

Indeed, the use of IRAs increased dramatically with four in 10 respondents (40%) in 2003 calling it a primary investment compared to less than half as many who did so in 1993 (17%). Use of CDs or money-market accounts as primary investment has decreased over the past 10 years (14% in 2003 vs. 23% in 1993).

In Closing

In the past 10 years, as baby boomers have approached retirement age, they have begun to think more about their financial futures. There are indications that priorities are being rearranged. Retirement savings plans are being created and savings are being set aside to provide for a secure retirement. And those who plan and prepare well will, perhaps, have the secure retirement they seek.


If you would like to learn more about what you can do to build or enhance your financial nest egg, please contact your financial professional.



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PROSOURCE ONE

Growing Smarter.

the Bull Sheet

John Gurke, CGCS
Contributing Editor

DATES TO REMEMBER

May 2 — J. W. Turf's annual equipment auction at J. W. Turf/Buck Brothers Inc. in Hampshire, IL. Call 847-683-4653 for information.

May 8 or 15 (still haven't confirmed it) — Audubon International's Annual Birdwatching Open.

May 18 — MAGCS/ITF Spring Golf Day at Seven Bridges Golf Club, Don Ferreri host.

June 22 — MAGCS monthly meeting at Glen Erin Golf Club in Janesville, WI, Dave Braasch and Dave Nadler hosts.

It is Easter Sunday (and horrendously past deadline) as this is written, and the wonder of wonders has just taken place—Phil Mickelson has won a major! This day—the final round of The Masters at Augusta National—also marks the annual epidemic of the “Augusta Syndrome,” wherein golfers at every course across the country berate their superintendents for not providing those same conditions that they are watching on their plasma screens. Hooray.

The June MAGCS meeting, to be held at Glen Erin Golf Course in Janesville, WI, will feature the annual competition for the coveted Dom Grotti Award for the best superintendent/assistant superintendent team. Dan Marco, CGCS and Nick Baker of Ruth Lake Country Club won the award last year at Prestwick Country Club and will defend their trophy against all comers this year in America's Dairyland. Sign up and make the easy drive up to Janesville—you'll be glad you did.

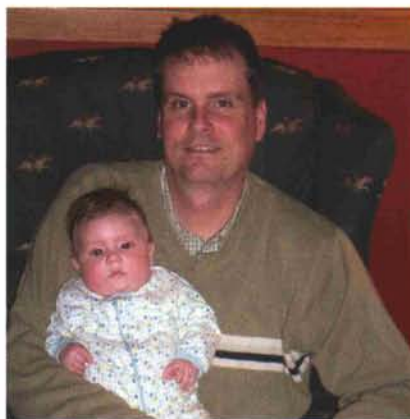
Congratulations to Tom Tully, CGCS, formerly with KemperSports Management at the Chicago Park District, on his move to the Eagle Ridge Resort in Galena, IL.

Welcome back to town to our old friend Lenny Berg, who has accepted with KemperSports Management the position that was vacated by Tom Tully. Len was a longtime member of MAGCS, serving as president in 1981 before moving out East for greener pastures. Welcome home, Lenny!

Also congratulations to Darin Ayres, former superintendent at Hughes Creek Golf Club, who has been promoted to operations manager there.

Due to the aforementioned promotion, Hughes Creek G.C. is looking for an assistant superintendent. Interested parties should contact Darin Ayres at 630-365-9200.

Heartiest congratulations to Chris Smith of Chicago Heights Park District Golf Course and his wife, Amy, on the birth of their first baby on January 5. Andrew Morgan Smith came into the world weighing 7 lb. 6 oz. and measuring 20 inches long. Best wishes to the happy family!



Andrew Morgan Smith and dad.

And even further congrats to Jim McNair, CGCS of Orchard

Valley Golf Course on his new promotion and the (self-proclaimed) title that goes with it—Jim is now, along with his other duties, a certified “retirement intern.” Jim's career mantra has always been to be the best at everything he does, and this internship promises to prepare him for that next step in life (the one just before incontinence and uncontrolled drooling)—retirement. Go get ‘em, Jim!

FROM BULL SHEETS PAST:

• *Fifty years ago this month:* Dutch Elm Disease was reported in 15 Illinois counties (all in the southern two-thirds of the state), and it was suspected that it may migrate north. Recommended treatments in 1954 were removal of infested trees and DDT applications.

• *Forty years ago this month:* Donna and Paul Voykin welcomed their first son, Daniel, into the world, and Paul took the United States citizenship exam. Also, it was reported that during a family drive around the Medinah Country Club grounds, superintendent Gerald Dearie's son took notice of some small ducks in the pond, calling them baby ducks. His father corrected him, pointing out that they were in fact wood ducks. Upon hearing this, the youngster said, “No no daddy, I just saw one turn his head.” From the mouths of babes...

• *Thirty years ago this month:* Bob Williams of Bob O'Link Golf Club oversaw the installation across his course of 1,500 linear feet of 6'6" sewer pipe buried 17 feet deep. That would NOT be fun.

• *Twenty years ago this month:* The members of Geneva Golf Club sent Albie Staudt to The Masters in Augusta, GA; Art Benson, Sr. had successful triple bypass surgery in Florida; and Amos Lapp turned 80 years old. It was a slow news month.

• *Ten years ago this month:* Peter Leuzinger received the Charles Bartlett Award presented to him by Dudley Smith at the CDGA Green Section Seminar. And to show how much things really don't change, Don Hearn spoke at the same seminar about the ignorance of TV golf commentators as it pertains to their “knowledge”

(continued on page 34)



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For sale: 1995 John Deere 3215A fairway mower with 1,375 hours, in good condition. Call **Tim** or **Scott** at Golf Creations and make an offer—815-923-1868.
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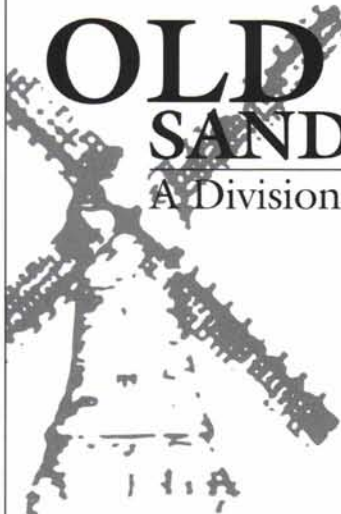


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Goodbye, Carl Spackler

Author's Note: I was inspired to explore this topic after attending the Annual Assistants Workshop in March. It was one of the most impressive seminars I have attended in a long time. The energy and insight that each speaker possessed left many of the assistants and superintendents in the audience wanting more at the end of the day.

Riddle me this.

I am a college-educated, computer-literate time-manager, problem-solver, committee member as well as an equipment, spray and irrigation technician. I am a leader and a professional! What am I?

A golf course superintendent?

Actually, I am an assistant golf course superintendent.

The skills I can boast are commonplace among the assistant superintendents we see today. This business is younger and brighter than it ever has been before and it keeps on improving. Superintendents raise the bar every day to better the industry and to better themselves as leaders and professionals. Also, golfers are learning and demanding more out of our profession. All this puts more demand on assistants; witness that now many assistants have assistants! Educated second assistants, spray technicians, irrigation technicians and foremen are hired to assist in daily course work so the assistant can monitor and manage almost every other aspect of the course on a day-to-day basis. Like strip malls, turf programs are popping up everywhere, producing more energized and bright minds. Specialized education is taken very seriously—it's hard to find a job as a golf course manager without this sort of degree. In the past, if a greenkeeper even had a degree, it was in some kind of agriculture or something totally unrelated. Mike Bavier, superintendent at Inverness Golf Club in Palatine, recalls that in the 1960s he was one of a few in the field who had a college degree; this landed him an assistant's job at top 100-rated golf course Olympia Fields Country Club. This would not be the case today. The golf booms of the 1990s, defined by Jim McLoughlin at this year's assistants' workshop as the player boom, the golf course boom and the practice facility boom, have also led our industry into focusing more on not only turfgrass degrees but specifically "golf" turfgrass degrees as a prerequisite to getting the job done right. Many people believe that the number of turf programs and the amount of qualified men and women they produce have flooded the turf industry as compared to the scenario of 10 years ago. This is not true. As McLoughlin pointed out, an average of 190+ golf courses are still being built each year. Also, superintendents retire, get fired or leave the business, allowing "youngsters" into the mix. So don't worry, it's business as usual, supply and demand.

Many assistants run daily irrigation programs and assist with issues like budgets and fertilizer and pesticide programs using a particular computer program. Sometimes they write articles for their local chapter publication. Computers skills are very important, and for the most part, mandatory for assistant superintendents to have today. It is the job of the assistant superintendent to fill the shoes of the superintendent when he or she is absent from the golf course. The assistant has to make all of the managerial decisions during that time, be able to solve any problems that may occur during the superintendent's absence and make the right decisions based upon the superintendent's philosophies. An assistant needs to be able to interpret the superintendent's ways of thinking and to be able to carry it out when in a difficult situation.

Assistants are day-to-day superintendents and have been recognized as such for many years. Now, superintendents and greens committees are requesting that their assistants attend greens committee meetings and sometimes,

(continued on page 36)



Academy Award nominee and Chicago-area native Bill Murray portraying Carl Spackler, assistant superintendent at Bushwood Country Club, in Caddyshack. Murray's performance was pure genius, the movie hilarious, but the Spackler character has long colored the perception of assistant greenkeepers.

other committee meetings the course may have. Our very own local chapter understands that assistants are superintendents too and encourages assistants to volunteer for various committees so that we might share insights and new ideas to better all of us. An assistant is often seen in professional attire in the clubhouse and at other business meetings alongside the superintendent. Assistant superintendents make more business decisions and appearances today than they did just 10 years ago. Since the day superintendents started gaining respect and stature as professionals, assistants have been following right behind them and are now receiving recognition just as head superintendents did only in the past few years.

During open discussion at the assistants' workshop, Jon Jennings, CGCS of Chicago Golf Club in Wheaton said, "Look how much business we do in this business."

When you think about it, this statement makes a lot of sense. Our customers are golfers and many golfers are very successful people who know everything there is to know about good business. To be able to cater to their needs, we need to be able to communicate on their level and speak the language they understand. Most golfers do not have agronomy degrees (even though sometimes we wish they did) and they don't care that you topdress or verticut your greens. They want to know how much does it cost, and how it will affect their play. Questions like these have been dealt with by superintendents for years, but now assistants are witnessing this, hands on, through involvement with their golf course's committees. They are learning what really goes on behind the scenes.

Salaries are keeping pace with the new assistant's role. In 2003, the average base salary for assistants in our region of Illinois, Indiana, Michigan and Wisconsin was approximately \$31,000 while the average salary (not base) for assistants in 1995 was approximately \$25,500. The average base salary today is 18% higher than the average salary was eight years ago. Fringe benefits haven't changed much since 1995, though. The only significant change has been an

increase in cellular phone use by assistant superintendents.

This golf industry has continued expanding over the past few years even though we haven't seen a large increase in golfers or golf courses since the "golf booms." The slower economy has forced superintendents (the true leaders in this industry) to look for new ways to keep the game alive and growing. They are responsible for the new growth by educating golfers and people within the business. These positive actions have had a ripple effect, causing the assistant superintendent positions to assume more responsibility. Assistants have become businessmen themselves. Assistants used to be portrayed as glorified bunker-rakers. Their business was all hands-on and behind-the-scenes, performing tasks that today are accomplished by a foreman, second assistant, technician or any crew member. Their job was to shut up and remain unnoticed while making the superintendent look like a hero. Many assistants lacked formal education. Many had the "Carl Spackler didn't, so why should I" attitude. It's a good thing that assistants are increasingly viewed as leaders and professionals, and that the Carl Spacklers of the world are becoming extinct. Because if it were the other way around, golf would be in bad shape!



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Name: Doug Davis, Flagg Creek Golf Course
(4 years)

Job title: Golf Course Superintendent

Date of birth: March 22, 1961

Place of birth: Maquoketa, IA

Current residence: Aurora, IL

Spouse: Johnneen, 4 months

Children: Traeger, 13; Russell, 11

Pets: Divot (springer spaniel); Chaser (beagle);
Oreo (cat)

MAGCS member since: 1995

College/degree: A.A.S. in horticulture

My favorite childhood memory is: Two-week vacations
fishing in northern Minnesota.

My personal heroes: My parents, grandparents,
great-grandparents . . .

My professional/personal mentors: Frank Fuller –
Clinton (Iowa) Country Club

Favorite actor/actress: Sigourney Weaver

Favorite musical performer: Brian Setzer

Favorite cuisine: American/chop house

Favorite "pigout" food: Popcorn

Favorite sports team: Iowa Hawkeyes

Favorite pro athlete: Fred Biletnakoff

Favorite pro golfer: John Daly

My favorite place to play golf is: Gainy Ranch in
Arizona.

My Handicap Index: 13

My best/most memorable round ever: At Medinah
Country Club, Course No. 3, for the historical
significance.

The most interesting/exotic place I've ever traveled:
Las Vegas

The last great movie I saw (rental or theater) is: *Pirates
of the Caribbean*

Favorite TV show: "60 Minutes"

Favorite color: Green

In my spare time, I enjoy: Running, boating, cooking,
animal training.

Three words that describe me: Energetic, optimistic,
animated


What I enjoy most about my job: Being the "go to"
guy.

What I dislike about my job: When others don't share
the same passion I do.

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BOARD HIGHLIGHTS

The following are highlights of the MAGCS Board of Directors meeting held Tuesday, April 20, at Bartlett Hills Golf Course. Full meeting minutes, once approved, are available upon request.

- The Board discussed availability of opportunities for training in Spanish. Luke Cella will broach this topic at the Illinois Professional Turf Conference.
- Luke Cella will approach the Green Industry Association (GIA) on the topic of the Illinois Department of Agriculture and the pesticide-licensing process.
- Tony Kalina will spearhead a campaign to publicize MAGCS donations to local charities by preparing and sending out a press release subsequent to each monthly golf event.
- The possibility of a shopping area on the MAGCS Web site is under investigation.
- Paul Bastron and the MAGCS Scholarship Committee are undertaking a review of the protocol for awarding these scholarships.
- Fred Behnke will invite local media representatives to join MAGCS members at one of the monthly golf meetings this season.
- The Board voted to donate \$3,600 to the Environmental Institute for Golf, the charitable arm of the GCSAA.



FROM THE GCSAA

The Environmental Institute for Golf Launches New Web Site

As part of its effort to communicate that golf is compatible with the environment, The Environmental Institute for Golf—the philanthropic organization of the GCSAA—is showcasing its informational and educational resources with the launch of a new Web site. The site promises to become a primary destination for those searching for information on golf and the environment.

The new site at www.eifg.org was unveiled during the GCSAA's 75th International Golf Course Conference and Show in San Diego, February 9-15. The site will provide information on environmental issues related to golf, with links to other sites, allowing a variety of audiences

to easily access information on golf's relationship with the environment.

The Environmental Institute for Golf is a collaborative effort of the environmental and golf communities, dedicated to strengthening the compatibility of golf with the natural environment. The Institute concen-

trates on delivering programs and services involving research, education and outreach that communicate the best management practices of environmental stewardship on the golf course.



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