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Don Cross, CGCS-Directors; and **Jon Jennings, CGCS**-Immediate Past President. Also, CAGCS thanks **Dan Charlton** as he completes his board service and rides off into the sunset.

Congratulations to **Nick Leu**, former assistant superintendent at Eagle Brook Country Club who is the new golf course superintendent at Blackstone Golf Club in Marengo, IL. Best of luck, Nick!

Also congrats to **Jim Canning** (formerly Jim Chisolm—I'll get to that in a minute) on being named the golf course superintendent at White Eagle Golf Club in Naperville, IL. Jim takes the reins from longtime superintendent and mariachi savant **Gilberto Velazquez** who has retired to pursue his true calling—taking my money in cards and dice. Jim and his wife Charlotte are also celebrating the birth of their first child, daughter, Colbie who was born on November 2, which leads to the explanation of the last name change. Jim's father's dad (his grandpa) died when his father was three years old, and his grandmother remarried Mr. Chisolm, changing his father's last name. Jim and Charlotte wanted to change back to what was Jim's original last name before the birth of their first child, so they did and that's that. Congratulations on all the great news, Jim!



Congratulations to the Cannings, Jim and Charlotte on the birth of their daughter Colbie on November 2. And finally, congratulations of another sort are in order for Cantigny's **Jeremy Duncan** on the recent successful completion of his Master Sailor's certificate, which he proudly achieved on the very grounds he cares for. Or MAYBE October's rains and fallen leaves combined to create some low flooded areas on the course that were MAYBE a little too deep to negotiate with a Carry-All and then MAYBE the belt on the clutch got too wet and MAYBE Jeremy got his feet a little wet escaping the scene and MAYBE Scott Witte just happened to be in the neighborhood with his camera at the right time. Maybe. I like the Master Sailor story myself.



There is no getting out of this one with dry feet and a humble call to the shop for a tow.

Condolences to longtime MAGCS member Lynn Wesson and his family on the loss of his mother. Gladys Pearl Cortright Wesson was born in Plano, IL on August 17, 1911 and passed away in Sandwich, IL on November 14th after a brief illness. Memorials in Gladys Wesson's name may be directed to Open Door or the Federated Church both in Sandwich, IL. Hey! The 18th of this month marks the deadline for members to receive the low low conference hotel rates for the GCSAA Education Conference in conjunction with the Golf Industry Show. If the tough times have you second-guessing whether you can afford to "Kick it West to Success" (who thinks of these things anyhow?), you may want to take advantage of a little-known member offer that GCSAA is floating out there to its members-complimentary registration. While this is always offered to GCSAA retired members, inactive members, student members, and educator members, it is also offered as a member benefit to all members on a one-time-only basis. The only prerequisite is that you must be a current member with your member dues fully paid at the time of registration. Member member member. That's a fun word. In related news, you probably have heard that the Club Managers Association of America (CMAA) has announced it will no longer participate in the Golf Industry Show after the 2010 event. On the same day, GCSAA informed its members that the 2012 Education Conference and GIS will take place in Las Vegas instead of New Orleans. Although the two announcements are seemingly unrelated, they were very much a part of CMAA's decision. After reading these announcements and the follow-up rhetoric, it is clear that these two organizations do NOT see eye to eye. The opposing viewpoints and "he said she said" nature of the releases from both associations was borderline embarrassing, with each party accusing the other of foul play. Play nice, kids. After nearly 10 years, GCSAA's first digital publication, Newsweekly, will cease production on the 17th of this month. This decision was made in an effort to reduce the amount of emails members receive while consolidating communication efforts and eliminating duplication of information.

Big congrats and thanks to **Scott Speiden** for his efforts to help **Howie Shuck** on October 28th when he participated the World's Greatest Bartender event at Hawthorne's Backyard Bar & Grill in West Chicago. Although Scotty didn't win the contest, he and Howie were winners nonetheless, as \$4,500 was raised through the purchase of raffle tickets. Many MAGCS members were in attendance, and Scott and Howie would like to thank them all. Special thanks go out to guest bartender Diane Poliakoff, to **Sharon Riesenbeck**, Tracy Check, and Dawn Speiden for running the raffles, and to **Charlie Brugler** for collecting the money. Scotty says he had an amazing night, and only now can he fully appreciate how hard bartenders work! Great job everyone!



Dawn Speiden with her bodyguard Scott, who it appears is about 8 months preggers.



Howie Shuck at home in Carpentersville. After the January meeting at Seven Bridges, MAGCS will host a fund-raiser to benefit Howie through the Wee One Foundation.

Don't know if you read *Golfdom* or not, but the November issue had an interesting story about GCSAA's Old Tom Morris Award and how it ended up for sale on Ebay. Christopher Gray, who wrote the article, was surfing Ebay looking for an iPod when he decided (as we all would) to type in "GCSAA." There was one item under the heading—an Old Tom Morris Award that was presented to the late Byron Nelson in 1994. To make a long story short (that's what we do here at Bull Sheet), Gray made sure he was the winning bidder, paying \$142.50, and once it arrived he set about trying to get it back into the hands of the Nelson family. He contacted Steve Mona who put him in contact with Mr. Nelson's widow Peggy, and one thing led to another and the Nelson family was once again in possession of the award. So how, you may ask, did the award end up on Ebay? Peggy Nelson's best guess is that when they sold their vacation home in Kerrville, Texas, the award somehow got included in the items that were sold to a local thrift shop. The award was purchased—for a dollar—by a person who then put it on Ebay. So everyone ended up happy—Chris Gray helped get the award back to the Nelson family and the guy who sold it made a cool \$141.50. Alright, I thought it was a cool story. It appears that the efforts to slow the cancellation of methyl bromide have worked. The chemical's manufacturers asked for a deadline of 2014 to allow for suitable alternatives to be developed. This was nixed by EPA, but the hope is that the agency will agree to at least a 3-4 year phase-out schedule. The worst-case scenario now is that methyl bromide will be

done at the earliest at the end of 2011.

On the 4th of last month, 136 members attended the 57th Midwest Turf Clinic and Annual Meeting at beautiful Medinah Country Club (**Curtis Tyrrell, CGCS** host). The day's education offerings were as diverse as they were enlightening, with morning moderator Eric Mundt (Prairie Landing GC) introducing MAGCS Class C members Joe Schneider (Beverly CC), Steven Biehl (Naperville CC), and Josh Therrien (St. Charles CC) for their unique perspectives; followed by Jeff VerCautren's talk about hosting the 2009 Solheim Cup at Rich Harvest Farms; and winding up with Stuart Lindsey's (Edgehill Consulting Group) controversial and eve-opening discussion on turf care in tough times. Before lunch the annual elections were conducted with the expert help of the Eddies Fischer and Braunsky as they always do. The new MAGCS Board of Directors consists of the following dedicated individuals: President Scott Witte, CGCS; Vice President **Dan Sterr**; Secretary/Treasurer **Harry Lovero**; Directors **Mike Siefken** and **Mark Thibault** (each with one year remaining in their terms), Jim Keith, CGCS, Bob Kohlstedt, and Dave Groelle, CGCS elected to twoyear terms, and **Mike Mumper** elected to a one-year term, and **Tony Kalina** taking over as immediate past president. Congratulations and many thanks to these guys, and many thanks to **Dave Braasch** whose board duties are officially ended. After lunch the hardware was passed out, with the Ray Gerber Editorial Award going to Scott Witte, and the Fred D. Opperman Editorial Award going for a third time to Greg Martin (okay, the actual awards were not actually passed out to these guys since the person responsible for getting these awards made is getting older and more forgetful, and if I could remember his name I'd tell you) (okay, ME). Following the presentation of the invisible plaques, Tony Kalina presented his President's Award for Meritorious Service to Mike Bavier—a great choice for which a real plaque was actually presented to its recipient. Then there were the 25-year pins given to those who marked their 25th year as a (continued on next page)

member of MAGCS, who are Ron Doruff, Al Pondel, CGCS, Tom Prichard, Joel Purpur, CGCS, Luke Strojny, Paul Wagner, and Vence Zolman. Congratulations to these gents. Afternoon moderator Ed Braunsky took over and introduced Argonne's Doug Sisterton (the guy with the whip and something to do with sonic booms), followed by a panel discussion of MAGCS members who have taken on the dual role of superintendent/general manager of their respective facilities. These four panelists—Tim Anderson, CGCS MG, Don Ferreri, Mike Matchen and Al Pondel, **CGCS**—provided some truly interesting insight into what they do, what they didn't expect, and what they dislike most about their jobs. To wrap up the day, keynote speaker Jay Hilgenberg, all-pro center from the Bears 1985 Super Bowl team and owner of the Club at Strawberry Creek, shared his views on all things golf and football, taking many guestions from the audience. In a nutshell, no, the Bears offensive line is not going to improve. Thanks go to Curtis Tyrrell and the staff at Medinah for their hospitality, to the day's speakers and moderators, and of course to the sponsors whose generosity made the day so great: Arthur Clesen, Inc., Bayer Environmental Science, Great Lakes Turf, John Deere Golf & J. W. Turf, Nadler Golf Car Sales, Inc./Authorized Club Car Distributor, Nels J. Johnson Tree Experts, Inc., Palatine Oil Company, Quali-Pro, Reinders, Inc., and Syngenta Turf & Ornamental. Thank you all!



They arrived in a black and white VW. They hooked up all the A/V equipment. They are the Geek Squad.



Medinah Country Club hosts the 57th Midwest Turf Clinic and the 82nd Annual Meeting of the Association.





The Midwest's newest Board Members, Dave Grolle and Michael Mumper.



Scott Witte, CGCS captures the 2009 Ray Gerber Editorial Award for his work, "Something's Fishy at Cantigny". (Editorial Chariman, Harry Lovero, pictured right)



Author of "Golf's DNA", Greg Martin takes home the Fred Opperman Editorial Award for his contribution to On Course.



A smiling Mike Bavier, CGCS is awarded the Presidential Award from Tony Kalina for his generous contribution of time and talent to the Midwest.



President Kalina (I to r) awards our 25 year members, Al Pondel, CGCS, Luke Strojny, CGCS and Joel Purpur, CGCS.



Dave Braasch is congratulated and thanked for his commitment to the Midwest. Thanks Dave for seeing it through even after your move to the North.



Jay Hilgenberg laments over the Bears current struggles while sharing memorable stories of when the team had it.



EDUCATION RECAP

Charles Anfield, CGCS, Heritage Bluffs Golf Course



57th Midwest Turf Clinic and Annual Meeting "Changing Times"

The MAGCS Members once again gathered at the venerable Medinah Country Club for the 57th Midwest Turf Clinic, hosted by Curtis Tyrell, CGCS. This year's theme was "Changing Times". The more things change the more they stay the same as Bob Dylan 1960's hit declared in "these times, they are changing". There is no question we are all doing things a little bit differently. We have to, so it goes...

Outgoing President Tony Kalina, from Prairie Landing Golf Club started the day off with a power point presentation loaded with photos, recapping this past year's meetings and events. He made a special thank you to all of the sponsors who helped make it all happen.

2009 Board Initiatives

- Initiated "MAGCS Podcast" Applications
- Implemented "Partnership Task Force"
- Created "Directors Dashboard"
- Videotaping of all MAGCS educational offerings
- Received \$1,800 matching fund grant from GCSAA
- Outreach for media/public relations efforts

The first session of the day was the **Assistant Superintendent Perspective.** This was a great opportunity for these guys to get some speaking experience in front of a crowd, they did not disappoint. **Joe Schneider**, Beverly Country Club, made a presentation on hosting the USGA Senior Amateur Championship. Interesting note: the bunkers were broomed, not raked.

Steven Biehl, Naperville Country Club, made a presentation on setting irrigation based on ET. Only one other course in the room was using this technology. ET based irrigation is mandated in California. Statistics reveal 14% less water is applied utilizing this technology.

Josh Therrien, St. Charles Country Club, made a presentation of getting his course certified with Audubon International.

Once the Assistants wrapped up, we heard from another of our members. **Jeff VerCuatren**, Rich Harvest Farms, gave his presentation on **Preparing for the Solheim Cup.** He said it was the most fun he ever had working a golf event.

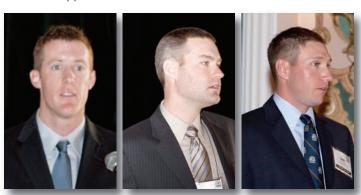
It's always nice when your team wins.



Jeff VerCuatren

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I-r: Joe Schneider, Steven Biehl and Josh Therrien

The morning concluded when **Stuart Lindsey**, Edgehill Consulting Group made his presentation on **Turf Care in Tough Times – Proactive Steps.** He certainly got every ones attention. He outlined some trends within the Industry.

- Since 2001 there are less golfers, playing less golf
- Golf was more affordable from 1967 1985, now it is less affordable
- 75% of golfers have incomes over \$75K
- Since 1990, the courses built are more challenging, penal and expensive to maintain
- There has been a 2.5% decline in revenue per round of golf
- Expenses are up, revenues stagnant, rounds stagnant
- Course values are decreasing
- Participation is not tracking with population growth



Stuart Lindsey

Stuart shared some more tidbits of information.

- Barriers to golf include: time, \$, access, finding a game and LOFT (lack of *&^\$#@# talent)
- There is less "hooky" golf being played
- Challenges include: water availability, sales tax, chemical limitations, credit card compliance

Stuart was just getting warmed up.

- Course conditions matter most to golfers selection of where to play
- Price of golf is #2 in choosing where to play
- In 1990, 36% of golf was played by people over 55. In 2010 it will be 50%
- Today's players are price sensitive
- Did we build courses that are too hard to play, too labor intensive/expensive to maintain?
- The "restless consumer" is finding discounted golf
- People feel ripped off now
- Discounted green fees are what they "should" have been paying all along
- They never want to pay full price again

Stuart did have some answers that will make a difference in staying competitive in the future:

- Focus on speeding up pace of play
- Create easier course set ups: tee markers, hole locations, eliminate bunkers
- Cut down native areas so people can find their golf ball
- Expense Control: time study- track man hours per task, manpower is 70% of budget
- Increase staff training, increase expectations and evaluations of staff
- Expand equipment purchase options other than the "big three"
- "Widen view" of dedicated task vehicles
- Smart chemical use
- Cost/benefit decision making

Stuarts closing "shots":

• What gets measured gets done.

• What gets rewarded gets done better.

Stuart realizes much of his presentation relies on Golf Course Superintendents to "make it happen". There will be more pressure on us in the future.

After a delicious lunch, **Doug Sisterson**, Argon National Laboratories woke us up with his whip and his presentation on **Greenhouse Effect – Carbon Dioxide and Climate**.



Doug Sisterson

Science is measured by consensus. Not all scientists agree on everything. (Just ask the Skiing Weatherman) If more than 50% of scientists agree on something then it becomes valid. Science is only valid if we can prove it. This often takes a long time. The current consensus is that the climate is warming. Human produced CO² is measurable. That being said, Doug outlined some speculated weather trends in the Midwest.

- There is an increase in annual average temperatures despite year to year variations.
- The largest increase is during the winter season. The growing season has been extended by one week.
- Heavy rain events are now twice as likely.
- Summer and winter are wetter than average.
- There will be more record breaking floods.
- There will be a decrease in regional ice.
- There will be an increase in heat waves.

The good news keeps on rolling.

The last educational session featured **Superintendent/ GM – Dual Role and Challenges.** The panel discussion was moderated by the ever effervescent **Ed Braunksy, CGCS** of Geneva Golf Club. The panel featured: **Don Ferreri**, Seven Bridges Golf Club, **Michael Matchen**, Wilmette Golf Club, **Al Pondel, CGCS**, Rockford Country Club and **Tim Anderson**, **CGCS, MG** Naperville Country Club. The session featured question and answer for each panelist. To summarize:

For various reasons all of the panelists were asked to step forward and assume the General Manager position.

Don: "I just wanted to be part of the solution" to help the Club through these difficult times." I don't feel like we need a GM, we just need someone accountable for the property. Superintendents are the most capable to be the GM. They are the most diligent task masters on any property, who better to lead an operation".

Tim: "I am the interim GM. I could not do this without a good staff in the Golf Maintenance Department. I find myself working later hours".

Mike: "I evolved into the job. I still want to keep my roots in Golf Maintenance. The Park District wants condensed information".

AI: "I spend 99% of my time in the Clubhouse. Superintendents have a lot of experience with budgeting. We are probably the most diligent and focused on the operation. We previously had a confinement of information. Now I share more information with all of our staff. There is more transparency now, we help each other out".

What has changed for you in your new position?

Don: "Managing the Food and Beverage department really opened my eyes. F&B people are very different than people who work in Golf Maintenance. It's a challenge. You need a lot more people skills and you need to be versed in liabilities. It's a changing industry. I get more why questions in the Clubhouse than I ever did in Golf Maintenance. I enjoy bringing the team together and get everyone's input. I encourage our MAGCS Members to pursue these positions. I think they can add a lot of value to their operation".

Tim: "Yes the F&B is the hardest challenge. It is a very detailed operation. It's not much different than my on course work. My skills in human resources and budgeting have been very helpful. The focus is a lot more bottom line. I get a lot more email messages now. It can be chaotic but I enjoy the challenge of bringing structure to an organized environment. I still keep close contact with the grounds crew".

Mike: "I spend about 60/40% of my time, Clubhouse/ Golf Maintenance. I find myself needing to be more patient and being a better listener. I like being responsible and connecting the entire staff for the common good. It's an opportunity for the entire staff to take on more responsibility. I find my experience in time management has helped me in my new position."

AI: "I find myself apologizing more without taking it personal. Before, I could just drive away from the confrontation. Now I listen more to help smooth out the situation. I enjoy speaking with the Members on a personal level. Watching the bottom line is huge".

Great job by the Education committee to put together another great day of education! They tackled some tough issues that we are facing every day in a changing business, changing economy and a changing world. **-OC**



I-r: Tim Anderson, Don Ferreri, Al Pondel and Michael Matchen



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Sr. Sales Specialist II

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