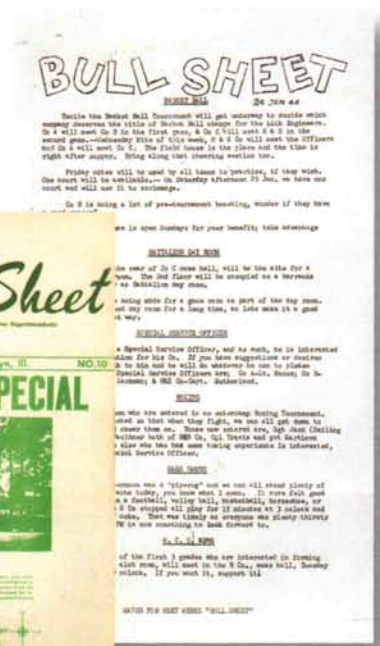
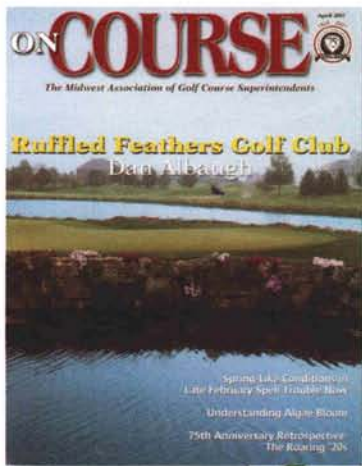
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Looking back at the various incarnations of this very magazine shows how far we've come since the first issue of the Bull Sheet was published.

The original name of the Midwest Association of Golf Course Superintendents' official publication—the *Bull Sheet*—was actually borrowed from another source. When Bob Williams was stationed at Fort Campbell, Kentucky during World War II, the company had a newsletter called Bull Sheet. After the war, when our Association decided it needed its own newsletter for the members, a committee formed to work out the details. The committee, comprised of Bob Williams, Ray Gerber, Norm Johnson and Paul Burdett, tossed around several potential names, finally deciding upon Bob's suggestion: the Bull Sheet.

The original Fort Campbell rendition bears no resemblance, save the title, to the first MAGCS *Bull Sheet*. Published in September, 1948, the first edition featured the National Association of Greenkeepers of America's Golf Championship at Medinah Country Club. Amazingly, the magazine's style stayed relatively the same from 1948 through 1985.

In June of 1985, the magazine received a facelift, changing to the light green cover with the cup cutter featured. In 1995, the MAGCS Board of Directors decided it was time to change the name and look of our publication, so surveys went out polling members on ideas for the new name. The five most popular names were brought before the Board, and *On Course* was the consensus choice. Coincidentally, it was none other than Bob Williams who made the suggestion—one of the reasons he was featured on the inaugural January, 1996 issue of *On Course* magazine.

In March of 2000, the magazine again underwent cosmetic surgery, sporting a new appearance inside and out, as seen here in the April, 2001 issue. Fifty-three years have given our chapter publication several distinct looks and different names, all of which evoke powerful memories of the way we were.

