

Meet the Candidates

At the 50th Annual Midwest Turf Clinic on November 6, MAGCS members will vote for new officers and select three directors for two-year terms. The slate for the annual election is as follows:

- **President:** Kevin DeRoo, Bartlett Hills G.C.
- **Vice President:** Fred Behnke, Mount Prospect G.C.
- **Secretary/Treasurer:** Phil Zeinert, Elgin C.C.
- **Board Members (three positions, all two-year terms):**
 Gary Hearn, Salt Creek G.C. (incumbent)
 Tony Kalina, Prairie Landing G.C.
 Kurt Sams, Idlewild C.C.
 Scot Speiden, Itasca C.C.



BOARD HIGHLIGHTS

At its meeting on August 22, 2002, the MAGCS Board of Directors:

- Discussed nominations for the GCSAA Distinguished Service Awards.
- Noted that the Fall Dinner Dance will be held again by our same gracious host as last year, Brian Bossert at Bryn Mawr Country Club, on October 19, 2002. Brian noted the same band will play and invitations will follow after Labor Day.
- Thanked Kevin DeRoo, Luke Cella and Jennifer Joy for the Kane County Cougar picnic success.
- Discussed the costs associated with our monthly golf meetings. Some MAGCS members have expressed concern to Board members over the rising costs for monthly meetings. Efforts are made in every respect to keep the costs as low as possible for each event. Monthly meetings are budgeted to break even.
- Discussed possibilities for the MAGCS scholarship fundraiser date/location. Last year it was very successful hosted by Ed Braunsky and Geneva C.C. Because of the lower number of participants, it was suggested that other nine-hole golf courses and their superintendents be encouraged to host this important event.

At its meeting on September 19, 2002, the MAGCS Board of Directors:

- Voted to donate \$5,000 to the CDGA in support of turfgrass research.
- Voted to increase *On Course* advertising rates by 5% for 2003.
- Finalized the MAGCS chapter delegate for the GCSSA as Don Cross and the alternate as Luke Strojny. Noted that Don Ferreri will serve as CAGCS chapter delegate.
- Welcomed Dave Armentrout of Turf Professionals Equipment Co. as the MAGCS commercial representative.
- Noted that several monthly meeting sites for 2003 have been confirmed but that openings do remain. Prospective host superintendents are encouraged to call Mike Mumper.
- Determined that Fred Behnke will replace Brian Bossert as the MAGCS representative on the Green Industry council.



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D.B.A. Bill Boyd

Environmental Awareness and Community Outreach: A Win-Win Combination

Every year, it seems as though the demands made upon superintendents are greater. To keep pace with increasing demands, we are forced to multitask and budget our time more efficiently. In the rush, sometimes tasks that are of lower priority become delayed or simply slip through the cracks and are postponed indefinitely. But what if we could focus a small amount of our time and energy on a task that would reap rewards tenfold? I believe that this is the case when we are talking about environmental awareness and community outreach.

Through community outreach, you instantly touch the individuals that are directly involved in the project. This includes both the people from your facility who assist you, as well as the group participating in the event.

Who should we involve? Take your pick: Boy Scouts, Girl Scouts, Brownies, a local church's children's group, a local grade-school class, children from the local homeowners association, children of your crew members, Big Brother or Big Sister organizations. If you prefer to deal with adults, how about the local garden club, homeowners association, parent-teacher association, any neighborhood or community group—the list is almost endless.

What type of project or presentation should you put together? There are many different possibilities. This fall, we are planning to bring a group of Scouts out to the course on a Monday afternoon. They will go on a hay-wagon ride through the course to collect fall leaves from the various types of trees. For during the ride, we have enlisted the help of a local naturalist to talk about the trees that are native to the area and our program to reintroduce native trees onto the property. They will also discuss the ecological benefits of the course to the community and the environment in general. Following the hay ride, the children will work in small groups to help assemble bluebird houses that will be installed on the course. The kids will be invited back to check on the houses.

Throw in some milk and cookies, along with handouts from the GCSAA and the USGA on the benefits of golf courses to the environment, and hit the pro shop up for some free logo caps, and you have an effective community outreach program.

Other ideas for outreach programs include:

- Meet with a garden club or homeowners association to discuss IPM;
- Make a presentation to a grade-school class explaining the role of plants and photosynthesis in the food chain;
- Invite club members or golf patrons to attend a meeting to discuss the handling, use and storage of pesticides on the golf course;
- Involve a local group in a project to restore a naturalized area on the golf course;
- Adopt a section of roadway adjacent to your facility and use your crew to police it for trash; or
- Use your crew to participate in clean-up projects at local parks.

Now for the rewards of such outreach. Through community outreach, you instantly touch the individuals that are directly involved in the project. This includes both the people from your facility who assist you, as well as the

group participating in the event. So now the question is how to spread this information to touch a larger group of people and maximize the event's impact. Certainly, the individuals that participate in the program will tell their friends and acquaintances about the event, so their positive experience will spread by word of mouth. Here are a few further ideas:

- Write an article about the event for the newsletter at your facility and post the article on your Web site.
- Send an article with pictures to your local newspaper.
- Use the event as part of your participation in Audubon Cooperative Sanctuary Program (ACSP) for Golf Courses.
- Post pictures from the event on the bulletin board at your facility.
- Send an article with pictures to the group that participated in the event so that they can include it in their newsletter.
- Send an article with pictures to the homeowners association located adjacent to your facility so that they can include it in their newsletter and they are aware of your work within the community.
- Write a press release and send it along with pictures to local agencies, including the local cable channel, radio station, community centers and the public library. You may try this technique in advance of your event—who knows, maybe a reporter or other representative will show up to document the proceedings.

- Send a summary of your community outreach event to the MAGCS Environmental Committee. One of our objectives is to share the environmental efforts of MAGCS members with the Chicagoland community. If you have participated in any community outreach programs that have dealt with environmental awareness, please send me a summary of the event and we will use the information to write a press release that will be sent out to local news agencies.

Remember, too, participating in community outreach can give you a sense of personal satisfaction and, since it can be tied to the ACSP, it indirectly assists you in earning PDUs that can count toward GCSAA recertification. This type of community outreach can also be used under the communications section of the PDR self-evaluation program offered through the GCSAA.

So there it is, rewards tenfold generated from a single event, and in the process a large group of individuals from outside our industry will be made aware of our efforts regarding environmental stewardship. Wouldn't it be nice if all of the activities into which we invest our energy could be so productive?



On Course . . . (continued from page 3)

this appointment as the entire Board of Directors looks forward to working with him.

It has become increasingly difficult for me to come up with topics to write about, so I hope I haven't repeated myself too many times. At the recent Kane County Cougars baseball game outing, I was asked if I would miss being part of the Board of

Directors? The first thing out of my mouth was an emphatic "NO" but after a second, I had to concede, "Yes," because serving on the Board becomes such a big part of you. I know it will be difficult to leave. "NOT!!!" Okay . . . just a little.



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MIDWEST PERSONALITIES



Name: John Gurke, Aurora C.C., 11 years
 Job title: Greenkeeper
 Date of birth: February 22, 1962
 Place of birth: LaGrange Park, IL
 Current residence: An old house in Aurora, IL
 Spouse: Julie, 19 months
 Children: Tre, age 9, Taylor, age 7
 Pet(s): Dingo and Boomer, Australian cattle dogs
 MAGCS member since: 1985
 College/degree: University of Illinois, ornamental horticulture
 My favorite childhood memory is: My childhood is an ever-evolving process—no one thing comes to mind.
 My personal hero: Don Knotts
 My professional mentors: Ed Fischer, who gave me my start when I was a punk.
 Favorite actor: Jimmy Stewart
 Favorite musical performer: Jimmy Buffett
 Favorite cuisine/restaurant: Anything at Pascales Manale in New Orleans

Favorite "pigout" food: Pizza
 Favorite sports team: Fighting Illini football
 Favorite pro athlete: Jim McMahon
 Favorite pro golfer: Peter Jacobson
 My handicap index: 14-point-something
 My favorite place to play golf is: Blackberry Oaks
 My best/most memorable round ever: Fox Bend on Father's Day 1985, the last round my two brothers and my dad played together.
 The most interesting/exotic place I've ever traveled: Anegada, an island in the British Virgin Islands
 The book I've been recommending lately: *Don't Stop the Carnival* by Herman Wouk and *The Fountainhead* by Ayn Rand
 The last great movie I saw: I rented *It's A Mad Mad Mad Mad World* recently—it's still, after all these years, the funniest stuff on film.
 Favorite TV show: *Six Feet Under*
 Favorite color: Auburn with blond highlights
 In my spare time, I enjoy: Reading, lounging, crosswords (being idle)
 Three words that describe me: Thin but wiry
 What I enjoy most about my job: May—everything is blooming and growing and even a moron like me can make a course look good.
 What I dislike about my job: August—when the moron in me really shows.
 I'm a Midwest member because: I really like the magazine.



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