

Who to better understand a perfectionist than a perfectionist.

© 2002 The Toro Company



Toro® 800S Series sprinkler:
Put the water just where you want it. Precision control is made possible with predictable head rotation and uniform nozzle distribution.



Toro® Greensmaster® Flex 21:
The greens mower that flexes with the contour of greens to virtually eliminate scalping.



Toro® Workman® 1100 and 2100 vehicles: With the most capacity and power in their class, these vehicles get more done. They also feature rattle-free plastic beds for a quieter ride.



Toro® Multi Pro® 1200 and 1250 sprayers: Featuring the innovative Spray Pro™ control system that directly links flow rate to ground speed ensuring precise application rate.



Toro® Groundsmaster® 3500-D and Reelmaster® 3100-D: Two innovative trim mowers with the Sidewinder™ cutting system. The reels on the 3100-D and the ground-following rotary decks on the 3500-D move side to side for superior trimming.

TPEC

Turf Professionals
Equipment Company
630-773-5555
www.turfproequipment.com

At Toro we know when it comes to your course, no detail is too small. That's why pros like you are the best source for new ideas on ways to make it look great. And keep it looking great year after year. To us, it's the perfect relationship.



Count on it.



2004 BOARD OF DIRECTORS

PRESIDENT

Fred Behnke, Mount Prospect G.C.
Home: 773-774-1486, Office: 847-632-9331
E-mail: Fbehnke@juno.com

VICE PRESIDENT

Phil Zeinert, Elgin C.C.
Home: 815-748-5730, Office: 847-622-4823
E-mail: Zeinert5@tbcnet.com

SECRETARY / TREASURER

Gary Hearn, Salt Creek G.C.
Home: 630-350-2634, Office: 630-773-4790
E-mail: G_Hearn@e-mail.msn.com

EXECUTIVE DIRECTOR

Luke Cella
MAGCS, 11855 Archer Ave., Lemont, IL 60439
Office: 630-243-7900, Fax: 630-257-0362
E-mail: lcella@cdga.org

BOARD

Tim Anderson, Prestwick C.C.
Home: 630-718-9601, Office: 815-469-5903
E-mail: tjanderso@aol.com

Paul Bastron, Glen Flora C.C.
Home: 847-746-7212, Office: 847-244-6305
E-mail: pdbastron@worldnet.att.net

Dave Braasch, Glen Erin G.C.
Home: 608-373-7081, Office: 608-346-9009
E-mail: junior12i@aol.com

Tony Kalina, Prairie Landing G.C.
Home: 630-690-2683, Office: 630-232-1650
E-mail: puregolf@core.com

Scott Speiden, Itasca C.C.
Home: 630-773-3632, Office: 630-773-1800, x141
E-mail: greensfxr@aol.com

Scott Witte, Cantigny G.C.
Home: 630-497-1909, Office: 630-260-8182
E-mail: switte@tribune.com

PRESIDENT EMERITUS

Kevin DeRoo, Bartlett Hills G.C.
Home: 847-697-0595, Office: 630-483-4991
E-mail: kcdroo@juno.com

COMMERCIAL REPRESENTATIVE

Sylvia Lima, Prime Turf
E-mail: sylvia@primeturf.com

CLASS 'C' REPRESENTATIVE

Chad Kempf, Hinsdale Golf Club
Home: 630-759-4348, Office: 630-986-1323
E-mail: chadk@hinsdalegolfclub.org

TURFGRASS ADVISOR

Dr. Randy T. Kane
University of Illinois & CDGA
630-257-2005

EDITOR

Cathy Miles Ralston
Phone & Fax: 847-740-0962
E-mail: on_course@hotmail.com

CONTRIBUTING EDITOR

John Gurke
E-mail: Boomding@aol.com

GRAPHIC ARTIST

Mark Karczewski

This publication is not copyrighted. We would like to share our articles with any who would like to use them, but please give the author and *On Course* credit.

FRONT COVER

In honor of America's Presidents Day, observed this year on February 16, we present this homage to those who have served as president of the MAGCS since our Association's founding in 1926. Not pictured: John Darrah, 1942; Graham Gardiner, 1940,'41; Harold Clemens, 1939; Cyril Tregillus, 1935; Gus Brandon, 1934; Ralph Johnson, 1932,'33; Matt Bezek, 1930,'31; and Alex Binnie, 1929.

ON COURSE WITH THE PRESIDENT

3 The Savvy Superintendent's Guide to Survival Marketing

Fred Behnke

DIRECTOR'S COLUMN

5 Taking Care of Business

Scott Speiden

ASK THE "EXPERT"

7 Are You Riding the Pine?

John Patrick Maksymiu

FEATURE ARTICLE

15 A Final Report: The NTEP Putting Green at North Shore Country Club

Tom Voigt and Dan Dinelli

TRIBUTE

21 Albie Staudt

Ed Braunsky

OSHA

23 Can't This Project Wait Until It Gets Warmer?

John Ekstrom

24 THE BULL SHEET

John Gurke

MAGCS EVENT

31 January Monthly Meeting at Arrowhead Golf Club

John Gurke

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.

We endeavor to increase efficiency and economic performance while improving and enhancing the individual and collective prestige of the members.

The MAGCS member is also an environmental steward. We strive to uphold and enhance our surroundings by promoting flora and fauna in every facet in a manner that is beneficial to the general public now and in the future.

RAIN BIRD®

&

HYDROLogic®

Water Management Systems

WHAT A PAIR!

FREEDOM-Pad™

Contact:
Ted Schirck
Vice President Golf
1.800.422.1487





The Savvy Superintendent's Guide to Survival Marketing

One of the weirdest things about writing these messages is dealing with deadlines. You are reading these words just after returning from the GCSAA Conference and Trade Show or just before embarking for sunny southern California, but they are being written between the Christmas and New Year's holidays. A lot can happen in a month, even in the winter, so bear with me as I attempt my best Karnack the Magnificent imitation.

It's no great secret that the golf business has suffered a downturn over the past several years. The building boom of the early and mid-Nineties has provided golfers with a huge selection of fine golf courses to choose from. Some pundits tell us the worst is over, while others expect the decline to continue; what is certain is the landscape has been inalterably changed.

Several manufacturers announced (or will announce) mergers at the convention. This year we will be buying our plant protectants from "Aven-Syn-Bay-Clea" Inc. and everything will be agency-priced for our "convenience." Our new equipment will be painted with attractive red, green and orange stripes and replacement parts will arrive at our doorstep the day before the original part fails.

A new bio-product will be introduced that rakes bunkers, repairs ball marks and replaces divots.

Water woes will be a thing of the past as a hybrid buffalograss/seashore paspalum will be available, genetically enhanced to convert salt into a goose deterrent.

Golf carts will feature artificial intelligence, enabling them to refuse to cross ropes, natural areas and water hazards.

Lastly, our own *On Course* magazine will finally be recognized by the GCSAA for what it is, simply the best chapter publication in its (or any) class.

All right, enough fantasy, let's move on.

There will be two issues that I truly expect to take on added importance this year, and they are:

- 1) Survival Marketing
- 2) Labor Costs

It's no great secret that the golf business has suffered a downturn over the past several years. The building boom of the early and mid-Nineties has provided golfers with a huge selection of fine golf courses to choose from. Some pundits tell us the worst is over, while others expect the decline to continue; what is certain is the landscape has been inalterably changed. With the exception of some rural areas, the idea of having a "home" course is fading. Look at the demise of the local pro shop as an example. Golfers no longer buy their gear from the local club pro. Discount stores claim the largest market share for both soft and hard goods. With the exception of prestige tracks or golf destinations, the local shop is more like a convenience store for balls, tees and golf gloves.

(continued on page 30)



Now, there's a practical innovation that eliminates the need for frequent and repeated applications of potassium to high stress areas like fairways and sports fields. With new Expo, we've created a homogeneous potassium sulfate product that releases at the same rate as controlled-release nitrogens. The result is a profession-

Introducing EXPO . The controlled-release potassium sulfate



Our latest innovation greatly reduces the stress on turf. And on turf managers.

al grade fertilizer that feeds continuously for up to ten weeks without having to apply additional potassium. So, you get better control over your turf's nutrition, more even release of nutrients, and a lot fewer headaches. New Expo is available in NX-PRO products. For more information, contact your Turfgrass representative or visit www.LebanonTurf.com. Make sure the fertilizer you use contains new Expo. It's Expo-nentially better for reducing stress.

LebanonTurf

1-800-233-0628 • www.lebanonturf.com



**1444 BERNARD DRIVE
ADDISON, IL 60101
PHONE (630) 268-8871
FAX (630) 268-1357**

Proud Distributors Of:



Trent Bradford
(630) 742-2327

Walter Fuchs
(630) 258-8765

John Lebedevs
(630) 742-4905

Brian Baker
(630) 546-1454



Taking Care of Business

It's old news by now, but this is my first opportunity to officially welcome our new directors—Scott Witte (Cantigny Golf Club) and Paul Bastron (Glen Flora Country Club)—to the MAGCS Board. I would also like to congratulate Fred Behnke, Mount Prospect Golf Club, on his election as 66th president of the MAGCS. Finally, a special thanks to past president Kevin DeRoo, Bartlett Hills Golf Course; I must stress what a great job he did for this organization. I found working with Kevin to be a tremendous experience; I know Fred has a big set of boots to fill.

This year I am looking forward to another year as a director for MAGCS, this time chairing the Membership Committee. I must say I have had a lot of fun with the organization. Being a director has been very enlightening. I have been fortunate to work with a great group of people, as well as make new friends. I have seen a huge change in the Association just in the last couple of years. One significant change would have to be the recruiting of Luke Cella as executive director. I believe Luke will ably guide this organization and make us all proud. Congratulations, Luke!

It is with great pride that I perform one of my new duties and announce this year's seven 25-year pin recipients: Dave Behrman, Midlothian Country Club; Tim Davis, Shoreacres; Jim Knulty, Big Foot Country Club; Mike Nass, Cantigny Golf Club; Tom Robinson, Ravinia Green Country Club; Steve Van Acker, Crystal Lake Country Club; and Curt Leming, Glendale Lakes Golf Club. Congratulations to all!

MAGCS offers so much to its members that sometimes we forget how good the organization truly is.

Out of curiosity, I polled the 25-year pin recipients with this question: What has MAGCS meant to you? I believe Tom Robinson of Ravinia Green Country Club summed it up very nicely. "The MAGCS has been a very safe place to ask other superintendents questions regarding techniques or solutions. There is no other local organization that has the firepower that MAGCS has. In 1977 much was learned from the 'old school' and a lot of what was taught then still holds true today. The education sessions on timely subjects contribute to keep us as superintendents up-to-date. Camaraderie and education are what have meant the most to me." I believe Tom has hit the nail on the head. MAGCS offers so much to its members that sometimes we forget how good the organization truly is. To that end, please sign up for a committee and get involved! An association is only as good as the members in it.

I hope everyone had a safe and enjoyable holiday season. See you in San Diego!





ARTHUR CLESEN INC.

Dedicated to Service!

See the difference.

Priced competitively, quality products, prompt delivery.

You get fast, courteous service from Arthur Clesen Inc.

We've staked our reputation on it.

Try us and see the difference.

▶ WHEELING p. 847.537.2177 f. 847.537.2210 ▶ MOKENA p. 708.444.2177 f. 708.479.9477

DO YOU EVER HAVE TO GROW GRASS IN A HURRY?

- ‡ Is it tough to keep enough grass on your practice tee?
- ‡ A week after a repair do your divots look like grass or sand?
- ‡ How do your fairways hold up under heavy use?
- ‡ How does your turf endure very dry conditions?

Use compost to help solve your turf problems.

- ‡ Compost has 25%+ organic content
- ‡ Compost is Rich in essential micronutrients
- ‡ Compost contains active families of beneficial microbes
- ‡ Compost retains 10 to 15 times its weight in water



GreenCycle Incorporated
400 Central Avenue, Suite 115
Northfield, Illinois 60093
847-441-6606
www.greencycle.net

Are You Riding the Pine?

Applying Hockey's Lessons Towards a Successful Career in Golf

As an assistant superintendent, you may be "riding the pine," waiting for your breakthrough opportunity in a highly competitive industry. Or you may have attained superintendent status already but need to reenergize your career. An MAGCS member who went from "player to sprayer," hockey to greenkeeping, shares his unique vision for accomplishing goals and achieving success—a vision developed from personal experience and the experiences of successful golf course superintendents.



As a 16-year-old member of the Lakeland Jets (Lakeland, MI) of the North American Hockey League (NAHL), the author looks down the ice for a breakout pass.

"Our goals can only be reached through a vehicle of a plan, in which we must fervently believe, and upon which we must vigorously act. There is no other route to success." Stephen A. Brennan

This article is about success, a complex subject to say the least. It's an outcome reached by any one of many avenues, but what exactly is success? How do you go about achieving success? What are the steps necessary for success? Is success hard to achieve? How do you measure success?

Certainly, one person's idea of success differs from the next guy's. Definitions include:

- Satisfactory completion of something.
- Gaining of wealth and fame.
- Favorable termination.
- Attainment of goals.

It was my senior year in college, late March, and our hockey team, the Niagara University Purple Eagles, had just returned from the Frozen Four Division 1 NCAA Tournament. We had a successful year but unfortunately, our return was without a national championship. North Dakota University, who eventually went on to win it all, took the game out from underneath us as the last few minutes in the third period ticked down. Niagara was a new team to the NCAA, only four years old, and yet we had already succeeded in making it to the national championship. As a team, we achieved this success by eliminating such elite programs as the University of Michigan, Western Michigan, Boston University, Colorado College, University of New Hampshire, St. Lawrence University, Yale and Princeton. We accomplished our success as a team by setting stringent goals. We established short- and long-term goals for every season, every opponent and every player's individual performance. We

(continued on page 8)

studied motivational tapes and books, kept journals of our goals and achievements, and met frequently with successful athletes and business leaders. We evaluated and reevaluated our status through player meetings and player-coach conferences. We learned to take any opportunity available to enhance our drive for the greater goal. We knew that meeting our goals would mean success!

Our defeat at the Final Four left us feeling deflated, as if our hard work, preparation and planning had gone to waste. As a college senior, it was hard for me to accept that the opportunity of winning a collegiate national championship would never present itself again. However, the reality was that the four years in Niagara Falls had not only prepared us as a team to compete with anyone on an icy surface, but had also mentally trained and primed us for the life that awaited us outside school in the real world. Little did we realize that we were all becoming champions in life!



Playing NCAA Division 1 hockey as a member of the Niagara University Purple Eagles, Maksymiu flies down the ice, passing a defenseman, to get an open break.

Setting Goals

One similarity between hockey and the golf industry is that both feature seasonal operations or play. Hence, both hockey and golf give us the opportunity for planning during an off-season. Set goals! A goal: an aim or objective, purpose, a mark to meet in a race. Similarly, a superintendent should create a vision from goals. The superintendent's goals may be derived from a scheduled meeting with the general manager or

greens committee chairman regarding improvements needed or what the clientele seeks to accomplish. The goals germinated at this meeting should be a good mix of short- and long-term.

As the hustle and bustle of the golf season gets on its way, it is easy to get turned around and lose focus on your objectives. It is sometimes easy to confuse your main objectives or *goals* with your daily routine of *tasks*. Although tasks are more mundane, they are important; they are integral in achieving goals. Organize between your left and right ear, allowing both your goals and tasks to work for you in structuring your day. Writing down on an ordinary piece of paper the goals you want to achieve each day is simple and hardly time-consuming. As simple as it seems to remember a few objectives, documentation will lessen the likelihood of error. With golfers at the gate lined up like horses at the racetrack, waiting for the "pop" of the gun to see who can be first to get in a round,

Hollembeak Construction, Inc.

Golf Course Construction and Remodeling

"We believe in a quality job and take pride in our finished product."

- New Construction
- Feature Shaping
- Bunker Sand Replacement
- Pond Dredging
- Pond Construction
- Boulder Features
- Cart Paths
- Drainage

Mike Hollembeak

P.O. Box 103
Big Rock, Illinois 60511
Phone (630) 556-3891

Jeff Hollembeak

what superintendent really has time for early-morning brainstorming? Jot down that list before the race starts. The grounds department needs to be prepared for and focused on its tasks throughout the morning and afternoon, assuring their clients a fulfilling and pleasurable experience of golf each and every day and achieving the goals set forth.

As members of a Division 1 college hockey team, we convened at the end of each season to plan for the next. We then followed up at the beginning of each season to evaluate our off-season progress and prepare for the upcoming year. Based on our schedule, we gathered each month to determine our goals and status for our upcoming opponents. Our seasonal and game goals were determined by the available resources. Both individually and as a team, we would view game tape, break down the opponent's strategy and create our own strategic goals. Hours prior to each game we had a team meal where we reviewed our goals for that game. Closer to game time and preceding



Maksymiu—wearing the uniform of the South Carolina Sting Rays (ECHL)—bears down at practice, improving his skills for game time.

warm ups, we would once again evaluate our game tasks such as:

- Shots on net—for and against;
- +/- (goals for and goals against);
- Hits of the night (best body checks);
- Penalties/power plays;
- Offensive/defensive control; and
- Motivational quote of the game.


For us, this approach was the recipe for success within four years of our program's inception. We learned that setting a timeframe in which to reach your goals is paramount. Other lessons we can apply as superintendents include distinguishing between personal and professional goals. Set dates for each goal, being exact about the day you want that goal to have been met. Doing so will help you avoid any conflicts with other goals you have set forth in that time period, thereby giving you a better overall picture of priority. Goals need to be realistic, meaning they are reasonably achievable. Avoid the self-destructive practice of setting goals out of reach with what you have in your arsenal. Conversely, setting goals too low will not challenge or motivate you to reach your potential.

Beyond the Final Four

One week after our return from the NCAA finals, I received an 8:00 a.m. phone call, awakening me to catch the first plane out of Niagara Falls destined for Charleston, South

(continued on page 10)

A Continuing Tradition of Quality
in Golf Course Renovation
Restoration and New
Construction



**the
bruce
company**
OF WISCONSIN, INC.

[608] 836-7041

FAX: [608] 831-4236

WWW.BRUCEGOLF.COM

Carolina. Although my classes for the day started at 10:00 a.m., I put my education on hold and at 9:30 a.m. I was riding in first class on American Airlines. I was leaving school and friends behind, only four weeks before graduation. Playing professional hockey was a goal and dream of mine since I was a little boy, and nothing at this point was going to stop me. I was finally on my way to play my first professional East Coast Hockey League game in front of 10,000 screaming fans for the South Carolina Sting Rays. The Sting Rays were the ECHL affiliate to the National Hockey League's Buffalo Sabres. The Sting Rays were fighting for position in the Eastern Conference of the Southern Division, trying to clinch a playoff spot.

Three games were all that remained of the Stingrays' season, two against the Greenville Growl and one against the Augusta Lynx. Experiencing high tension and butterflies throughout my body, I stepped onto the ice as a pro for the first time. As I



This is Maksymiu during his tenure with the South Carolina Sting Rays (ECHL) in the moment just before scoring the winning goal against the Augusta Lynx to make the playoffs.

glanced toward the far end of the ice to get a look at who I'd be up against, the Greenville team looked like giants. These grizzly players were mostly seasoned veterans, growing full playoff beards, with the scarred look of time, experience and determination on their faces. These players had seen it all and I was intimidated, a rookie fresh from the sheltered

world of collegiate athletics. However, the games went well as we split the series with Greenville. I had one assist in the first game.

The final regular-season game to determine who would make the playoffs was next. We were tired from playing two games in two days, and two nights of restless sleep on the team bus. As far as we were concerned, this game was for our lives. The game against Augusta was fast-paced, hard-hitting, with lots of penalties. With rookie status, and not much experience in the team's power play, I only touched the ice once during the game, helping to successfully kill a penalty. The game ended in a 1-1 tie. The ECHL didn't play overtime, but instead used the method of a "shoot out" to determine the game's winner. A "shoot out" is when a player from each team gets one free shot on the goalie to score. As I "rode the pine" watching eight straight players attempt to score, I caught myself wondering if I would get a chance to win the game. All the preparation



Nels J. Johnson Tree Experts, Inc.
Since 1930

A Tradition of Excellence.
More than 70 years of complete, dependable and economical trees service for residential homes, municipalities, schools, industrial areas, parks and over 125 golf courses.

847-475-1877
fax - 847-475-0037
www.nelsjohnsonstree.com