

Looking Toward the Future

by Michael J. Gilmore, Chairman, Long Range Planning Committee

The golf course management profession has evolved over the years to the point where it is on a par with, if not above, the level of any other club official. The demands of the membership, the ever-changing agronomics and associated technology, as well as the expenses involved in maintaining a golf course have raised the importance of our positions. We are truly professionals and our association should reflect this.

Last spring the Long-Range Planning Committee sent a survey to gauge the membership's feelings about their association and what they would like to see improved, if anything. Suggestions included upgrading the newsletter, expanding the seminar schedule, continue and increase funding of scholarship and research, and continue to promote our profession. Seventy-five percent of those responding to the survey feel it is essential to maintain a permanent office for the MAAGCS and begin to position ourselves to be able to hire a person to handle the ever-growing needs of our association.

We also recommend that a flier be sent every month to announce the next month's meeting. This would contain only details that pertain to the meeting—directions, times, costs, etc. This could prevent people from missing the meetings because of delays in the newsletter. Other suggestions include:

1. Continue to promote the MAAGCS at the national conference by way of the MAAGCS Room.
2. Increase the funding of the scholarship and research pro-

grams for the MAAGCS.

3. Begin searching for a person or association management firm to handle administrative duties for the MAAGCS.

4. Establish a \$15 initiation fee to cover processing new members.

5. Increase seminar schedule

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to reflect the membership's needs i.e., education, personnel management, self-enhancement, etc.

These are a few of the things that need to be done. Adequate funds are necessary to initiate some of these changes in addition to conducting usual business affairs of the association. Some of the expenses include benevolent contributions to the mid-west and southeast, scholarship costs and meeting costs — particularly covering the dinner costs of

members or guests who do not honor their reservations. These expenses have created a shortage that was covered by the T. Rowe Price account as it was designed to do. In accordance with the bylaws, Article I, Section D, the board of directors of the MAAGCS has set a \$35 dues increase for fiscal year 1994. The last increase was FY 1991. This should allow the board of directors to pursue some of the goals of the association and still meet the normal operating expenses of the association.

In the Long-Range Planning Committee membership survey, 68% of the members favored an increase of at least \$25 to help the MAAGCS move forward. We need to pursue the objectives outlined above, and to be successful, we need to be able to fund them. Hopefully, the members of the MAAGCS will desire more out of the MAAGCS and will support the increase to help us achieve these goals.



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