

# 2003-2004

## FRED D. OPPERMAN EDITORIAL AWARD CONTESTANTS

**Cathy Miles Ralston** *Editor*

*Now in its third year, the Fred D. Opperman Editorial Award is presented annually in honor of Fred, who served as editor of the Bull Sheet and subsequently On Course for 16 years.*

Eligibility extends to all articles authored by a member of the MAGCS who at the time of writing and publication was currently an MAGCS member in class C, D, E, F or G. Articles must have been published between September 2003 and August 2004; "Super -N- Site" and "Midwest Breezes" articles are not eligible. While judging criteria for the Opperman and Gerber awards are similar, this award recognizes the invaluable contributions of an important component of Midwest membership: assistant superintendents, commercial members, superintendent's employees, etc.

Here are the contenders for the 2004 Fred D. Opperman Editorial Award.

Year/Month	Article	Author
<b>2003</b>		
September	"The Spin on P"	Curt Franklin
October	"Time to KARE"	Scott White
<b>2004</b>		
February	"Are You Riding the Pine?"	John Patrick Maksymiu
	"Can't This Project Wait Until It Gets Warmer?"	John Ekstrom
March	"The Morris Method: Befriending the 'Stimpmonster'"	Keith Krause
April	"A Win-Win Proposition: Extending Midwest Membership To Our Assistants"	Ben Exline, John Ekstrom
	"Excavation Safety: Your Life May Depend On It"	John Ekstrom
May	"Earthworms: Friend or Foe?"	Robert Graziano
	"Goodbye, Carl Spackler"	Keith Krause
June	"Putting Greens: Where the Way We Were and The Way We Are Converge"	Aaron Willing
July	"In Vogue: Bunker Renovation"	Nick Baker
August	"Interview with a Golf Course"	Greg Martin
	"Working Safely in Hot, Humid Conditions"	John Ekstrom

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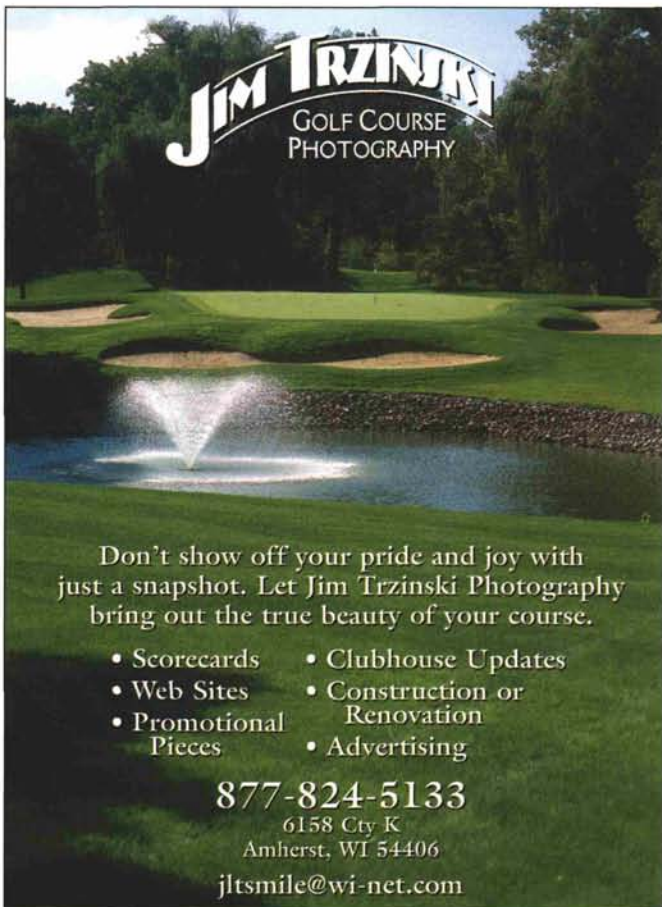


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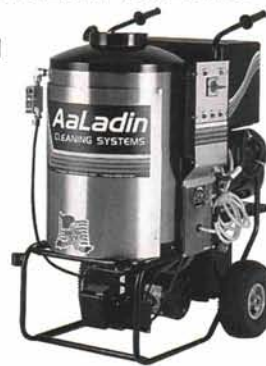
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exciting things that are happening on the golf course.

I can't tell you how many times I have had peers tell me the Rodney Dangerfield line, "I don't get no respect." Perhaps it is because we don't do a great job of developing our own public relations campaigns. It has been said that the three key steps to promoting your success are:

- Do the right thing.
- Do the right thing.
- Tell people that you are doing the right thing!

To be successful and receive the respect you are due, you must recognize opportunities and take advantage of them. When you get a chance to attend board meetings, committee meetings, golf advisory meetings, etc., welcome the opportunity. Prepare well for these meetings and be certain to present your message professionally, either verbally or in print. Too many people shy away from these opportunities. When you are invited to the guest day banquet, don't turn the chance down. Sure, you got up at 4 a.m., but you owe it to yourself and your crew to rub elbows with the

players and receive the accolades for the great golf course.

When problems arise on the golf course, don't allow someone else to tell your story. I never want to depend on a waiter, bartender, golf shop employee, etc. to explain why we have some thin areas on the golf course. The message is sure to get mixed up and perhaps put you in a bad light. Be accessible when problems exist. People typically want to know three things when trouble happens on the golf course.

- What happened?
- What are you going to do about it?
- When will it be back to normal?

Nobody can carry the message better than you. Communicate it every way you can until the problem is resolved.

A picture is worth a thousand words. Use pictures as a vehicle to communicate your successes or to demonstrate areas that need improvement. In this era, we should all learn to utilize digital photography and PowerPoint to make powerful presentations to promote programs and projects. It is a tool that can make us all look

pretty good in front of our employers.

While space does not allow me to expand on the subject, suffice it to say that the largest area for communication improvement is the skill of listening. If you go to the library, you will find hundreds of books on public speaking. However, I doubt if you can find any that deal with listening. Listen to what your golfers want. This can be done through customer evaluations or personal feedback. Don't hear what you want to hear, but try to understand what people are really saying. Don't be defensive. Learn to accept constructive criticism. Employers want people that bring them solutions rather than someone who gives excuses.

Think about the top five superintendents you know. What puts them in this special category of high esteem? Is it their ability to grow grass or is it their ability to communicate? I feel strongly that today the grass-growing is the fundamental part of the job but the ability to communicate is paramount to career success.



Recognizing 2004's MAGCS Scholarship Winners . . . (continued from page 25)

**Anthony Doruff**

Dear Armed Services Man or Woman,

I would like to personally thank you from the bottom of my heart for everything you have done and will do to maintain our freedoms. Your tireless efforts to protect the United States, along with many other countries, are greatly appreciated by everyone.

I understand some of the risks that you are taking and I don't know

if I would be able to handle such an overwhelming task. You have received possibly the best training in the world, been given many hi-tech pieces of equipment, but you also have to rely on your instincts, which cannot be taught.

I also understand some of the sacrifices you, your family, and friends back home have made for you to be able to defend our way of life. I know they are thinking about you and praying for you every available minute, as

I am sure you are of them.

We are all proud of you and your accomplishments. There aren't the words to tell you how much your work is appreciated. I wish you the best of luck in your future endeavors and a safe trip home to you and all your fellow soldiers. Thank you and God bless.

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