

Richard (Scott) Speiden -N-



The Speidens: Scott and Dawn with children Ashley and Michael.



Where did Richard come from? Who is Richard? What is a Richard Speiden? Before we answer these questions, let's get into Itasca Country Club, host of the 2005 Fall Dinner Dance this November 19.

The course was designed and built in 1925. For many years, the club was the end of the line for the Milwaukee Road Railroad. A roundhouse and servicing yard were built on what is now the site of the club. Itasca was the farthest west suburban commuter run at that time.

The club started with 150 members with annual dues of \$60, payable quarterly. In the fall of 1928, the Lyons family of the Lyons Musical Instrument Company bought Itasca Country Club. They brought into the club the biggest bands of the 1930s, '40s and '50s like Glenn Miller and Count Basie. Itasca Country Club was the site of many elegant balls and elaborate parties. It was the social meeting place for the village. Until the early 1960s, the club held one of two liquor licenses issued by the village. In 1999, the membership bought Itasca Country Club, turning it into a 240-equity membership.

Itasca is a par-72 course, stretching to 6,800 yards, with slope at 137. Being a semiprivate membership, Itasca Country Club holds outings on Mondays and Thursdays during the season, totaling up to 30,000 rounds. Itasca is nestled on 123 acres, centrally located right in the middle of downtown Itasca.

Before Richard "Scott" Speiden found his calling in the golf industry, he ran his own landscaping company and played around with his welding certification, doing work on the Illinois Prairie Path. A young Richard Speiden came to the course as a mechanic under Jim Meyer in 1984. Being a certified small-engine mechanic, Richard went on to acquire his soil science certificate from Ohio State University.

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*No. 7 green at
Itasca Country Club.*

Richard moved up, becoming assistant superintendent in 1987. When Jim Meyer retired in 1996, Richard took over as superintendent of Itasca Country Club. Within three years of him taking over, the members bought Itasca Country Club.

Since becoming a superintendent, Richard has seen few major changes to the club. In the 81 years of the course's existence, Itasca is primarily the course that was built in 1925, including its original greens. Major changes include the modernization of the irrigation system, incorporating the four-tee system to the course, expanding the irrigation lake and adding some needed cart paths. More recently, Richard spearheaded the reconstruction of the sixth and 10th tees on the course. He also introduced and certified the club through Audubon Cooperative Sanctuary Program for golf courses. Clubhouse beautification has also been a recent project including the revamping of the ballrooms, along with men's locker-room facilities. From all the floods to the drainage projects to diseases and drought, Richard has made it through.

Richard has been with Itasca Country Club for 22 years, three of the past years holding the position of director of grounds. Along with the day-to-day functions of the club, Richard's added the new Web page, marketing and new membership sales to his job list.

As he has grown with his jobs at Itasca Country Club, so too has Richard's family. Richard resides in St. Charles with his lovely wife of 18 years, Dawn. She has been his backbone during the new construction projects over the years. The Speidens have two wonderful children, Michael, 16, and Ashley, 14. The family enjoys spending time at their weekend cottage, relaxing and seeking outdoor fun. Scott appreciates his little time there too, when he can, for a day or two during the season.

The fun really starts for Scott (the name most of us know him by) during the first week of November. His favorite time of the year is when he and his "girls" (Jordan the Lab and Jaguar the German shorthair) can get out into the great outdoors to do some pheasant-hunting. Scott gets

the biggest thrill being out with his buddies hunting. He just can't help himself if he has the chance to take a jab, when one of us misses the easiest of shots.

The Itasca Country Club clubhouse that MAGCS will visit in November is, in fact, not the original. The original clubhouse was of colonial design with white walls, a green roof and a veranda running full length of the east side overlooking the course. This clubhouse burnt down in 1935, was rebuilt only to burn again in 1963. It was considered one of the worst fires ever in the village's history. In 1987, the village claimed the area as an historical site. The new clubhouse still possesses the charm of the old. The amenities will show themselves off at this fall's dinner dance in a spectacular fashion.



(Opposite) Itasca's no. 18 is a spectacular finishing hole, playing 424 yards from the blue tees, 434 from the gold with an elevated tee box.

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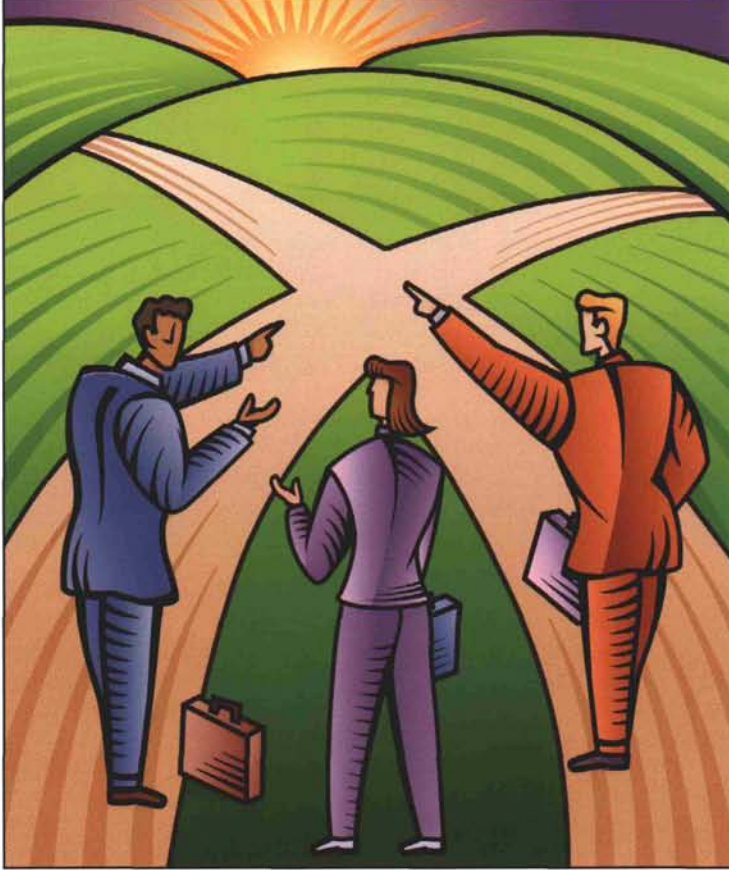
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Do YOU Have a Plan?

I have been involved with MAGCS and the superintendent profession in general for more than eight years now. One of the recurring themes that I have heard from the senior, experienced superintendents is the goal to transition themselves, their peers and future superintendents from the building located on the back of the property to the gateway entering the property. They want the superintendent to be someone who is before the eyes of the decision-makers rather than someone who arrives before anyone is there and leaves before anyone realizes they are gone.

We plan for vacations, parties, our children's education, retirement. A career at which we spend more than half our waking hours should be receiving the same attention.

Stereotypes are a hard obstacle to surmount. The MAGCS is doing an outstanding job of nurturing and educating superintendents to change these predetermined and preconceived stereotypes and position superintendents differently in the eyes of members, owners, city officials and golfers. Superintendents are degreed, certified experts in the management and maintenance of golf course operations. Additionally, they are experts at managing budgets, employees and expectations.

Over and over, I have heard that the mission is to transition the superintendent from the stereotype of someone cutting grass and raking traps to the reality, a manager of million-dollar profit centers, supervisor of employees, manager of six- to seven-figure budgets, someone answering to a board of directors, etc.: in other words, a true business professional.

The key to positioning yourself as a true business professional and industry expert is by redirecting your focus from the day-to-day operations (delegate these activities to others, e.g., your assistant) and rechanneling your knowledge and expertise to the big picture: one year, five years, 10 years into the future. The key to doing this is to create a plan, a "business plan." I don't mean just budgeting! I mean looking at the big picture—a real business plan. Remember! You are running a multimillion-dollar business (believe it or not)!

We plan for vacations! We plan for parties! We plan for our children's education! We plan for retirement! A career at which we spend more than half our waking hours should be receiving the same attention. This is not a job! We are professionals. Professionals need to plan.

Hopefully superintendents, entrepreneurs and business owners alike will find this information useful. If you are running a sole proprietorship or a

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multimillion-dollar operation, you must plan, set goals, review and assess your performance. If you fail to do this, you never have any direction on where you are, where you want to be and how to get there.

The purpose of a business plan is to help you accomplish the following:

- **Plan.** Assess your current situation and identify all available resources.
- **Organize.** Establish goals for what you intend to accomplish and a plan for doing so.
- **Activate.** Establish a game plan for implementing the objectives established.
- **Control.** Set up a system to effectively measure your results against your goals.

Elements of a Good Business Plan

A good business plan is comprised of the following sections:

1.) Personal Mission Statement. (Plan.)

This statement will clearly communicate the essential nature of your work. It should be a reminder of the driving force behind your career. Make it unique to you, your career and your position. For instance: "To provide the golfers with the opportunity to have a unique golf experience at a fair price. Allow the municipality to showcase the grounds and provide a profit center to fund other municipality services. Afford myself the opportunity to gain long-term personal financial stability and growth potential." Understand your market. Understand your capabilities.

2.) Self-Assessment. (Organize.)

A.) Personal. Review your own traits and characteristics. What are you good at? What needs improvement? Evaluate whether or not you are developing and expanding your abilities to accomplish goals. Who are you? Where are you in your career? This is often referred to as the "whole person concept." If you know who you are, you are better able to:

- 1.) Live your life in balance.
- 2.) Build a healthy self-image.
- 3.) Define and pursue a set of specific and realistically challenging goals.
- 4.) Develop self-discipline and self-management skills.

5.) **KEEP YOUR LIFE**—business/financial, family/social, health, spiritual—**IN BALANCE.**

B.) Business. How are you at running/managing your workplace? Rate yourself! Use this to determine your strengths and weaknesses. What are you good at (managing people, managing budgets, working with the members, working on the grounds, etc.)? What needs improvement (administration, knowledge and expertise, vendor relationships, etc.)? Prioritize your business assets. Make a timetable for improvement!

C.) Balance Sheet. Analyze your personal assets and liabilities. Can you effectively and efficiently perform your business responsibilities based on your current balance sheet? Does anything need to be changed or adjusted?

D.) Planned Income. Identify and plan your income! Where I am /where do I want to be in a given time horizon (one year, five years, 10 years, etc.)?

3.) Establish Goals. (Organize.)

Goal-setting is the initial cause of which success is the final effect. Goals are defined as dreams with deadlines. Goals provide the "why" to what you do and can instill a sense of purpose. They must be definite and quantifiable with time limits for accomplishment. The goals you set should be constantly on your mind as a reminder of the "purpose" that drives your efforts. They must be practical, achievable and believable. They must be measurable and have a timeframe for completion (short-term or one year, mid-term or five years, long-term or 10 years). They must be well-defined, not open-ended.

There are five keys to goal-setting.

- A.) Change is scary unless it is goal-directed.
- B.) Find your area of excellence.
- C.) Look for the opportunities. Opportunities often come disguised as hard work, a fact that can mislead us into looking elsewhere for opportunities. There is an old adage that says, "The harder you work, the luckier you get."
- D.) Be aware of the importance of balancing your goals. It is important to maintain balance in the five key areas of your life.

E.) You must have a major definite purpose. That is, you must have one goal that keeps your efforts focused and gives you purpose.

Compensation is directly correlated with identifying and achieving goals. Where do you fall on the compensation/goal ladder? Are you running the day-to-day operations or delegating these to other people and dreaming of the future?

4.) Market Planning. (Organize.)

As a manager of golf course operations, you may feel that marketing does not have a direct correlation to your business plan, but it directly affects the owners, members and municipal officials. Golf course owners, club members and city officials are continually marketing their business. Golf course operations grow through new members, more golfers, more leagues, more outings, etc. The amount of activity (number of golfers or members/rounds) has a DIRECT correlation on your compensation, budgets and future. Marketing the business is extremely important to you, your staff and the entire golf course operation.

In looking at the big picture, how can you help the business grow?

A market plan will help you define the "activity" necessary for you to achieve your goals. Implementation is the key. Developing a market plan requires careful thought and consideration. Ask questions!

- A.) Start thinking in terms of market planning.
 - 1.) Create, orchestrate, implement and measure success.
 - 2.) Stress simplicity, clarity, direction and action.
- B.) What are your marketing approaches?
 - 1.) Market-driven approach, i.e., access to group of people due to reputation and relationships.
 - 2.) Product-driven approach, i.e., the golf course and play is driven by strength of company, services and ability to convince people to play.
- C.) What are the components of a market plan? There is no one best technique to approach all of your potential clients. A market can be segmented into four basic market segments. Are you helping your

facility grow through these types of markets:

- 1.) Natural market—building on the strength of previous affiliations and relationships (family, friends, business contacts, etc.).
- 2.) Niche market—leveraging your personal interests and existing interests into any variety of civic, charitable or professional organizations, etc.
- 3.) Target market—focusing on common needs, demographics or network of communication.
- 4.) Mass market—reaching a large number of loosely related individuals.

5. Action Plan/Time Management and Your Ideal Schedule. (Activate.)

This area will assist you in your efforts to identify, categorize and prioritize the important activities necessary to achieve your goals. Organize each day so there is some level of routine and consistency to it.

Plan your work! Work your plan!

6. Reporting. (Control.)

Reporting is an effective requirement for monitoring your results, tracking your activities and posting your results. The goal of the business plan is to assist you in developing a plan based on your goals and desires. The success of any plan is not based on how well it is written, the good ideas it contains, or how well it is presented. The ultimate success of a plan must be based on the decisions you make and the actions you take as a result of the plan. Plans are measured by results and how they impact upon your goals for growth.

A business plan is a “living document.” It is not an exercise that you undertake at the beginning of each year and then forget until next year. It must be continually monitored and measured to gauge how effective it is in helping you attain your goals.

Your business plan will assist you in becoming a true professional outside of your current expertise

levels. The features and guidelines outlined above may cover areas that are not relevant to your personal and business goals. But much of the information and procedures are relevant to everyone. A true business professional, whatever his or her industry, has a mission statement, performs personal, business and financial assessment, adequately balances career, family, spiritual and social needs, identifies goals (short- and long-term), sets goal parameters, evaluates performance against goals, and makes adjustments where necessary.

Business plans can be simple or extensive. You yourself must determine whether a business plan will benefit you and if so, the level of detail your plan should involve. Ultimately, the people you work with and associate with—peers, boards of directors, city officials, members, subordinates, etc.—will see a distinct difference in the way you present yourself and your knowledge of the BIG PICTURE . . .



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These standards have afforded you an important opportunity to confirm your commitment to life-long learning. By adopting standards, GCSAA members very publicly committed to the golf world that they want to validate their achievements and competencies. Previously, there was not a way to document the skills, knowledge and abilities of a Class A superintendent and market them to employers as consistent within the profession. The result: recognition and reward for your effective management of the golf course and the golf experience you provide for golfers.

Still Plenty of Time!

It's possible that you recently received a Class A Renewal Update from GCSAA and were awakened to the fact that you are in the initial three-year renewal cycle and need to acquire a combination of education/service points in order to remain a Class A member of GCSAA when July 1, 2006 rolls around. With less than a year remaining, is this still possible?

Here are a couple of things to remember:

There is still plenty of time to easily fulfill the required three education/service points, keeping in mind that a minimum of 1.2 points must be "education" points.

Everything from attending a local chapter meeting with approved education, to participating in one of the numerous GCSAA Webcast opportunities from the comfort of your office or home, to attending the 2006 Golf Industry Show and GCSAA Education Conference as a full-pack registrant and much, much more, will earn you education points. And do not forget to record credit for serving on a local community board, coaching your son's/daughter's soccer team or giving a presentation to the local flower club, which are just three of the many ways to obtain service points.

To review a full list of education/service point opportunities, as well as to record education/service points and post pesticide license information, please go to the "My Member Central" tab on the GCSAA Web site or request information and affidavits by calling the GCSAA's Fax-On-Demand line at 1-888-838-4419.

So Exactly How Do I Record Points?

Be sure to visit "My Member Central" on the GCSAA Web site at www.gcsaa.org. "My Member Central" is your one-stop shop for managing your Class A requirements. It will allow you to record education and service points, as well as view your transcript for either your current renewal cycle or a comprehensive, lifetime record.

Education points for preapproved non-GCSAA educational events. An event approval code will be announced at some point during the program. To record your attendance, you must submit the event approval code to GCSAA by using either the online education point affidavit available in "My Member Central" or a traditional paper affidavit.

Education points for educational events without GCSAA pre-approval. Submit the "Member Application for GCSAA Education Points" available in "My Member Central" under the external education section to request a review of an education program. Applications must be submitted within 30 days of the event. If the program meets the criteria for education points, staff will record the education points to your transcript.

Education points for GCSAA seminars and Webcasts. You must complete the evaluation form given at the end of the seminar and return it to the instructor. The evaluations will be scanned and the education points automatically recorded.

Education points for attending the GCSAA Education Conference and Golf Industry Show. You must be registered as a full-pack attendee in order to receive the 1.5 education points that are awarded for attendance at the GCSAA Education Conference and Golf Industry Show. Your points will be recorded automatically following the conference.

Service points. Service points can be recorded using the online service point affidavit available in "My Member Central" or by submitting a traditional paper affidavit. A few categories require that additional documentation be provided. For a complete list of the service point categories, visit "My Member Central."

If you do not have access to the Internet or would prefer to use a paper affidavit, we have developed a special, automated, 24-hour Fax-On-Demand telephone system (1-888-838-4419). Upon request, a blank education or service point affidavit form will be faxed to you. After completing the appropriate affidavit, mail or fax (785-832-3643) the form back to GCSAA where staff will update your transcript. You can also request these forms by calling the GCSAA Member Solutions at 800-472-7878.

Pesticide License or GCSAA IPM Exam!

Along with accumulating a total of three points (minimum 1.2 education points), one of the requirements for renewing Class A status is to provide proof of possessing a pesticide license or passing GCSAA's IPM exam. What is the reasoning behind such a requirement?

Golf course superintendents are truly stewards of the environment, but it often takes more than just “walking the walk and talking the talk” to convince others outside the golf course management industry.

The easiest and most highly recognized way to validate your commitment to the environment is through the possession of a pesticide license. While not every golf course superintendent applies chemicals, it was agreed that all Class A members should have a basic understanding of the concepts related to safe pesticide application, handling and storage.

Remember, to enter your pesticide license information, please access an affidavit through “My Member Central” on the GCSAA Web site or request an affidavit by calling GCSAA’s Fax-On-Demand at 1-888-838-4419.

If you do not currently possess a pesticide license and would prefer to take GCSAA’s IPM exam, you have the ability to schedule an exam by once again going to “My Member Central” or calling the Fax-On-Demand number listed above.

What If It Is July 1, 2006 and I Have Failed to Fulfill the Requirements for Class A Renewal?

You have had three years to accumulate and record the three points (minimum of 1.2 education points), as

well as meet the pesticide requirement, but have been unable and/or unwilling to do so. What is going to happen to your GCSAA membership?

Complying with the ongoing requirements adopted with the implementation of the Professional Development Initiative is purely voluntary. Your membership in GCSAA is not at risk, however, your ability to maintain your Class A status in GCSAA is.

If you fail to earn a total of three points (1.2 must be education points) and/or fail to meet the pesticide requirement, you will be reclassified to Superintendent Member status on July 1, 2006. In order to regain your Class A status, you will be required to meet the original requirements plus you will be required to accumulate an additional five points (2.0 must be education points). That means that instead of needing three points to maintain your Class A, you now need a total of eight points (3.2 must be education points) in order to regain your Class A status. Remember, as a Superintendent Member of GCSAA, you still have all the rights and privileges of the association, with the exception of holding office.

If you have any questions concerning your Class A status, please contact R. Scott Woodhead, senior manager of governance and member standards, at 1-800-472-7878, ext. 4418 or Stacie Adams, membership/PDI coordinator, at ext. 3687.



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the Bull Sheet

John Gurke, CGCS, Contributing Editor

DATES TO REMEMBER

November 2 – 53rd Annual Midwest Turf Clinic at Medinah Country Club in Medinah, IL, **Tom Lively**, CGCS host.

November 8 – Chicagoland Association of Golf Course Superintendents 21st Annual Forum at Naperville Country Club in Naperville, IL, **Tim Anderson**, CGCS host

November 15-16 – The 40th Annual Wisconsin Golf Turf Symposium at the American Club in Kohler, WI. Details follow.

November 19 – MAGCS Annual Fall Dinner Dance at Itasca Country Club in Itasca, IL, Dawn and **Scott Speiden** hosts.

November 29-December 1 – Illinois Professional Turf Conference (IPTC) at Pheasant Run Resort in St. Charles, IL.

December 12 – Annual West Side Holiday Party at Dave & Buster's in Addison, IL. Details follow.

January 3-March 10 – The Rutgers Professional Golf Turf Management School's Two-Year Certificate Program Winter Session in New Brunswick, NJ. Call 732-932-9271 for info, or go online at www.cookce.rutgers.edu.

January 16-February 3 – The Rutgers Professional Golf Turf Management School's Three-Week Preparatory Short Course in New Brunswick, NJ. Call 732-932-9271 for info, or go online at www.cookce.rutgers.edu.

January 24 – MAGCS monthly meeting at Prairie Landing Golf Club in West Chicago, IL, **Tony Kalina** host.

Because last month's issue was so full of sad news, we are dedicating this issue to only positive and happy things. For starters, we're not going to Houston for the Golf Industry Show after all! As you already know, our conference has been moved—once again—to Atlanta this time. Going from Houston to Atlanta is like going from sitting in coach on a full, pre-war DC-like-2 across from the one restroom to first class on Air Force One. Stay tuned—you never know what those crazy folks at GCSAA will do next...

This just in: Get MAGCS news quick by signing up for e-mail notification. If you have changed your e-mail address, or wish to get up-to-date information from MAGCS, or if you just want a

sympathetic shoulder to cry on, contact **Luke Cella** at luke@magcs.org.

A hale and hearty welcome to these new MAGCS members:

Eric P. Gakstatter, Class E—
Discovery Management Group, LLC

Craig A. Filley, Jr., Class C—
River Forest Country Club

Eric Radkowsky, Class A—
Mill Creek Golf Club

Best of luck, gentlemen, and enjoy your membership in our great Association!

The 40th Annual Wisconsin Golf Turf Symposium is coming to Kohler this month, and with its catchy title (“Grasses—So Many Choices, It's a Pain in the Grass”) it is sure to be a huge success. Held in memory of O. J.

Noer, the conference will take place at the beautiful American Club in Kohler (next to Sheboygan) on the 15th and 16th. Featured speakers include Dr. John Stier of UW-Madison, Dr. David Huff of Penn State and Dr. Robert Shearman of the University of Nebraska, amongst other notables in the industry. Contact Shelley Biro at 800-287-9645 for more information.

Attention to all CAGCS members—this year's Annual Forum is a must-attend event! On November 8 (hopefully you are reading this before then), the Naperville Country Club and Tim Anderson, CGCS will host a great event with several excellent topics and speakers. Slated to speak are **Tommy Witt**, CGCS of Northmoor Country Club, Ken Mangum, CGCS of Atlanta Athletic Club, Paul Vermuelen of the USGA Green Section and Steve Mona, CEO of GCSAA. Don't miss this one!

The Illinois Professional Turf Conference (IPTC) will be held at Pheasant Run Resort at the end of this month, and also promises to have something for everyone. New to the conference this year is the Tuesday “Education Only” day featuring many seminars of interest to all of the various associations in attendance. See you there.

Another annual tradition is coming soon to a Dave & Buster's near you (if you live near the Dave & Buster's in Addison, that is). The West Side Holiday Party will be held on December 12, so call Gary Hearn to reserve your spot—630-773-4790—or e-mail him at g.hearn@worldnet.att.net.

If you have a high school senior who you feel is doing something outstanding, your chance to soften the college tuition blow is here: The AXA Achievement Scholarship program is looking for high school seniors who are involved in an outstanding non-academic achievement or activity. Fifty-two students (one from each state) will be awarded \$10,000 scholarships, and from those, 10 will be chosen to receive \$15,000 more for being national AXA Achievers. All your child has to do is fill out the application

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