

Director's Column

by Donald A. Cross, CGCS
Vice President MAGCS

I hope all of you had a very Merry Christmas and enjoyed bringing in the New Year. It's hard to believe another year has past. During the "thick of the season" it seems like time stands still, but looking back it seems to have flashed by. All the reason one should be sure to spend some quality time with family and friends during these next few slower paced months.

I want to sincerely thank you for your confidence in allowing me to serve as Vice President. It is an honor to serve our association as we continue to progress into a major presence in the golf and golf course management industry. The entire Board of Directors take their positions very seriously and will continue to service to bring quality programs and services to our membership. The MAGCS has made significant strides in the sixteen years that I have been a member, but we clearly have much work to do if we are to maintain, and strengthen, our stature. We cannot, however, expect improvements in programs and services, enhance areas such as public relations, our magazine, and philanthropic endeavors, and expand membership benefits, without also understanding that these agenda will require appropriate funding.

As Secretary/Treasurer last year, entrusted with managing the financial affairs of our association, I quickly learned that there are more extensive expenses involved in operating our association than one may imagine. The expenses such as publication of our newsletter, monthly meetings, the hospitality suite, and compensation of our contractors is readily apparent. These are our major cost categories but overall they account for only 60% of our expense budget. The remaining 40% is in the less obvious areas such as printing of meeting notices, dues statements, and the directory; postage and mailing costs; office and computer supplies and phone service; golf prizes, speaker expenses, and awards and host gifts; board and committee expenses; research and benevolent contributions; and others. As you can see the list of expenses is lengthy and as in most businesses (our's being no exception), expenses continue to increase. As the MAGCS evolves, further categories will likely be added and overall expenses will increase. I mention this information not to incite concern of financial despair but only to provide you a better understanding of our expense concerns. In fact, our association's fiscal status is excellent. We have in reserve, funds in the amount of approximately 40% of our annual budget. This reserve, according to our accountant, is close to the level that an association of our scope should maintain and will now allow us to consider new ventures.

Thanks to the efforts of many whom have led and directed the MAGCS in the past, the current Board of Directors, and an understanding and supportive membership we, the MAGCS, are poised to continue, and further promote, our position as a prominent association.



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