

Director's Column

Let's Take The Next Step

by Bob Maibusch, CGCS, MGC

One of the traits that distinguishes a true professional from an also-ran in any endeavor is the willingness to provide opportunities to others as acknowledgement of the good fortune that they have had in achieving their success. The same can be said of professional organizations.



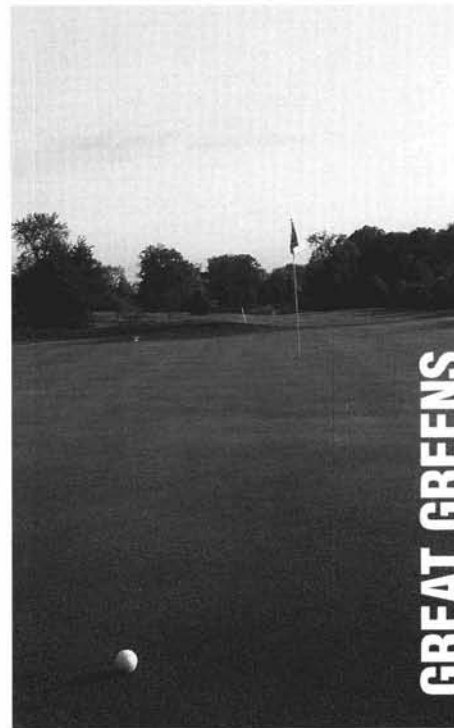
We have seen tremendous growth in our superintendents associations, both locally and nationally. This has come as a result of seizing opportunities, taking calculated risks, perseverance, and old-fashioned good luck. The MAGCS is presently a highly respected and financially strong association. Our financial strength has allowed the MAGCS to support a number of programs (ITF, CDGA, GCSAA, etc.) of great benefit to the membership. All of these efforts have enriched superintendents and enhanced our professionalism. However, the question remains, "Are we doing enough?"

Pursuant to that question, President Al Fierst appointed an ad hoc committee to look into the current and future status of the associations donations. Some findings of the committee are that we are presently donating \$10,500 per annum to charitable causes under the budget line item 'Research'. While these are significant dollars, they fall short of the commitments made by associations a fraction of our size. In fact, MAGCS donations make up only 7% of our total operating budget, and dollar wise are significantly less per year than what we spend on the MAGCS hospitality room at the GCSAA Conference. It was the committee's feeling that the association should strive to reach a target goal of 20% of total operating budget devoted to charitable contributions.

While working towards this goal I would also like the membership to consider diverting some of the associations charity dollars into non-traditional golf course superintendent giving areas. We could further improve our public image by contributing to worthwhile causes that do not directly benefit MAGCS members. The PGA and the Tour have gotten a lot of mileage out of their contention that the number one winner in golf is charity. Likewise, the club managers have received recognition for their Christmas drive for clothes and toys to be donated to underprivileged children.

It seems that given our current financial strength we should be investigating other areas where our association can be of service, to the community, for example contributing to a children's charity, or possibly a hispanic charitable cause in recognition of the large number of hispanics that we employ. We as an association should be doing this not only because of the public relations benefits, but, more importantly, because, given our success it is the right thing to do.

The committee is currently formulating ideas and plans on how additional monies can be raised so that we can expand our scope in this area without negatively impacting our operating budget. If you have any ideas or suggestions please feel free to call me.



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