



Imagine, if you will, life without some of the things you absolutely love. When you stop and think about it, that might mean no more 24-hour sports channels or no more sunshine and blue skies. To me, I truly love a cold one after a lovely 12-hour day at my club when the wind has been blowing hard all day and the temps have been hovering around the century mark. That would be hard to live without. Now imagine a MAGCS meeting without the sponsorship of our very fine commercial members. Could we all live without that? I don't think so!

Let's face it folks, the need for (or luxury of having) sponsors for our meetings is a reality and will be for a long time. So many commercial members in the Midwest Association give a lot of money to our group which helps to defray the cost of the monthly meetings. Without the support of our commercial members, monthly meeting costs would exceed well over one hundred

dollars! We currently have a commercial member who has sponsored every golf meeting for the entire year, but still we have members who think that maybe we "give to much" to our commercial members. That's a bunch of hogwash!

The members of the MAGCS need to stop and realize how important the commercial members in our association are. How many times have you depended on a commercial member to help you out when you were in a bind? It's amazing how quick the response time can be to receive a specific product or service from a given company. Remember the last time you needed a cold beverage at a monthly meeting? How fast did a commercial member respond? A monthly meeting without sponsorship of a commercial member . . . imagine that!

On July 7, the Midwest Association of Golf Course Superintendents in conjunction with the Commercial Members Advisory Committee will host the inaugural Vendor Day at Orchard Valley Golf Club in Aurora, Illinois. The purpose of this fantastic event is twofold. Not only do we give our commercial members a chance to "show their wares," but it also offers us a chance to generate funds for the research green at

the Cantigny Golf Club in Wheaton, Illinois. Show your support on July 7 not only to the research green at Cantigny but also to the very important people who make our lives a lot easier by doing the things they do—the commercial members of the MAGCS.

I need to thank John Meyer, the MAGCS commercial representative, and his committee for putting together a fun and beneficial day. As I put together this message, I am having a cold one while watching ESPN. Imagine that!

Ed Braunsky, CGCS
President, MAGCS

TURFTALK

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