



ARTHUR CLESEN INC.  
*Dedicated to Service!*

**See the difference.**

**Quality products • Priced competitively • 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

**BIGHEAD**  
**Mulch, LLC**

- Double and Triple Processed Mulch
- On-Site Custom Grinding and Coloring
- Debris Hauling

Paul Frankowski  
708-913-3916



After the traditional major league lunch, Editorial Committee chairman **Harry Lovero** presented the **Ray Gerber Editorial Award** to **Fred Behnke, CGCS** for his September, 2006 article "The Last of the Western Open." Following Fred's gracious acceptance (and appeal to all MAGCS members to put pen to paper and tell a story), Harry announced that the **Fred Opperman Editorial Award** winner was **Raymond Hearn** for his article "Ok, So Maybe Speed Doesn't Kill—But It Sure Can Hurt," making Ray a repeat winner.



*Fred Behnke*

Next up was **Don Ferreri** and his GCSAA delegate's update, touching on the major issues under discussion in Lawrence, including the plans to replace outgoing Executive Director Steve Mona. Don wasn't allowed to sit down for long, as President Anderson followed him to the podium to present him with the President's Award for Meritorious Service, recognizing all that Don has done for our association over the years. **Holly Gilmour** (JW Turf, Inc.) and **Darin Habenicht** (H & E Sod Nursery) were next, presenting MAGCS with checks for its Scholarship fund.



*Don Ferreri*

Next on the agenda was our annual election, which was deftly handled by the **Eddies (Braunsky and Fischer)**. Your 2008 Board of Directors will be: President **Dave Braasch** (our first-ever foreign leader, hailing from Glen Erin Golf Club in Janesville, WI); Vice President **Tony Kalina** (Prairie Landing GC); Secretary/Treasurer **Scott Witte, CGCS** (Cantigny GC), and Directors **Jim Keith, CGCS** (St. Charles CC), **Bob Kohlstedt** (Fox Bend GC), **Harry Lovero** (Orchard Valley GC), **Todd Schmitz** (Phillips Park GC), and **Dan Sterr**

(Stonebridge CC). Leaving the board were **Paul Bastron, CGCS** and **Tom Prichard**, with Tom's vacancy to be filled by board appointment in the near future.



*Tim Anderson*

Following the afternoon education session, Tim took the floor again to thank outgoing President Emeritus **Gary Hearn** for his 10 years of service on the board, and then performed the traditional gavel pass to incoming president Dave Braasch, who thankfully kept his comments short and sweet. A day like this takes the hard work and dedication of many, and we sincerely thank everyone involved for their assistance in making the Clinic such a success. Thanks go to Tom Lively and the staff at Medinah, to Scott Witte and his Education Committee for a great program, to **Nick Baker** and **Erwin McKone** for serving as moderators, to the members of the Class C Advisory Committee and to **Sharon Riesenbeck** for manning the registration table, to our speakers Darryl Harris, Lyne Tumlinson, Tammy Swanson, **Ty McClellan** of the USGA, **Dave Biery, Tim Davis, Bob Maibusch, Tom Prichard**, and David Grange, and of course to our sponsors: **Arthur Clesen, Inc., BTSI, Chicagoland Turf, Inc., Harris Golf Cars, JW Turf, Inc., Nadler Golf Car Sales/Club Car, Nels J. Johnson Tree Experts, Inc., Palatine Oil Company, and Turf Professionals Equipment Company**. Great job everyone!

.....  
MAGCS members in print: The November/December issue of *Chicago District Golfer* prominently featured several of our members, including the larger than life cover shot of **Dan Dinelli, CGCS**. The article, penned by the very talented Cathy Miles Ralston (former editor of this very publication) was titled "Going Green," and quoted Dan, **Chris Pekarek** (Village Links of Glen Ellen), **Peter Leuzinger** (Kishwaukee College), and **Luke Cella**. The October issue of *Club & Resort Business* has an article featuring Matt Springer, who spent 8 years as assistant superintendent at Sunset Ridge CC before taking the superintendent's position at Quincy Country Club in 2004. Justin Wheeler, former assistant at Prairie Landing GC, who is now superintendent-in-training with the US Air Force on their base golf course in Charleston, SC wrote about the transition from bentgrass to bermudagrass in October's *Golf Course Industry* magazine. In that same issue, Evanston Golf Club's **Dan Charlton** was one of the featured superintendents in the "From Public to Private" piece. **Professionals Equipment Company. -OC**  
.....

*(dinner dance photos on page 24 and 25)*



syngenta

POLYON

BASF

STANDARD  
GOLF COMPANY



# Chicagoland TURF

1444 Bernard Drive  
Addison, IL 60101

Phone 630.268.8871  
Fax 630.268.1357



Trent Bradford  
630.742.2327

Walter Fuchs  
630.258.8765

John Lebedevs  
630.742.4905

Brian Baker  
630.546.1454

Sean Hearden  
630.742.4135



Growers of Quality Sod

## SERVICE!

LOCAL GROWING FOR  
EASY PICKUP OR QUICK DELIVERY.  
DELIVERY ON TIME, EVERYTIME.

## QUALITY!

FEATURING  
ELITE KENTUCKY BLUEGRASS,  
BENTGRASS SOD, AND  
TURF-TYPE FESCUE

- LOWER MAINTENANCE
- MORE DROUGHT & SHADE TOLERANT
- BETTER WEAR RESISTANCE

## PRICE!

CALL FOR A QUOTE

630-557-2900

MAIN STREET  
11 MILES WEST  
OF BATAVIA, IL



"Solving The Water Quality Problems Of Our Customers."

- pH Control Of Irrigation Water
- Fertigation Injection Equipment
- Amiad Filtration Equipment
- Organic Sediment Removal From Ponds



- Water Fountains
- Aerators
- Water Falls

"Our solutions are your solution"

For Information, Sales or Service call 800-816-4041  
www.yourgrowingsolutions.com











# SOD

## Sod That Fits Your Course To A Tee

All varieties available as washed sod, traditionally cut sod or big roll sod.

Your Single Source for:

### Bentgrass Varieties

- Pennncross™ Bentgrass Sod
- Pennlinks™ Bentgrass Sod
- Penneagle™ Bentgrass Sod
- L-93™ Bentgrass Sod

### Low Mow Varieties

- XL2000™ Bluegrass Blend
- Bluegrass Fescue Blend

Installation and turf stripping capabilities available.  
We can custom grow to your specifications.  
Please inquire.

**H&E SOD NURSERY**  
inc.

3900 West 167th Street, Markham, IL 60428

708-596-7200

1-800-244-7200

WWW.HESOD.COM

Member:  
**Midwest**  
Sod Council

RTV900

## The utility vehicle that's built as tough as a tractor.



Hard working, dependable and tough: the Kubota RTV900.

- 21.6 HP diesel engine - Designed by Kubota engineers
- Hydrostatic power steering - Handle tight turns with ease
- Variable Hydrostatic Transmission (VHT) - No belts. No maintenance. No loss of torque.
- Hydraulic wet disc brakes - Smooth braking, even in mud and water
- 4-wheel drive - Power through the roughest terrain
- Ground-hugging suspension - Fully independent front and semi-independent rear suspension
- 4 different models - General, worksite, turf and recreational

Tractor tough. Kubota smart.  
**Martin Implement, Inc.**

16400 104th. Ave.  
Orland Park, IL 60467  
(708) 349-8430

**Kubota**

EVERYTHING YOU VALUE  
www.kubota.com



Our *Executive Blend* Bluegrass Sod, containing "low-mow" varieties, L-93 and Pennncross Creeping Bentgrass are available in standard or 42" big rolls either with soil or delivered BAyr Root.

**L-93**®  
Creeping Bentgrass

**IR HUBER RANCH SOD NURSERY** inc.

**PENNCROSS BENTGRASS**®

800.553.0552 • Schneider, IN  
www.hubersod.com



# Steve Mona Named as CEO of the World Golf Foundation

*In September, the PGA Tour announced the appointment of Steve Mona as CEO of the World Golf Foundation. In 1994 the World Golf Foundation (WGF) a non-profit, 501(c)3 organization was created to unite the golf industry and those who love the game. The WGF board supports initiatives that promote, enhance the growth of, and provide access to the game of golf, while preserving golf's traditional values and passing them on to others. According to Mona, the World Golf Foundation presently supports three distinct initiatives: The First Tee, The World Golf Hall Of Fame, and GOLF 20/20.*

**The First Tee:** This is a program that presents golf to young people who otherwise wouldn't have been introduced to the game. This program impacts the lives of youths by providing learning facilities and educational programs that promote character development and life-enhancing values through the game of golf. Nine core values are integrated into the First Tee Program: Honesty, Integrity, Sportsmanship, Respect, Responsibility, Confidence, Perseverance, Courtesy, and Judgment.

## **World Golf Hall of Fame:**

This is the ultimate destination for the celebration and recognition of golf's greatest players and contributors. Located in St. Augustine, Florida, construction on the World Golf Hall of Fame began in 1996. The facility opened in May of 1998. Supported by all of the world's leading golf organizations (including the GCSAA), the Hall of Fame combines historic artifacts, hands-on golf experiences, and personal memorabilia with interactive exhibits that tell the stories of the players and the history of the game. The World Golf Hall of Fame experience includes an 18 hole natural grass putting course and an IMAX Theater. The theater is one of only 300 in the world and the only one associated with a sports hall of fame. Mona's responsibilities will include the enhancement and



promotion of the World Golf Hall of Fame. He will also oversee the selection process for new inductees into the Hall of Fame.

The Shell Oil Company, recognized for its leadership role in golf, is the founding partner of the World Golf Foundation, the First Tee Program, and the World Golf Village. Other partners include IBM, Ketel One Vodka, Cleveland Golf, and Wilson Sporting Goods. Gary Player serves as the international ambassador for the World Golf Hall of Fame.

**GOLF 20/20:** This is an industry wide initiative to increase interest and participation in the game of golf. It aligns the golf industry behind a plan that addresses the future of golf with an emphasis on accelerating growth, participation, diversity, and creation of new avenues for access to the

game. Leaders of every segment of the golf industry have united behind this program. Golf 20/20 focuses on the belief that we all have an obligation to strengthen the game and ensure its future vitality. With an eye to the future, a dedication to golf's growth, and a broad base of industry support, Golf 20/20 will help create a solid foundation for expansion and vitality in the 21st century.


Under Mona's leadership, the World Golf Foundation will assume three additional areas of responsibility in 2008:

*(continued on next page)*



- 1.) **Anti-Doping** – Creation of an office to advise the various professional tours and associations on implementing drug testing policies.
- 2.) **Communication, Research, and Public Affairs** – Coordinating the activities of the existing golf organizations and establishing new initiatives in the areas of communication, research, and public affairs.
- 3.) **Globalization** – Ensuring that the World Golf Foundation represents the best interests of golf globally, and not just domestically, and that the activities of the golf organizations are coordinated on a global basis

During his 14 year tenure as CEO of the Golf Course Superintendents Association of America, Mona implemented the PDI initiative. He updated GCSAA educational offerings. He overhauled the Golf Industry Show and incorporated the participation of allied associations. He also facilitated the transformation of the GCSAA Foundation into the Environmental Institute for Golf. Prior to his employment with the GCSAA, Mona worked for 10 years as the Executive Director of the Georgia State Golf Association. He also spent time working for the Northern California Golf Association and the U.S. Golf Association. **-OC**

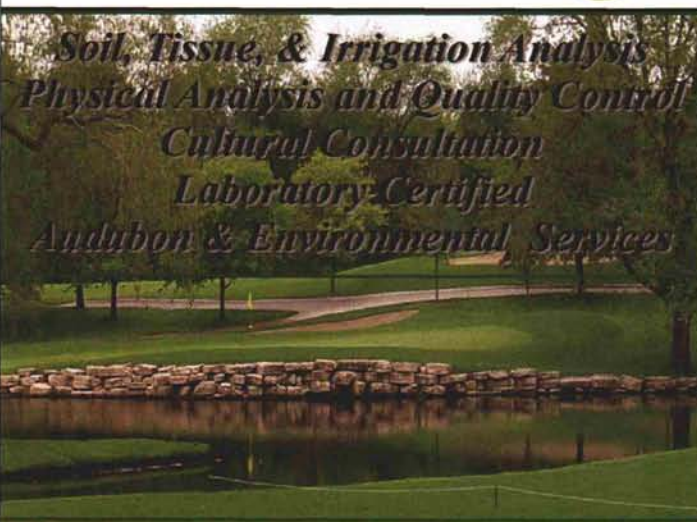


## Dirt~n~Turf

Consulting, Inc.

---



*Soil, Tissue, & Irrigation Analysis*  
*Physical Analysis and Quality Control*  
*Cultural Consultation*  
*Laboratory-Certified*  
*Audubon & Environmental Services*




David Marquardt - Consulting Agronomist  
 630-251-1511    Dave@dirt-n-turf.com  
 www.dirt-n-turf.com

# Life is too short

# to Plant Small Trees

If the question is trees...  
the answer is GRO!

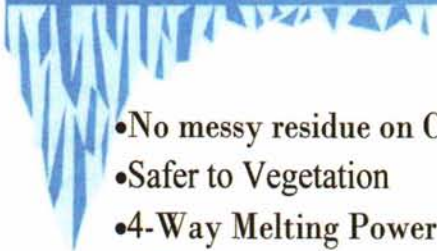


**HORTICULTURAL ENTERPRISES, INC.**


14440 Marengo Road • Union, IL 60180 • 847-669-8658

## Premium Ice Melter

### QUAD RELEASE™



- No messy residue on Carpet
- Safer to Vegetation
- 4-Way Melting Power works fast
- Effective to 10 degrees below zero
- Pattern Indicator
- Treated to allow easy pouring and extend shelf life



PO Box 1325

Frankfort, IL 60423

\*  
\*

800-732-9401

Fax: 815-463-8395



## OFF COURSE

Rusty Stachlewitz, Associate Editor



# December 2007

*There has been a lot of talk lately by the big automakers about going to one price auto sales, as Saturn currently does. This would mean the end to price haggling. Gone would be the days of the sales person leaving to go talk to the sales manager. Have you ever wondered what is going on at the car dealer when your salesperson leaves to go talk to his sales manager? Well I used to wonder too, until I sold cars for a few months. I'll let you in on a secret. They aren't just trying to waste your time. I am no expert but I know a few things the average Joe doesn't.*

Even though you shake hands with your salesperson after the deal is done, he really had very little to do with setting the purchase price on your car. The sales manager is the one who knows all. They determine the value of your trade-in (which doesn't really matter). They also know how much the dealership has spent on the car that you are trying to buy. The salesperson

is your agent in this transaction. If he is doing his job right, you feel like he is fighting for a lower price on the vehicle you want. What happens when he leaves you at his desk depends on how the dealership is run. Some dealerships offer a flat payment on sales. A new car sale may net the sales person \$250. A used car sale may net \$300. If this is the case, this is your lucky day. The salesperson doesn't care how much the dealership makes as long as they can keep the lights on. He really

wants you to be happy and tell your friends, family, and random people on the street about what a great deal your sales person got you at ABC Car Emporium. He is in it for the repeat business. When he goes to see the sales manager he is pleading your case and trying to get you the best deal possible.

Other dealerships offer a percentage commission on either a flat or sliding scale. This means the more the dealership makes on a sale, the more the salesperson pockets. This causes a moral dilemma for sales people that have morals. Should they get you the best deal and hope you tell your friends or work

with the dealership to make the biggest payday and line their own pockets? I once saw a salesman convince a buyer to purchase a readily available vehicle for \$2500 over the sticker price. The dealership made about \$7000 on this sale, and the sales person took home about \$2500. I couldn't have lived with myself if I had done this, but I understand the philosophy that

allows some people to do it. Many times the sales process is seen as a game, pitting the salesperson or the sales manager against the buyer. In this case, when your salesperson talks to his manager it can be a crap shoot, depending on what agenda he/she has. Assume they are plotting against you. No matter what don't ask to talk to the sales manager unless something has really gone wrong. The reason the sales manager doesn't talk to you directly is because he is working several deals at the same time with other salespeople. If the

sales manager has to talk to you, then he is not working on anything else. This is bad, and he will resent you for it.

Often at dealerships, salespeople will also have cars that have a "jackpot" on them. A car that has sat on the lot too long needs to move. The dealership will sometimes place an incentive of \$250-\$1000 on these cars. Have you ever gone looking for a one-ton truck and had your salesperson keep showing you a purple Chevy Beretta? He is hoping you have a daughter who loves purple or an aunt with too many cats who needs a dependable car. He doesn't care who, as long as he can get that car sold.



*(continued on next page)*



Some dealerships pay a small weekly salary. Most do not. Most car salespeople work strictly on commission. If they don't sell any cars, they don't get a check. In some cases they get a bill, depending on how their benefit package works.

In all cases, no matter how the salespeople are compensated, they are sizing you up from the minute you walk in. They will use this information for their own benefit or possibly for your benefit. What they are trying to understand is your financial standing, your living and family situation, your preferences, and really anything else that will help 'get you into a new car today.' They want to know if you are a price buyer or a payment buyer. Are you concerned more about the final purchase price or are you more interested in what the monthly payments will be? This changes how they present the numbers to you. Let them know what you would like.

Alright, you probably want to know what you can do to make the most of your car buying experience.

Remember you are in control. There are lots of car dealerships and if you don't like how you are treated at one, then go to another. Do not let yourself be pressured. If something doesn't feel right then walk away. I have left way more dealerships than I have bought cars from.

Be honest. If your credit is bad then let them know. If your credit is good let them know. Better yet, if you know you will be buying a vehicle, have the dealership run your credit. There is nothing worse than having the dealership work on a payment based on their 0% financing only to find out you won't qualify. That is a lot of time wasted for everybody. If you owe \$20,000 on your car that is worth \$10,000, let them know.

They can call and get your buyout price if you tell them who your lender is. I recently found myself in this situation. I owed \$6000 on a car that had a \$1500 value. Funny how when you throw a connecting rod through the engine it really devalues the vehicle. Anyway, the dealership knew this and showed me the cars I would be able to afford with a modest down payment. Lenders are allowed to finance 125% of a used car's value, which puts you in the hole off the bat, but also allows you to get reliable transportation should your car explode.

Don't spring things on the salesperson. A favorite trick of buyers is to work out a purchase and then turn around and say, "Oh yeah, I have a '72 Gran Torino that I want to trade in on that. How does that change the deal?" To be honest, it ruins it. That is the equivalent of sitting down with a golf course architect and working out a contract for a greens remodel only to come to a price agreement and say, "Oh yeah, I want a new driving range and three hole junior course. How does that change the deal?" During my short sales tenure I once worked with a buyer for 10 hours over two days to get to an agreeable purchase price on a new conversion van. (He used the trade-in-to-be-named-later trick.) As I slid the final paper work toward him, he got a great big grin and reached into his pocket. He then presented me with a manufacturers I.D. number, which allowed him employee pricing. He said, "Now take my employee discount off of that, please." His family was all present: wife, kids, mother, mother-in-law. They were all very proud of how he was sticking it to the man. They then watched as I slowly grinned and took the paperwork back, ripped it up, and thanked him for wasting all of our time.

## Fall Savings Are Here !

**RHAPSODY** 

**PrimeraTurf.**  
Partners in Growth

**TriCure**   
Aqua-Dynamics

 **Arysta LifeScience**

 **Emerald Isle, Ltd.**  
1-800-628-GROW

**QUALI-PRO**

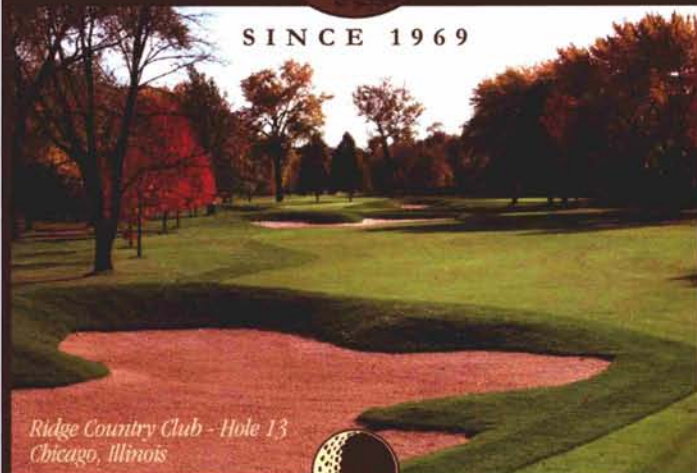
**Contact Your BTSI Representative To  
Find Out How To Save on These Products  
and More.**

 **BTSI**

PO Box 1325     ♦     800-732-9401  
Frankfort, IL 60423     ♦     Fax: 815-463-8395

## HOLLEMBEAK CONSTRUCTION INC.

SINCE 1969



*Ridge Country Club - Hole 13  
Chicago, Illinois*

Golf Course Construction • Renovations • Bunkers  
Clearing • Feature Grading • Shaping • Drainage  
Tee and Green Construction • Cart Paths • Grassing  
Shoreline Stabilization • Pond Construction and Dredging  
Laser Tee Leveling • GPS Golf Course Mapping

P.O. BOX 103 • BIG ROCK, IL 60511 • 630-556-3891