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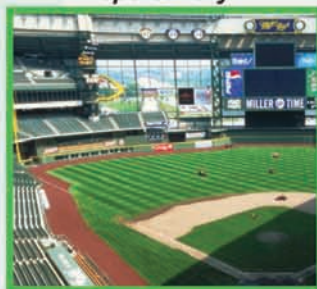
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Morris Country Club covered in snow. Photo Credit: Andy Weadge

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Photo Credit: Jason Sarna

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The Midwest Association of Golf Course Superintendents (MAGCS), founded December 24, 1926, is a professional organization whose goals include preservation and dissemination of scientific and practical knowledge pertaining to golf turf maintenance. We endeavor to increase efficiency and economic performance while improving and enhancing the individual and collective prestige of the members.

The MAGCS member is also an environmental steward. We strive to uphold and enhance our surroundings by promoting flora and fauna in every facet in a manner that is beneficial to the general public now and in the future.

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DIRECTOR'S COLUMN

Luke Cella, Editor



Your Opportunity for 2009

Happy New Year to each and every member of MAGCS.

Everyone that I have encountered this past month has shared the similar thought about the economy, golf course management, and the golf industry in whole – and that is we don't know what to expect in 2009. Some thought things would change once the presidential (national, not MAGCS) election was over, some feel things will begin to turn once the new administration is in place, and still others believe that it might take longer given the depth to which all turn downs have been connected. My question to you is when did we ever know what was going to happen?

The problem right now is that the "outlook" doesn't look so great, so our thought about the future turns into worry. We begin to fear what is ahead and this can overshadow our entire thought process. Is it possible to have a positive outlook right now or is the best to prepare a somber future?

How many times do you find yourself thinking about how crappy things could become when you hear about the stock markets, the housing industry, and the "big three"? It gets dire quick. Then you attend a budget meeting and all you hear is cut, save, reduce, layoff, do we really need, etc...

It is difficult to keep yourself motivated and positive in this environment. You might walk away from these news events or meetings realizing there is not much you can do about the economy, and that might be true on a grand scale, but there are things that you can do to stay positive in your life:

- Realize you are not alone, both personally and professionally.
- Utilize your associations. (MAGCS was founded on the principle of sharing information and knowledge for the betterment of our profession. This living core principle separates the super-intendent profession from most industries in our society today.)
- Find out from fellow members what they are doing through association activities and services to cope with the issues they face.
- Use the most important asset MAGCS possess, its members.
- It is easy to get down; however, as a leader at your facility, you must stay positive.

I offer a few ways to stay positive and weather this storm:

- Lead your staff and motivate them to stay positive no matter what happens (layoffs, reduced OT, etc.).

- Make good hires when the season rolls around.
- Treat your staff well. They may be impacted more severely than you.
- Encourage your staff to come up with new and better ways to accomplish their jobs. You might be surprised when you ask for their ideas and input.
- Increase your value to your employer by making yourself indispensable. Be a leader at your facility and come up with ways to save and cut back while staying positive.
- Stay focused on the short-range goals. Plan for the future but don't let it overwhelm you. Take care of the tasks at hand and do them well. Don't give up because you think "it won't make a difference in the future."
- Assess what you really need. Take care of those things and prioritize items and processes that can wait. Plan to accomplish less pertinent tasks in the future.
- Have you been asked to "do more with less?" This can be accomplished but only for the short term. It can quickly lead to "doing more mediocre with less enthusiasm." How about just "do the best you can with what you have." This process lasts much longer and everyone feels much better about their accomplishments.
- Plan to survive and succeed.
- Realize what you have got, be thankful for it, and take care of it.
- Help others. Share your success (and failures) with those around you. (This is where MAGCS comes in – attend a meeting, utilize our online forum, call a fellow member, network, and share.)

Economies have been set back before; even when there seems to be no end in sight, realize that cycles are part of the economy. I encourage each of you to be a fighter. Put things in perspective in your life. Good times come and go, and when they go, bad times can take their place. It is the cycle of life. Tough times provide an opportunity for us to develop courage, fight, and survive. We admire and are attracted to those who are able to shrug off discouragement, stay focused, and enjoy life in good times and in bad. Be one of those people that we all admire. **-OC**

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An Industry Related “Modern Marvel”

In today's world of technological advances few things seem unbelievable anymore. The bridge that could not be built, the building that could not be erected, or the disease that could not be cured become possible with today's technology. Who would have imagined that man-made islands could have been created, let alone populated the instant they are finished, as is the case in Dubai. Television shows such as Modern Marvels give us an inside look at these fantastic feats and help us understand the intricacies of the things that exist around us. Just what are the many by-products of corn? How many tons can the World's largest dump truck carry? What makes the largest airports in the world function? These are questions most people don't normally think about, but once someone tells us about it we become fascinated and want to learn more.

Every time I travel through an airport I am amazed at the logistics necessary to insure that thousands of travelers arrive at their destination each day. To know that you can book a flight months in advance, fly across the world, and arrive on time is simply amazing. I get a similar sense of amazement every time I step into the host convention center at the annual Golf Industry Show. I cannot help but think about the years of planning that have taken place behind the scenes to put on an industry show of this magnitude. I consider it one of our industry's “Modern Marvels.”

The very first Golf Course Superintendents Association annual meeting was in 1927 and the first trade show was in 1928. In 1943, 1944, and 1945 the show was suspended due to economic conditions and World War II. The show evolved into the Golf Industry Show in 2004. It now includes the Golf Course Superintendents Association of America, the National Golf Course Owners Association, and the Club Managers Association of America as Presenting Partners. Participating Partners include the Golf Course Builders Association of America, the American Society of Golf Course Architects, and the National Golf Foundation.



Planning for the Golf Industry Show never really ends. Of the 105 GCSAA staff members, approximately 90 come together to manage and conduct the show each year. Although man hours would be hard to compute, from a staffing perspective there are about five people who spend 50 percent of their time on the show. Additionally, there is staffing from the National Golf Course Owners Association and the Club Managers Association of America.

The Golf Industry Show is without a doubt the most important event that the industry conducts. It is the Super Bowl, Kentucky Derby, and Final Four combined.

GCSAA used to plan as far as 25 years out. Currently there are amendable contracts that go 15 years out. Contracts for hotels, convention centers, and golf courses are done as much as 10 years in advance. At any given time there are at least three shows being planned.

Immediately after one show ends, surveys are distributed and analyzed. Prospecting for clients for booth sales soon follows. Depending on the location, the number of vendors or exhibitors ranges from 825 to 950. Also dependent on location,

(continued on next page)



the net revenue ranges from \$3.6 to \$4.5 million, which is reinvested into membership services.

Education is always being planned. Of the 25,000 who will attend the show, about 8,400 will arrive early the week of the show to take advantage of the numerous educational offerings. Walk the hallways of the convention center and you can't help but notice the class titles displayed outside the conference rooms, just as you see gate signs lining the hallways at the airport. On average there are 115 seminars on topics including agronomics, management, computer skills, and even language classes. If that is not enough, attendees can take advantage of another 50 hours of sessions, forums, and panels. Counting all the educational opportunities, GCSAA alone has approximately 300 people delivering information.

If the educational opportunities aren't enough, there is also the trade show floor. The floor ranges from 275-300,000 square feet. That equates to just shy of seven acres where the 825-950 vendors will set up shop for the week. They will show off their latest and greatest sprinkler heads, mowers, tractors, and other accessories. Generally it takes a window of five days for the vendors to move in and set up.

In total, the show uses 600,000 square feet of exhibition space or approximately 14 acres.

There are about 4,500 trade shows in the United States each year; the Golf Industry Show ranks 75th in size. There are very few cities that can host a convention of this size.

It is rare for a show of this size not to involve a large number of hired support staff. GCSAA and all the shows organizers feel that having staff administer the show adds a personal touch.

Prior to the show itself, the most intense time is from early October until the show ends in February. Through the years of planning, each person involved knows his or her role in making such an event happen with minimal surprises.

So this year, if you haven't done it before, take a moment to realize how the buses pick you up on time each morning, how the conference rooms are filled with classes, how meals are offered by the thousands, and how countless pieces of equipment are on display to meet the needs of any one of the 25,000 people in attendance. It is well done by its organizers. It is amazing. It is a Modern Marvel. **-OC**



FEATURE II

Charles Hill, John Deere Golf



A Little Cajun Culture

The GCSAA Education Conference and Golf Industry Show is just around the corner, taking us back to post-Katrina New Orleans, Louisiana. Now, we are all well aware of the Crescent City's reputation for its wild night life on Bourbon Street in the French Quarter (some of us more familiar than others I'm afraid). However, New Orleans is also a city with a rich cultural history and many attractions you can't find anywhere else but in the Bayou. In addition to the famous Cajun cooking and incredible live music, the city has a wonderful array of museums, aquariums, zoos, and art galleries. There are countless tours, steamboat rides, and historic buildings to explore within walking distance of the French Quarter.

A visit to New Orleans provides a wonderful opportunity to see a great deal of wildlife simply not seen in the Midwest. The Audubon Park and Zoo has a wide variety of exotic animals and boasts a huge re-created Louisiana swamp just a ten minute streetcar ride from the French Quarter.

This is a great way to experience the feel of a real Louisiana swamp, without the fear of being forced to squeal like a pig having encountered Billy Bob or Cletus in a real Louisiana swamp. If you would like to travel at your own pace, paddleboats are available to travel between the French Quarter and the Audubon Park and Zoo. Another great place to view the wide array of aquatic life in Louisiana is at the Aquarium of the Americas. There you can touch a live shark, see a white alligator, and observe a large collection of aquatic animals native to the Mississippi River Delta and the Gulf Region. The neat thing about checking out all those native New Orleans critters during the day is that you can find most all of them on the menu of the many fabulous restaurants at night.

Although the timing of the GIS, for obvious reasons, doesn't coincide with Mardi Gras (French for "Fat Tuesday"), there is still a great opportunity to feel like you've at least

partially experienced a Mardi Gras parade by visiting Mardi Gras World. Free shuttles run from the French Quarter directly across the Mississippi River to Mardi Gras World, which is a full working factory warehouse where artists and float builders work year

round to build the many elaborate floats used every spring during the Mardi Gras celebration. The trip includes guided tours, a gift shop, and a museum with floats that have survived previous Mardi Gras celebrations.

New Orleans is also home to many beautiful historical buildings and museums.

The Cabildo is both. This beautiful structure, dating back to the 1790s, was built during Spanish rule and currently houses the Louisiana State Museum. The Louisiana State Museum features interesting artifacts from over 300 years of Louisiana history. New Orleans is also, surprisingly enough, home to the National D-Day Museum. The National D-Day Museum is broken up into four uniquely different exhibits, each concentrating on a different aspect of the D-Day invasion. On

display are ships, planes, and light artillery used in the Normandy invasion. Both the Cabildo and the D-Day Museum are just a short cab ride away from the French Quarter.

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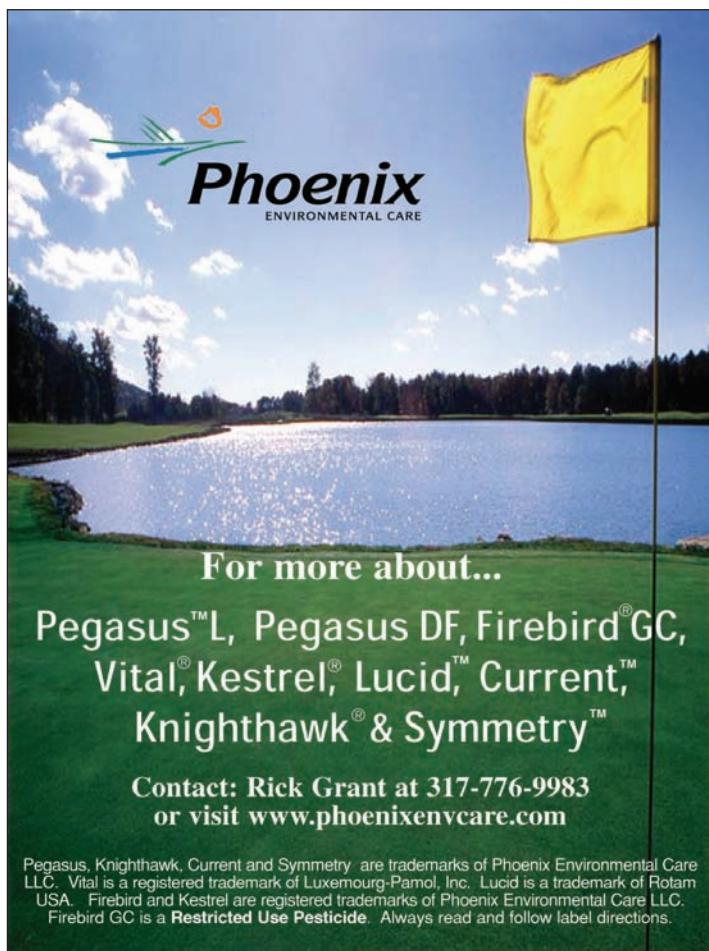
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Just off of Canal Street, the Steamboat Natchez is docked behind the JAX Brewery. The Natchez is a three-story fully restored steamboat with two dinner cruises per night featuring live music and a Creole buffet. If the steamboat isn't fast enough for you, the Cajun Pride Swamp Tour is one of many airboat tours offered around the New Orleans area. These generally last about two hours and involve bus transportation out of the city. If you are looking for a guided tour of a different variety, twice a day you can take a haunted tour of New Orleans, including the French Quarter, the St. Louis Cemetery, and other haunted locations throughout the city. If that isn't spooky enough, you can visit the New Orleans Historic Voodoo Museum. In addition to viewing Voodoo artifacts, you can learn about the spiritual practice and history of Voodoo, or even buy some love potion or a Voodoo doll made in the likeness of your spouse or green chairman. The Voodoo Museum also offers a guided tour featuring swamps, plantations, and cemeteries in and around New Orleans.

New Orleans is a beautiful city with so much more to offer than just a good time on Bourbon Street or a night of gambling at Harrah's. There are hundreds of attractions in and around the French Quarter where you can spend a wonderful afternoon. If you find yourself in New Orleans sometime in the coming months, be sure to venture off of Bourbon Street, drop your souvenir Hurricane glass back at the room, and explore a little bit of New Orleans culture. Take in a plantation tour, or maybe catch a live zydeco band, get a little goofy and try a steaming cup of chicory, or suck the heads off some crawdads. So much to do, so little time! -OC



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THE BULL SHEET

John Gurke, CGCS, Associate Editor



January 2009

DATES TO REMEMBER

January 13 – 4th Annual TETA Vendor Day at High PSI, Ltd. on 75 N. Brandon in Glendale Heights, IL, **Tim Layden** host.

January 14-16 – Mid-Am Trade Show at McCormick Place West in Chicago, Illinois.

January 15 – CAGCS Shop Tour, Beverly Country Club, **Keith Peterson**, Coyote Run GC, **Dave Ward** and Olympia Fields CC, **Sam MacKenzie, CGCS**.

January 15 – Deadline to receive the advanced registration rate for the 2009 Golf Industry Show in New Orleans, Louisiana.

January 22 – MAGCS January Meeting, Arrowhead Golf Club, **Mike Mumper** host.

February 1-3 – GCSAA National Championship and Gold Classic in Gulf Shores, Alabama.

February 2-7 – GCSAA Education Conference and Golf Industry Show in New Orleans, Louisiana.

February 3-4 – GCSAA and Habitat for Humanity Special Work Days in New Orleans, Louisiana.

February 5 – MAGCS Hospitality Reception at the Loews New Orleans Hotel at 300 Poydras Street.

February 5 – University of Illinois Turfgrass Alumni reception at the Loews New Orleans Hotel which is coincidentally located on 300 Poydras Street.

February 5 – Audubon international's Champions in Golf celebration at the Aquarium of the Americas in New Orleans, Louisiana.

March 11 – Annual Chicagoland Forum at Naperville Country Club, **Tim Anderson, CGCS** host.

March 11-12 – Reinders 19th Turf & Irrigation Conference at the Waukesha Expo Center in Suburban Milwaukee, Wisconsin.

Happy New Year one and all! May 2009 bring all members of the Midwest Association of Golf Course Superintendents prosperity and most importantly good health.

Congratulations to **Matt Harstad** (Calumet CC), who was married to his sweetheart Lauren on October 18th.



Matt and Lauren Harstad

Big news from our friends at Burris Equipment Company—on December 1st Burris acquired Wisconsin Turf of Janesville, WI after its owner decided to retire his territory. This move expands Burris' coverage from Milwaukee and Kenosha

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