

Super 'N' Site Profile

by Ed Braunsky, CGCS
Public Relations Committee

Back by popular demand this month is the Super 'N' Site Profile, describing to you who will be hosting the June meeting of the MAGCS.

One of the rising stars on the midwest golf scene is none other than John 'T.V.' Gurke, from Aurora Country Club. ACC originated as an apple orchard back in 1914. It now grows POA ANNUA. Just kidding. The course is in great shape. Aurora Country Club has always been a jewel on Aurora's west side, with many of the open areas having been transformed back to the original vegetative state that they started from. The clubhouse has recently undergone a 2.5 million dollar renovation. I wonder how much beer will be! The renovation adds additional dining space along with a new proshop (you get a bowl of soup with each hat purchase) and a new ladies locker room.

John Gurke, CGCS (I forgot that before) recently completed his certification. He began his career at Aurora in 1990. Before that he roamed the hills at Bartlett Hills G.C., for three years. Prior to Bartlett, he worked as an assistant under the always gracious Ed Fischer at Old Elm. John is a 1985 graduate of the University of Illinois. He is currently the Director of the Chicagoland Association of Golf Course Superintendents. John has also served on several committees from the MAGCS. He has also helped secure certification with the Audobon Society of New York State. Aurora Country Club was one of the first five clubs to be certified in the nation.

Finally, John recently suffered a brain cramp and became engaged to the lovely and talented Kristin Morse. He has a dog named Dingo (good goose dog!) and his hobbies are hockey, volleyball and collecting big earthworms after a heavy rain.

You will enjoy your day at Aurora Country Club on June 20th.

GCSAA Membership Committee Meeting

April 22, 1994

As a member of the GCSAA Membership Committee, I attended our first meeting in Lawrence, KS on April 22, 1994. This committee is being revived as a result of input from the membership indicating they would like a larger format for expressing their views and opinions concerning GCSAA membership. Chairman Tommy Witt opened the meeting and we began discussing many issues regarding membership in GCSAA.

The amount of material we covered in one day was enormous and we didn't get to everything on the agenda. It became obvious that another meeting would be needed in the future. The committee agreed on the following concepts:

1. Building membership is desirable for many reasons.
2. Adding value to membership classes is desirable.
3. Turnover or attrition rate of memberships is low indicating members in general feel they get value for their membership.
4. There is a need to attract more members from nine-hole facilities.
5. Develop a separate marketing plan for smaller clubs and municipalities to help recruit members from these areas.

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6. Mandatory internship for Class A status is not appropriate at this time.

7. Merchandise program is too expensive. Use high quality merchandise, seek ways to purchase at a lower price, pass savings on to members.

8. Reference material program expanded to include Spanish and French versions of training tapes, and a book location service for members. Expand video library with more copies of popular tapes. Minimal charge or deposit with credit card to insure return of materials.

9. Much stronger public relations effort is needed through all types of media. GCSAA is headed in the right direction and we need to build on it now.

10. Explore the possibilities of setting up a Credit Union for members.

There were many other issues discussed, but these were the main issues. If anyone has any questions about these or other membership issues regarding GCSAA, please feel free to contact me.

Roger A. Stewart, CGCS

**REMEMBER TO WEAR
YOUR NAME BADGES
AT OUR MEETINGS.**