

On Course with the President



Don Cross,
President, MAGCS

A new era in our association's publication begins! The MAGCS is "*On Course*" to a higher level of professionalism, and to attaining an elevated presence within the golf community. It is without doubt an exciting time for us, and while I just happen to be President at this time, much of the credit goes to other individuals. We are grateful to Past President Joel Purpur, CGCS, for having the fortitude to challenge the status quo and seek a new, more befitting title for our magazine. To past Director Dave Blomquist, CGCS, and the entire Editorial Committee, and our Editor, Fred Opperman, we are indebted for their substantial effort in contracting a new printer, planning new layouts, introducing color, and more. Additionally, we thank the entire Board of Directors for approving this historic change and making the tough decisions. And, to you, the overwhelming majority of the MAGCS membership, we applaud you for embracing and supporting this move toward greater professionalism for our association. I'm proud of this accomplishment for the MAGCS and trust you are too! As experience is gained with each passing issue, you can expect even more improvements to "*On Course*". The Editorial Committee is poised to press onward.

While there have been several changes to our monthly publication, many things remain unchanged. Perhaps most importantly is the advertising funds we receive from our commercial members, without which, "*On Course*" could not exist. The "Midwest" truly appreciates your continued support. In time we hope to offer expanded advertising options and increased magazine circulation, both of which should give you more for your advertising dollar. As you have noticed, we are now offering "four color" advertising option on the back cover. Additional commitment, to utilize this option, will allow us to increase the number of color pages. Please consider it and contact us if you are interested. We want to hear your comments, concerns and suggestions regarding our advertisement procedures and policies. Please let us know.

With the arrival of the New Year many of us will soon be turning our focus to Orlando, Florida, where the 1996 GCSAA International Turfgrass Conference promises, once again, to provide unprecedented educational and entertainment offerings. With the myriad of activities available there is surely something for everyone. One of the highlights will be the Annual Election of Officers where "one of our own", Bruce R. Williams, CGCS, is slated for GCSAA President. Bruce has devoted significant time and energy over the past several years, as both Director and most recently Vice President, and GCSAA and our profession alike, has been elevated because of this. The MAGCS proudly supports Bruce and looks forward to his dedication and leadership as GCSAA President, in the new year.

The MAGCS will again be hosting a Hospitality Suite during Conference week. A change this year will be the number of nights of operation. It will be held two nights instead of three, as in previous years. The Board of Directors felt that with all of the peripheral activities available in Orlando, with many opportunities to attend a number of other corporation hospitality events, and in an effort to control costs, the prudent action would be to limit our hospitality suite to two nights. We plan to utilize the funds received from the "Golden Tee Club" contributors, plus the usual amount annually budgeted from our operating budget as in previous years. Hosting two nights of hospitality with the same funding as we have used for three nights should provide us the opportunity to expand food and beverage selections and quantities. This will likely be a well attended event as many of our members will combine a vacation with their families into their trip to Florida. I look forward to it and hope to see many of you there. Let us all remember to thank and support, with our business, those whom so generously contribute to the "Golden Tee Club" program, for they make it possible for all to enjoy.

See you in Orlando... Or better, join us for a relaxing, enjoyable, and educational meeting on January 23, at Arrowhead Golf Club in Wheaton.

Best Wishes for a Happy, Healthy, and "Hole in One" Year!!!

Donald A. Cross, CGCS,
President, MAGCS