



Don Cross
President, MAGCS

As I write this, it is the first of June, and Chicagoland has just experienced the second wettest May on record. Many northern area courses (though not exclusive), having been hard hit by significant winter injury, were dealt another blow with an inundation of rainfall. All those well-conceived plans and schedules, such as aerification, topdressing, plant protectant applications, flower and landscape plantings, construction projects, and on and on, have long been altered, revised, and/or abandoned. Now that we have repaired broken irrigation lines, snapped swing joints, and cracked valves, we're hesitant to turn on heads to check them for fear of someone seeing us and thinking that we've completely lost our minds. Those winter-damaged spots and new construction areas, seeded a varying number of times, continue to have the seed floated or washed away or sealed over by the pass of the mower as it squishes its way throughout the course in an attempt to prevent having to rent baling equipment. Newly-sodded areas certainly haven't needed the

typical irrigation maintenance, but they have been too soft to mow and are quickly being designated "no-mow" or "naturalized" areas. I could continue to list our woes, but suffice to say, the past few months have been unusually challenging and downright difficult. However, we are not alone.

The adverse impact of these weather conditions to clubs and courses throughout the area has been far-reaching. Regular play, guest play, cart usage, food and beverage sales, outings, and more have all been affected, and revenues have suffered. Others who derive much of their income from a steady flow of customers – the golf professionals, wait staff, locker room attendants, caddies, and others – have all had a hard time. I guess we'll all have to endure it together for now; then in about a month or so (about the time you read this) when the temperature and humidity climbs and the diseases flourish, when play increases, outings run, carts roll, divots and ball marks increase, and traffic wear starts to show, we'll have to revert to enduring it alone. Keep your chin up guys; one of these years we'll have normal weather!

While we have all been busy trying to cope, and it has been difficult to get the entire Board of Directors together, we did manage to meet in the last week of May to carry on the business at hand. Overall, our progress is proceeding well. The various committees are actively completing plans and making arrangements for the remaining activities this year. The Education and the Arrangements

Committees are working on plans for the Midwest Clinic, Public Relations is continuing to pursue various avenues for positive press information, the Executive Committee is finalizing the gathering of documents for chapter affiliation, and the Editorial Committee continues to "fine tune" our *On Course* magazine.

Financially, we are quite solid, but we are watching the expense-to-revenue ratio of *On Course*. Our projected budget assumed a greater interest in color advertising which would help offset the increased costs of publishing. At this time, we are falling below our anticipated revenue. Perhaps the interest in these ads will increase in the summer months. If you are a regular advertiser, please consider color. I can assure you our new publication is kept on hand much longer and the color ads are highly noticed. Thank you for your support!

This month's meeting will be held at Heritage Bluffs on July 16. Hope you find time to take a well-deserved day off (or at least most of a day off) to join your fellow Midwest members. See you there.

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