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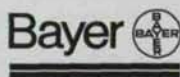
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## What Is This Magazine's Mission?

*To educate, to entertain, to enlighten, certainly. Beyond this sacred trinity, though, I would argue that On Course also exists to chronicle, to document, to preserve for posterity. Like the New York Times (and I may be skewered for drawing this comparison!), this magazine is a publication of record. Its content reflects the history of the MAGCS in progress.*

To better fulfill this aspect of our mission, we're adding a few new recurring columns in 2002. In most issues, look for "Board Highlights," consisting of a few bullet points describing the most recent Board of Directors meeting. The column will touch upon issues discussed and actions taken. The inspiring elder statesman of this Association, Mr. Bob Williams, joins *On Course* as a regular contributor with another addition, "The Voice of Experience."

Unassuming as he is, Bob declined my suggestion to title the column "Williams' Wisdom," pointing out that he intended to draw material from many sources.

In February, look for "The Way We Are"—a sequel to "The Way We Were" series appearing throughout 2001—and a fresh take on the classic personality profile, reminiscent of the Q & As that used to appear in the *Chicago Tribune's Sunday* magazine.

We hope you, our readers, enjoy the content enhancement . . . and as always, we welcome your feedback, comments and insights in our too-seldom-seen "Midwest Voices" column!

A happy and peaceful new year to all,

Cathy Miles Ralston  
Editor

**Put Your Name . . .** (continued from page 5)

your next raise and they are not going to think less of you if the course where you work is not in the top 100.

Finally, there are some clubs or organizations that will not host outside events, especially "charity" events . . . but are the previously mentioned concerns influencing the prevalence of this excuse? We realize that it is hard these days to persuade "owners" to bypass revenues, but this should not prevent anyone from hosting. Cut the best deal that you can and go from there. We are not asking for complete giveaways. In some cases, we are charged the full price and thankfully, the generosity of our commercial members' sponsorship has kept the costs down. If you need help negotiating, the MAGCS directors are only a phone call away. Be persuasive. After all, you talked them into hiring you.

If you've never hosted a meeting before, be aware that it may be a lot of work and you'll experience some minor "event stress," but it is very rewarding. As far as notoriety goes, it will definitely put your name on the map in our industry. Come on . . . be Mr. Vegas and go for it!



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John Gurke, CGCS Aurora C.C.

# Anatomy of a Photo Shoot

*You might have noticed (and we hope you did) that the December issue of this magazine featured something different—two covers. The idea was to depict a “then and now” scenario showing how the equipment and technology we use in our profession have changed since our Association’s infancy, while many other aspects of our profession have remained amazingly the same. The case in point here is Chicago Golf Club, which looks today very much as it did in 1926. We chose Chicago Golf for this very reason, as well as for its rich history in golf and golf course maintenance.*

With our grandiose plans in hand, we set about to create some “film magic.” En route to achieving our final goal, we encountered many unexpected hardships—hoity-toity models demanding dressing trailers and personal assistants, temperamental photographers, cost overruns, time constraints and a sun that would not sit still even for ten minutes while we attempted the shoot. As with every photo session, though, the snafus were quickly addressed and the day proceeded incident-free. Take a look at the following photo journal of the anatomy of a photo shoot . . .



(1) – Ed, star that he is, arrives in his very own dressing trailer with personal assistant Joy from Jaynesway Farms an hour before the shoot.



(2) – Photographer Bill Ficht meticulously checks the light while one-tenth of Jon Jennings’ fall crew makes last-minute site preparations.



(3) – The next step is the shooting of a Polaroid of the planned finished shot to check for . . . I don’t actually know, but it definitely WAS the next step.





(4) – Asking an animal to stand still while being photographed can be nearly futile, but Ed, with Joy's faithful assistance, was a true professional through and through.



(5 and 6) – The hard work pays off and two—count 'em, two—covers for *On Course* magazine are born.

We would like to thank all the people who helped make this shoot successful: Joy, Ed and all the nice folks at Jaynesway; Jon Jennings, his staff and the generous members of Chicago Golf Club; Ygnacio Hernandez and Frank Bucciferro, our human models; photographer Bill Ficht; and Mother Nature for providing us with a magnificent day.



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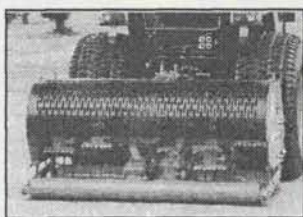
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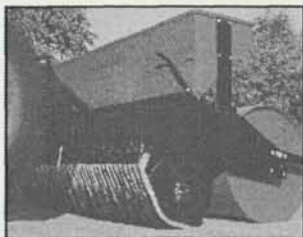
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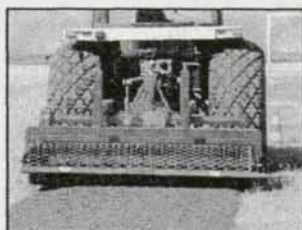
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Bob Williams *Retired*

*Applied philosophy is a prerequisite for all successful golf course superintendents. Thus, we present here selections from a collection of philosophical opinions that I have found to be useful in my past career and that I feel are well worth passing along to the present generation of our profession.*



This subject matter has previously been approached in print by Leo Feser in his column "Feser's Philosophies" when he was editing the GCSAA magazine during the war years. In addition, Fred Behnke also composed a fine article on philosophy for the October 2000 issue of *On Course*. Both Leo's column and Fred's article were very well done.

### Let's get started.

- The main backbone of all successful management in all of industry is the application of prudent management philosophy.
- The primary professional objective of golf course superintendents is the maintenance and development of golf courses for the active and passive recreation of all people.

- Herb Graffis, one of golf's greatest journalists and editor of *Golfdom* magazine, stated at our annual conference in 1958 that one of the golf course superintendent's professional problems was that, at that time, we were speaking out to ourselves too much instead of to the public. (Perhaps this was a prompting for the changes we have seen initiated by GCSAA in recent years.) Also at the 1958 conference, in the same speech, Herb said, "About the only time some superintendents see the club's financial statement is when they are cleaning out the club manager's wastebasket." (Forty-four years has sure made a difference, Herb!) 

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# the Bull Sheet

John Gurke, CGCS  
Contributing Editor

## DATES TO REMEMBER

January 15 — "Lake and Aquatic Plant Management" seminar brought to you by GCSAA and MAGCS at Oak Brook Hills Resort, Oak Brook, IL.

January 16 — "Golf Course Drainage: Application and Design" seminar brought to you by the same people who did honors on January 15.

January 17 — J.W. Turf's Grinding Seminar at Westmoreland Country Club, **Julius Albaugh**, CGCS host. More details below.

January 21 — The Rutgers Professional Golf Turf Management School in New Brunswick, New Jersey. Call 732-932-9271 for info.

January 24 — MAGCS monthly meeting at Arrowhead Golf Club, **Bob Breen** host.

February 3 - 10 — GCSAA International Golf Course Conference and Show in Orlando, Florida, **Mickey and Goofy** hosts.

February 28 — J.W. Turf's John Deere Service School. Location and information to come.

*Happy New Year!*

We've received some troubling news from our great friend **John Ebel**, who has been enjoying his retirement with his wife Juanita in Sun City, Arizona. John has learned he has a cancerous tumor in his brain and that it is inoperable. This is the time for all of us to stop what we are doing and send our best thoughts and prayers to John and Juanita—we know about John's devout faith in God, and he WILL hear us. In the

famous words of Al Michaels, "Do you believe in miracles? Yes!"

As mentioned above, J.W. Turf will be holding a grinding seminar at Westmoreland Country Club on the 17th. It starts at 8:00 a.m. and ends at approximately 2:30 p.m. The session is free of charge and lunch is provided. Bob Bevans of Bernhard will be demonstrating. Interested parties can call 920-485-2859 for reservations.

Congratulations to **Dan Anderson**, CGCS on his promotion to Deputy Dawg (deputy director of parks and recreation, that is) for the City of

Aurora. Dan had been serving as golf course superintendent for the city-owned Fox Valley Golf Club for the past 12-plus years, and will now see it from a different perspective. Good luck in your new position, Dan.

If you haven't responded to **Brad Anderson's** mailing about your club's "family tree" of past superintendents, please do so quickly—this is a great opportunity to find out a little history about the golf course where you work. And if you find anything out about Aurora C.C.'s past superintendents, give me a call.

Also, another reminder (this will be the only time all year I mention this in the column): Please turn off all beeping and ringing gadgets while attending a monthly meeting. Remember to show the proper courtesy to our speakers and hosts. Thank you.

*(continued on page 22)*

The North Central Turfgrass Exposition was held November 27-29 at the Pheasant Run Resort, and was another great event. Highlights from the expo included Brent Wadsworth of Wadsworth Golf Construction receiving the ITF Distinguished Service Award—long overdue for Brent and all he has done for our industry. Another bright spot was the awarding of scholarship checks to the many deserving students in the state to allow them to further pursue their careers in the turf industry. Congratulations to Brent and all the scholarship winners, and to Jack Lagerhausen and the folks at ITF for another fine NCTE.



Carl Hoppman (L) and Randy Wahler, CGCS (R) with 2001 ITF Distinguished Service Award winner Brent Wadsworth.



These people will soon be taking our jobs—they are this year's ITF scholarship winners. Back row, L to R: Alan Hill, Phil Burke, Justin Schroeder, Greg Zumbahl, Allen Wall. Front row, L to R: Zack Anderson, Jennifer Gates, Connor Healy, Adam Pierce. Not pictured: Phil Bliler from SIU.