

golf game more challenging and enjoyable, the way it was meant to be by the founders and architects of this wonderful game; let's forego this present-day look of manicured, expensive, turf backyards clipped to an unnatural perfection. Whenever I have given that overgrooming talk to my fellow superintendents and others, or wrote about it, or was quoted in articles and magazines, the reaction by some was that I had lost my marbles. Most of the others didn't take me seriously. Some even wrote strongly against my "natural look" concept.

But then something happened: inflation! The high cost of maintaining country clubs drastically accelerated in the 1970s. Concern set in about the high cost of maintaining golf courses, and then my ideas of wildflowers and the natural look suddenly didn't sound so loony because it saved some money. Every bit helps! Now the elite golf course architects began shouting the virtues of the natural look whenever they broke expensive land for a new golf course.

Something else happened, also. People began to be deeply concerned about our ecology and environment. Scientists who had been warning us for years about old Mother Earth and the dangers facing her due to too much technology and poisonous emissions, began to be closely heeded. A little old lady from Texas began planting wildflowers along our highways and roads. Her name was Lady Bird Johnson. The natural look began to make sense.

Today, I am happy to say that hundreds of golf courses have set aside natural areas to prosper and spread. Many golf courses enhance these restful areas even more (such as I have) with beautiful native flowers and grasses. And of course, golf course architects continue to build courses with that "Scottish look." Landscape firms and seed companies are doing a good business providing the natural look to golf courses, parks, industries, schools, highways, mining sites and even homeowners.

The natural look has taken over in our landscape and not just spread

in forgotten old graveyards and railroad rights-of-way. It is now easier for all of us to follow the great Walter Hagen's advice to "be sure to stop and smell the flowers as you go by." I am glad to have had a part in providing this opportunity.



Wildflowers and native grasses framing areas of holes 9 and 10 at Briarwood Country Club illustrate Paul's belief that "overgrooming is overspending," a concept he first articulated 28 years ago. At the time, Paul's viewpoint was controversial; now, golf courses nationwide have embraced this school of thought.

And finally . . .

Perhaps the real reason a person wants to improve himself can be better explained by something I read 40 years ago in the *Wall Street Journal* under the heading "What is an executive?" I changed a few words to suit our

profession, and you can easily substitute "superintendent" for "executive."

"He is called by many names: The Boss, Top Management, Head Man, Chief or just plain Tom or Bill. Each day he lives with problems and every day he's on the lookout for solutions. A good executive is understanding, fair, a cajoler, coordinator, arbitrator, listener and decider. In addition he is efficient, hard-working, patient, impatient, aggressive and ambitious for himself and his golf club.

"His constant companions are work, too little time, budgets, inventory, ideas, materials and equipment, employee relations and club dollars. No one knows better than he the meaning of pressure. He is second-guessed, loved, appreciated, tolerated, respected, blamed, praised, understood, misunderstood, needling and needled, but never ignored.

"The executive knows the loneliness of management. For there comes a time for decision. Despite all the counsel from associates above and below, it is he who says yes or no. He can't afford to err in judgment. Whether it be selection of personnel or the kinds of materials or equipment he purchases, he is always responsible.

"The good executive is the voice for his club . . . both written and spoken. Thus, he is reader, student, speaker, moderator, writer . . . as well as the subject of a speech or article. He is the product of business and means business. What he does can produce a ripple or tidal wave of activity.

"For this he has learned . . . to get a better job, keep doing a better job. That's how executives are made."

Last of all, I would like to conclude by sharing a prayer that my late brother Peter left me prior to his passing.

*Lord, when my last putt
has dropped into the cup,
and the light of my last day has faded,
may I be able to turn into you,
a scorecard to show I did my best.*



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What's In YOUR Water?

Author's Note: This is the first in a series of articles discussing water quality.

After a couple of years of digging into the technology of water treatment and its effects on turf, I have to say that the chemistry of irrigation water is one of the least understood aspects of the overall challenge of maintaining a high-quality turf. Unlike the industrial and municipal markets where I lived for 25 years, the turf industry has been slow to develop meaningful tools for the turf manager to use in dealing with the issues related to poor water quality. Collectively, we have seen a number of indices and recommendations for control limits that do not make much sense to the average guy trying to grow grass. Most of the information comes from people trying to sell something and is often viewed skeptically.

Within the industry, much of the emphasis is placed on fertility and disease-control programs, new configurations of "iron," and relatively little attention is paid to water-quality issues. This is unfortunate because the need to understand water chemistry grows in importance as we face a host of various environmental concerns and economic considerations connected to poor water quality.

If we irrigate at a rate of 1,000,000 gallons per season, we are putting out over 8 million pounds of water! We put out 350 times more pounds of water than we do nitrogen! We ought to know what's in that water!

The fact is that the **chemistry** of the water DOES impact on the physical properties of our turf. Another fact is that we cannot select a single set of guidelines for "acceptable" water quality and apply them to every golf course in the country! An understanding of how the given components making up the water analysis react with each other is essential in determining how the water may or may not affect the quality of the turf. In addition, soil analysis and specific course conditions must be worked into the assessment in order for it to be truly valid.

The interrelationships between pH, alkalinity, calcium, magnesium and sodium are complex. The values of each relative to the total dissolved solids (TDS) present must be considered in selecting control limits for a given water quality. Guidelines should be considered guidelines, not values that are carved in stone for every water quality. There are several indices developed over the years that help determine the potential negative impact poor water quality may have on turf. A few notables are:

- SAR—Sodium Adsorption Ratio
- adj.SAR—Adjusted Sodium Adsorption Ratio
- pHc—Calculated pH
- RSC—Residual Sodium Carbonate
- Ca:Mg—Calcium:Magnesium Ratio

These are formulations that can be confusing and often misleading. Nevertheless, they attempt to take the critical factors into consideration while determining the worthiness of a given irrigation water. This confusion is complicated by the water analysis reports that are often presented with mixed terms such as ECw and TDS and some values in ppm while others are in meq/l.

It's not simple, but judging the quality of water has in some cases been oversimplified. A complete understanding of all the potential interactions will lead to a proper assessment.

The point is this: You put more water on your turf than anything else! Know your numbers and what the impact of those numbers may be.

Next time, we'll go over a few of the guidelines and the interrelationships they attempt to quantify.



*The fact is
that the chemistry
of the water
DOES impact
on the physical
properties of
our turf.*



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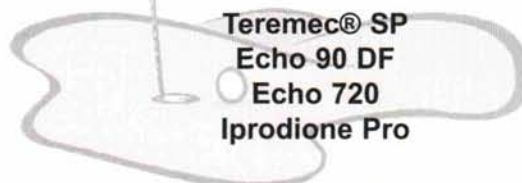


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Recognizing 2004's MAGCS Scholarship Winners: Patrick Maguire, Brianne Smith, Kelley Murray and Anthony Doruff

In July, the MAGCS awarded \$1,000 scholarships to four deserving students. Patrick Maguire, (John Maguire, J.W. Turf) was honored with the George Minnis Memorial Scholarship; Brianne Smith (Peggy and Jeff Smith, Springbrook G.C.) won the first-ever Paul Burdett Scholarship; Kelley Murray (Jill and Dan Murray, CGCS, Settler's Hill G.C.) won the at-large scholarship; Tony Doruff (Sharon and Ron Doruff, Steeple Chase G.C.) earned the John Buck Memorial Scholarship. These bright young people earned the scholarships based on academic achievement, financial need and essays responding to the following topic: What would you say to the men and women of the United States military who are fighting the war in Iraq?

Patrick Maguire

The men and women in the United States military are some of the bravest people in the world. To be a member of the U.S. military is to be a member of the most elite fighting force in the world. Many people are not cut out for war. Some people do not even have the stomach to fire a weapon. I have the deepest respect for those people that are occupying the Middle East. Many of these men and women have not seen their families in almost a year. I sympathize with them and respect their determination to keep fighting.

Soldiers in Iraq face many adversities. The very weather of Iraq is fighting the soldiers. With temperatures of over a hundred during the day and near freezing at night, it can be hard to have the strength to fight. What I see as the hardest part of being a soldier in Iraq is that the people they are fighting for show their gratitude by attacking and killing the U.S. soldiers. The people of Iraq have been so brainwashed that they do not realize the U.S. soldiers are there to help them. To be able to carry on when no one appreciates you is what I respect most about the soldiers in Iraq. There is one main message that I would like to give the soldiers in Iraq: I respect what you are doing and hope you know that your work does not go unappreciated.

Brianne Smith

The one thing I have to say to the men and women in the U.S. military is spoken in the classic *Wayne's World* way: "We're not worthy! We're not worthy!" Okay, I know this seems a little weird, but I've put a lot of thought into this quote. My first reaction, of course, was to thank the troops for saving us and tell them that I support them and all, but I realize that the troops hear this constantly, and one eighteen-year-old girl from the Midwest reiterating it for the millionth time isn't going to mean much to them. I would imagine that the troops need some way to take their minds off things, and escape their situation for awhile, and what better way to do that than to have some goofy girl repeating a *Wayne's World* quote? Not only would it hopefully make them laugh and forget the bad things in the world for awhile, but it would also remind them of home and one of the many things that they are fighting for. I chose this specific quote because while doing the above things, it also shows respect for the troops and sends the constant message of support that I would hope to get across. So for all these reasons, to show the troops support while reminding them of a weird part of American culture and mostly just to make them laugh for awhile, I would say to the troops, "We're not worthy!"

Kelley Murray

My older brother chose to join the military in 2001, which was before September 11th had happened. At that time I honestly did not have any feelings one way or the other about him or anyone else being in the military. When September 11th happened I really started to worry about him being in the military and getting shipped out to Iraq. Many men and women were sent over there to protect their friends and family from the people who terrorized our country from the moment that first plane hit the Trade Center. My older brother did get sent to Kuwait for several months just before last Christmas. It was hard not knowing if a bomb would hit his tent, or a shooting would send him home in a box. I struggled with the thought of him dying for the country we all live in. I realized that it was his choice to join, his choice to protect and serve his country; just as it is for all the other people who have joined before and after him. I now have many emotions and feelings towards those who chose to join the military . . . God bless you all. It takes a strong decent human being to be able to say, "Yes, I will die protecting my country." I do not know if I am that person, so I commend those who are able to say that and go on protecting our country from all the bad things that could happen.

(continued on page 43)

Get Size-Wise: Understanding Market Capitalization

The next time you sit down to review your retirement account investments or read up on the world of Wall Street (never a bad idea), you may find yourself stumbling over the phrase “market capitalization.” Sure, it’s a mouthful, but it actually describes a simple concept. And understanding what it means could help boost your investment return potential over time.

What Is It?

Market capitalization—or “market cap” for short—describes the size of a company that issues stocks. It may also be used to describe a fund that invests in companies of one particular size.

A company’s market capitalization is determined by multiplying the market price of its stock by the total number of its shares on the market. If a company has issued 10 million shares of stock and each is worth \$50, then that company’s market capitalization would be \$500 million.

Small-cap companies generally have market caps under \$1.5 billion and tend to be relatively new. A small cap’s stock price could potentially rise significantly over time as the company becomes well-established and more successful. But smaller companies may not have proven track records or resources yet, so their stock prices are also more likely to experience bigger price swings over short periods of time. In addition to greater volatility, small-cap companies carry a higher risk of failure.

Large-cap companies, such as Coca-Cola and Microsoft, are usually worth \$7.5 billion or more and typically offer more stable earnings and growth potential than small caps. However, many large caps may have already experienced their most significant “growth spurts,” so their stocks may not rise in value rapidly.

Mid-cap companies fall somewhere in between, with the potential for faster growth than large caps and less risk than small caps.

The Right Mix Could Help Your Earnings

Why should you care about market capitalization? Because different types of investments don’t necessarily perform the same way at the same time. So adding some mix of small-, mid-, and large-cap investments to your portfolio could help limit losses if the stock market experiences ups and downs. Declines from one investment could be offset by potential gains or relative stability in others.

Understanding the meaning of market capitalization can help you make better-informed decisions and therefore can help you become a more efficient investor.



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Parallel Lives

Every year, when summer rolls around, I become a golf widow. For weeks on end, six days a week, my husband Scott leaves before dawn for the course. How does he get away with this when other husbands are commuting to the office for another day under the fluorescent lights? He is a golf course superintendent.



Fresh air, sunshine, peaceful surroundings, a dream job I think! Our lives seem so different we can hardly relate. What exactly is he doing all day? And why have I been unable to telepathically send him a complete understanding of what's going on here at home? Okay, I'll admit it. His job is difficult and all-consuming. It is also something he loves to do. How can I argue? I respect his dedication to the golf course. I know there are plenty of people who have no idea how much blood and sweat really goes into the job. Speaking of blood and sweat (not to mention tears), my job is all-consuming too. I'm a stay-at-home Mom (that's with a capital "M"). I love it!

Staying home, setting my own hours, bonding with the children, a dream job! Each morning Scott leaves a house full of rosy-cheeked angels sleeping in their beds. Each morning I'm treated to a toddler prying my left eye open and trying to peer into my brain to find out what's for breakfast. I know Scott has no idea how my days are filled. It's easy to get mad if he doesn't know the kids' teachers' and coaches' names. I guess I don't know a lot of the names of the guys involved in the Midwest Association. Come to think of it, maybe our daily jobs are actually more similar than we realize.

Scott is making sure fairways, tees and bunkers are mowed. My job involves driveways, mowing the yard and weed-pulling.

He's out building bunkers. I'm filling our sandbox for building sandcastles.

He's spraying dollar spot. I'm cleaning carpet spots, furniture spots . . .

He's treating algae in the ponds. I have algae in the kids' pool, and lord-knows what on the kids' hands after playing at McDonald's play land.

He's always watering the golf course. I'm watering the lawn, watering the dishes, watering the clothes, watering the kids . . .

He's coding piles of invoices. I'm paying piles of bills at home. Ah!

He's taking apart and fixing mowers and sprayers. I'm helping my son Alec assemble his "Power Ranger Turbo Megazord."

He's keeping a close eye on his 40 greens and 40 employees. I'm keeping a close eye on our kids plus about 20 neighborhood kids, too. (Does that make me a Kool-Aid Mom?)

He's driving around in his golf cart all day. I'm driving (and living) in the van.

He's experimenting with new fertilizers, chemicals and grasses. I'm experimenting with the latest ideas from "Trading Spaces," home designs and paint!

To wind down from a long day, he listens to talk radio. Hey, Oprah is good for me.

Okay, enough of the comparing. As I write this article, the kids are

wrestling and throwing pillows. We just finished lunch, where two good pieces of fruit were wasted. Sure enough, they will beg for a treat any minute. Alec hasn't washed his hair since swimming in a river, so he smells like a wet dog. Kori hates her tangles brushed out, and just spilled on the carpet. The kids are exhausted from swimming and wet swim suits are in the kitchen. They can have quiet time and watch *Peter Pan*, which they've seen 23 times already. As much as I want to be excited and contribute something worthwhile to this magazine, I'm a bit preoccupied. There's laundry all over the house and two meals' worth of dishes not done. The carpeting needs vacuuming and there's scum in the bathroom. We're out of milk and cereal, a sin in itself. An old friend is in town and wants to go to Chicago. Another friend needs her kids watched. My parents arrive in town soon and I'm supposed to plan a family reunion. Kori has a birthday party coming up and I haven't bought a gift. The van was just cleaned out, because Scott thought it smelled like dirty hair. Alec hurt his hand by just standing there. The phone is ringing. Yes, this is definitely my dream job. Ohhhhhhhh, by the way, I wonder what Scott is doing right now?!



the Bull Sheet

John Gurke, CGCS
Contributing Editor

DATES TO REMEMBER

September 13 – MAGCS monthly meeting at Oak Grove Golf Course in Harvard, IL, **Paul Sandall** host. The MAGCS Annual Championship will be contested.

September 16 – University of Illinois/CDGA/ITF Field Day, Midwest Golf House, Lemont, IL. Details below.

September 23–26 – *Golfdom* presents “Education at the Expo” at the Kentucky Exposition Center in Louisville, KY. Details follow.

September 27 – MAGCS Annual Scholarship and Class C Golf Outing at Glen Flora Country Club, **Paul Bastron**, CGCS host.

October 4 – Rutgers University Professional Golf Turf Management School begins its fall session.

October 5 – MAGCS/ITF Fall Golf Day and College Championship at Calumet Country Club, **Keith Peterson** host.

The University of Illinois, in conjunction with the CDGA and sponsored by the Illinois Turfgrass Foundation, is hosting its first-ever Field Day on September 16, 2004 at the Midwest Golf House in Lemont. This is a fantastic opportunity to see turf research on the newly opened Sunshine Course. The research has been carefully planned out over the last several years and is ready for review. All the investigators from the U of I, as well as Randy Kane and Lee Miller of the CDGA, will be explaining their methods and findings on many different turf afflictions. Registration forms can be found at www.illinoisturfgrassfoundation.org. Plan on attending this educational

day and bring your ideas for future research.

On September 23 through 26, *Golfdom* magazine and Pat Jones will host a new event called “Education at the Expo” in Louisville, Kentucky. This event will be a part of the International Lawn, Garden and Power Equipment Exposition 2004 at the Kentucky Exposition Center. It will feature educational workshops and seminars given by several renowned industry leaders, including Dr. Karl Danneberger of Ohio State University, Dr. Joe Vargas of Michigan State University and design author and critic Geoff Shackelford. Also featured at the Expo is a huge 20-acre outdoor demo area where all types of equipment from more than 500 exhibitors will be available for hands-on testing. To register, go online at www.expo.mow.org.

Congratulations to Kari and **Scott White** of the Links at Carillon on the birth of their baby son on August 9. Jackson “Jack” Mackey White was born at 5:40 a.m., weighing 6 lb., 8 oz. and 19 inches long. Mom, dad and baby boy were healthy, happy and doing great, and Scott says he’ll give Jack a few weeks to get accustomed to his new world before sticking a golf club in his hands.



Scott and Kari with son Jack.

Condolences to the family of **Dave Ward** (Coyote Run G.C.) on the recent passing of Dave’s mother.

While most of the members of MAGCS were enjoying their beautiful day at Biltmore Country Club (thanks to superintendent **Brian Thomson**, CGCS), a few of us were equally fortunate to have been invited to the Chicagoland Club Accountants Association’s golf outing at Shoreacres on the same day. Thank goodness for the venue—the beautiful Shoreacres, with its breathtaking view of Lake Michigan, its ravines, its fast greens and rolling fairways, provided enough excitement to quicken the pulse of even the most accountant-like of accountants. Big thanks from everyone in attendance to **Tim Davis** and the staff at Shoreacres for a great day.

GCSAA Certification Committee chairman **Bob Maibusch**, CGCS (Hinsdale Golf Club) recently announced that the new certification process will begin November 1. Starting then, members interested in becoming certified will be subject to a new exam and certification process. According to chairman Maibusch, “The evolution of the certification program has seen it transformed from a process of exclusively demonstrating competencies to a process of building skills and competencies through self-evaluation, assessment by your peers, compilation of the portfolio and the completion of the exam. I am confident that every member who takes the time to participate, regardless of their final results, will come away with the feeling that their professional skills were enhanced.”

Of bingo and biospheres—if you haven’t read about it yet, this item from *Golfweek’s SuperNEWS* shows how far we can go in this industry with technology and imagination (or perhaps just a lotta dough): A domed 18-hole golf course along with a 1,200-room hotel, 80,000-square-foot casino and 374,000-square-foot convention center on a 540-acre site has been approved in Tunica County, Mississippi. If it comes to fruition, the proposed dome would be 40 stories high and a mile long, and be made of translucent, Teflon-coated, vinyl-laminate coating, and would allow

(continued on page 30)

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golf to be played indoors on real grass with real trees and plants abounding 24/7/365. Projected cost of the course, gardens and dome is \$100 million. Sounds cheap for all that. The only thing that could cause the project to fail is if 31,000 people opened all 31,000 doors at the same time, causing catastrophic vacuum effect (CVE) and forcing the dome to implode into itself, taking trees, turf and golfers alike with it into the fourth dimension. I made the last part up.

50 YEARS AGO THIS MONTH IN MAGCS:

- Scientists were talking about putting detergents in the soil to make it "wetter." In fact, the Atlantic Refining Company developed a "soapless soap" that had become popular with housewives in the early '50s.

- The list of winners of the August golf event and door prize draw was a virtual MAGCS Hall of Fame—Dom Grotti, Bill Saielli, Marv Gruening, Jock McIntosh, Dan and Frank

Mastroleo, John MacGregor, Amos Lapp and Frank Dinelli.

- MAGCS and the Wisconsin Greenkeepers Association held their annual joint meeting and golf tournament at the North Hills Country Club in Milwaukee. This is obviously something we need to revisit—a joint meeting with the Wisconsin chapter at any old course up that way . . . a course like, say, Whistling Straits . . . yeah, let's get this thing back on the schedule, huh? Can you tell it's PGA Tournament weekend while this is being written? What a great-looking golf course!

40 YEARS AGO THIS MONTH IN MAGCS:

- A toxicology study performed at the University of Pennsylvania by dermatologist Walter B. Shelley showed that exposure to thiram could cause skin irritation and rashes on the sensitive individual. At that time, thiram was still used in the processing of rubber products, so Dr. Shelley's notes in the AMA's

Journal stated that thiram-sensitive people should avoid contact with art gum, erasers, bunion pads, eyelash curlers, condoms, gloves, goggles, dress shields (?), dental dams, bathing caps, headrests, garters, pessaries (again, ?), elasticized garments and mammary prostheses. And golf courses. Okay—I can see giving up golf, but NOT my bunion pads.

30 YEARS AGO THIS MONTH IN MAGCS:

- University of Illinois Cooperative Extension Service advisor Dr. James A. Fizzell wrote an article titled "Plant Trees for a Nicer Tomorrow." Little did he know that 30 years later many of those trees would be on the "To Be Removed" list on many courses that got a little too carried away with his advice.

20 YEARS AGO THIS MONTH IN MAGCS:

- Marilyn and Jim Burdett celebrated their 25th wedding anniversary on August 25. So, congratulations and happy 45th anniversary, Jim and Marilyn!

(continued on page 32)

Play for Wayne on September 20!

As you may know, Wayne Otto has been diagnosed with Stage IV pancreatic carcinoma. Effective treatment for Wayne is not available in the United States; however, a few clinics around the world have had some success using an alternative method called hyperthermia. In their hope to combat this disease, Wayne and JoAnn have pursued this alternative treatment at the Klinik Saint Georg in Germany (www.optimalhealth2000.com/pdf/toohot/pdf).

Wayne has completed his initial three-week visit and, by all accounts, the treatments have gone well. Wayne's hopes remain high. They are returning to Klinik St. Georg on September 26 for his second phase of treatments and will be there for two weeks.

As you have probably deduced by now, this treatment and associated expenses are not covered by Wayne's medical insurance, nor is it covered by Medicare. Wayne and JoAnn are directly paying for each trip to Germany and the cost of the treatments. The estimated expenses for each trip are expected to exceed \$25,000.

Our hope is to assist Wayne in defraying the cost of his treatment. An account has been established at M&I Bank in Beaver Dam, WI in the name of "The Wee One Recovery Fund." A benefit golf outing and silent auction has been organized for Monday, September 20, 2004 at Pine Hills Country Club in Sheboygan, WI. We ask for your participation and/or a generous donation (The Wee One Recovery Fund, P. O. Box 94, Juneau, WI 53039; phone 920/386-9000).

Although Wayne and JoAnn are prepared to meet these expenses at the present, there's no telling how long the treatments will continue. For now, please make plans to participate and/or donate to the P.O. box listed above, and please keep Wayne and JoAnn in your prayers.

Sincerely,
Danny H. Quast, CGCS
Michael W. Handrich, CGCS
Patrick H. Sisk, CGCS
Rodney W. Johnson, CGCS
Paul D. Bastron, CGCS
Mark Petitgoue
David J. Radaj II, CGCS
Chad Ball, CGCS
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