

# the Bull Sheet

Official publication of the MIDWEST ASSOCIATION OF GOLF COURSE SUPERINTENDENTS.

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## On Course With the President

Events and circumstances have made this an unusual beginning of the MAGCS year. From the combination of the NCTE being earlier than usual, and the MAGCS January meeting moved a couple of weeks to February to secure the desired speaker, it seems like a long time since the MAGCS has been active. Behind the scenes the action has much been different.



The new MAGCS Board of Directors has been taking advantage of the winter season by laying the ground work required to accomplish various projects and goals for the "Midwest". The Education committee always has its hands full trying to provide our members with interesting topics and speakers for the many educational sessions presented throughout the year. This will not be an easy task for Don Ferreri, the 1995 MAGCS Education Chairman.

Our MAGCS Employment committee has been busy trying to develop other venues to promote the MAGCS and its membership. We want to promote this to our regions' golf clubs and to devise methods of expanding our employment services. The committee will also be restructuring procedures and presentations to aggressively pursue clubs or courses seeking superintendents. Our goal is to keep the local jobs within the "Midwest" membership. The Public Relations committee will work with the Employment committee to help develop these professionally printed reference materials promoting the MAGCS and our members.

Other immediate goals of the Membership committee is to team up and closely assist the Executive Secretary. We need to sift through the entire membership register and check for any corrections in the data base before the next directory goes to print. One area that needs particular attention is the member class category. Since the data in the computer is composed of information from the returned portion of the dues statement, many data fields have either changed, been filled out incorrectly, or left blank. During the past renewal cycle, many individuals registered a certain class on the questionnaire and returned a different dues statement and payment. At the end of the 1993-1994 term, over 100 members omitted listing a classification. It will unquestionably be a time consuming job for this committee to sort this out. Not until these discrepancies are resolved, can we proceed with the printing of the membership cards and have the membership directory revised.

Brian Bossert is Chairman of the Arrangements committee for 1995. Brian has been busy getting confirmations for the upcoming host sites for our 1995 monthly meetings. Waiting for final approval and working on costs can be challenging and tests ones patience. It is apparent that some powers in charge do not move too quickly. Once these details are final we can go to print with a conformed meeting schedule. The duplicity of a map and written directions seems to be un-

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(On Course With The President continued)

necessary and wasteful. The Board felt that the map was seldom used and not worth the extra cost. This year the meeting schedule and directions will be inserted into a pocket calendar provided by the "Midwest" and hopefully prove more useful as well as less costly.

These are a few of the projects currently being worked on by a hard working Board of Directors whose goal is to serve the members of the MAGCS.

One last item of mention. The attempt to generate funds by way of membership contributions is proving to be a success with about 40% registering with the contributory levels. Various members of the Board, on the other hand, have heard an occasional comment from a person who is opposed to different levels of membership. Some have a feeling that they will not be viewed as favorably or looked down upon for being a Regular member compared to a Gold or Silver card member. Obviously, the Board does not want that to happen and it is not the intention of the program to recognize the members who have had the ability to pay elevated dues as being "better" than a Regular member. We understand that many clubs or businesses cannot afford to donate, or policies will not allow them to be as charitable. Therefore, the Board is looking into a more subtle way of recognizing the different levels on the membership card. We must all understand that many companies not only pick up the cost for several members of their companies, they also contribute to the Midwest through sponsoring golf events as well which is a direct and immediate benefit to our members. I am sure these contributions do not go unnoticed, especially to the active part of our membership.

Hope to see you at Arrowhead on February 7, 1995.

## Making a Point About Change

Having trouble persuading your staff that incremental change is worth the effort — and that change doesn't have to be immediate, dramatic and sweeping?

If so, try this exercise suggested by Richard Ruhe, a consultant with Blanchard Training and Development:

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- **One cent** the first day and double the amount each day for 30 days.

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