



PRESIDENT'S MESSAGE

"Changes" Redux

By Paul Diegnau CGCS

As I write this, "change" is occurring all around us. Be it in technology, medicine, communications or a wealth of other fields, change is occurring rapidly, with or without us. If you read the "Out of Bounds" editorial by Jack MacKenzie, CGCS, in last month's Hole Notes, you probably have an idea where I am going with this column.

Hole Notes is going electronic! It became official at the February 2011 MGCSA Board meeting. After months of research and discussion, we voted to jump into the 21st century. We will transition during the September, October and November/December issues of this year when both the hard copy and the e-format will be available. The electronic version will be fully implemented with the January/February issue of 2012.

I can hear the groans emanating from some members of our association. The survey we conducted last year showed a strong majority favored retaining the hard copy of our chapter magazine. The one variable we failed to track in this survey was the age of the respondent. From what I have seen and experienced regarding this topic, I maintain that age defines where one stands on this matter. There is a strong correlation between age and preference. On a personal note, I have to admit, at the age of 51, I prefer a hard copy to a computer screen version. We "senior" members prefer paper. It is a generational thing. It is that simple. But in the end, society demands that we conform or be left behind.

The reasons for going electronic are many fold as previously outlined in Editor MacKenzie's piece. The bottom line is that MGCSA must cut expenses to maintain financial viability during these trying and uncertain economic times. As membership participation revenues continue to decline, converting to electronic format should save our association at least \$10,000 annually.

I am also aware of some concern among Affiliate members regarding the upcoming conversion and this is understandable. From my conversations with other regional chapters that have made the switch, it appears that most vendors do embrace the change within the first year. There will be a learning curve as advertisers figure out how to best utilize this medium to maximize their return on the advertisement dollar. In addition to having the ability to link to websites, webcasts and video from within the advertisement, circulation should increase because of the electronic sharing capability. Another plus is electronic ad copy never dies. It lives forever on the World Wide Web and search engines make old content retrievable along with associated advertisements. Even more important, advertisers will be able to track a variety of web traffic data for the publication and related advertisements. Overall, change can be unsettling, but at the same time, it can present new and different opportunities. All I ask is that you give it a chance.

* * * *

The MEGA Seminar on March 9-10 was a fantastic program! Thanks to Eric Counselman and Jeff Ische for putting this educational opportunity together.

- Until next month,
Paul Diegnau, CGCS

HOLE NOTES

Official publication
of the MGCSA

Editor
Jack MacKenzie, CGCS
jmackenzie426@msn.com

2011 Board of Directors

OFFICERS

President
Paul Diegnau CGCS
Keller GC
651-766-4174

Vice President
Scottie Hines CGCS
Windsong Farm GC
763-479-6524

Secretary
Brian Brown
Chisago Lakes GC
651-257-8734

Treasurer
E. Paul Eckholm CGCS
Heritage Links GC
952-440-6494

Ex-Officio
Rick Traver CGCS
Monticello CC
763-271-0167

DIRECTORS

Joe Churchill
Reinders, Inc.
612-790-7333

Eric Counselman
Sommerby GC
507-775-3743

Luke Dant
Syngenta Professional Products
515-708-0762

Bill Gullicks
Bellwood Oaks GC
651-438-3839

Jeff Ische
Golden Valley G&CC
763-732-4150

Matt McKinnon
The Legacy Courses at Cragun's
218-825-2751

Jacob Ryan
Northland CC
218-525-1422

Jake Schmitz
Olympic Hills Golf Club
952-941-6139

Roger Stewart, Jr. CGCS
TPC Twin Cities
763-785-0696

MGCSA Chapter Delegate
Kevin Clunis CGCS
Tanner's Brook GC
651-464-4118

MGCSA OFFICE
AND HOLE NOTES OFFICE

Executive Director
Scott Turtinen
P. O. Box 617
Wayzata, MN 55391
952-473-2582 Fax: 952-473-2586
Toll Free: 1-800-642-7227
scott@mgcsa.org

HOLE NOTES (ISSN 108-27994) is published monthly except bi-monthly November/December, January / February for \$2 an issue or \$20 per year by the MGCSA, 217 Minnetonka Av. S., Ste. D, Wayzata, MN 55391. Scott Turtinen, publisher. Periodicals postage paid at Wayzata, MN. POSTMASTER: Send address changes to HOLE NOTES, P. O. BOX 617, WAYZATA, MN 55391.