



Kevin Czerkies, CGCS
Sportsman's C.C.

Where are we going? The current members of the MAGCS Board of Directors are not sitting around on their duffs. They are not just going through the motions of running an association. They are constantly looking for ways to improve services and benefits for the membership.

I recently attended a seminar on strategic planning for the Northbrook Park District. One of the things discussed was that you've got to have "vision" on where you're going as an organization. Many MAGCS board members have excellent "vision" for this association. What is best for the association and its members are key things to remember when providing new or improved services. There were a couple of ideas discussed at the last board meeting: A MAGCS Web site and scholarships. Ad hoc committees have been formed to investigate the costs and feasibility of providing these benefits.

Brian Bossert is heading up the Web Site Committee, and Bob Maibusch is heading up the Scholarship Committee. I encourage

any member that would like to serve on either one of these committees or has any thoughts that they would like to share to please call Brian, Bob, or myself.

A MAGCS Web site sounds nice, but many questions need to be answered. What is it that we want to accomplish? Should the Web site be for information only, or do we allow members to sign up for meetings? We do have an option of being a page on the GCSAA Web site. Many other GCSAA chapters are already online with the national association. Cost factors and goal objectives will be explored by Brian's committee.

Scholarships! This issue seems to be ruffling a few feathers. It appears that the current board shows support in favor of a scholarship program. Bob's committee has a lot of homework to do on this one. Setting criteria, amount of scholarship, how many scholarships, who's eligible and, most importantly, how will it be funded—these are all good questions that will need to be addressed before the board takes any action.

How does the board know what the majority of the membership wants? The survey that was conducted in 1995 has been extremely helpful. The other day, I pulled out that survey. It showed that 57 percent of the respondents were in favor of scholarships. Also, the top four areas the membership felt needed improving were education, public relations, secretarial services, and the newsletter. I feel that significant improvements have been made with all four areas.

Also, Ed Braunsky's Nominating Committee will be evaluating the way the annual election is run. One thing in particular

that will be looked at is whether or not the office of secretary/treasurer should be a contested race.

Everybody has a view of where they would like to see the Midwest Association advance. We have many members that pay attention to the decisions made by the Board of Directors, while some members are satisfied to just find *On Course* in their mailbox each month. Without feedback from the membership, the board will be voting on what it wants, or thinks the membership wants. Don't hesitate to tell any board member your views on any subject.

The Midwest Association is stronger than ever, but there are still many ways to improve it. We, as an association, cannot live by the old saying, "If it's not broke, don't fix it." Rather, we need to keep up with the times by providing the Midwest members with top-notch services. We all do the same thing at our respective golf courses or place of business. We are constantly changing the way we maintain our turf. You've got to keep with the times or you'll be run over. The MAGCS Board is trying to keep up with the times. That is what makes the MAGCS a class organization.

A handwritten signature in black ink that reads "Kevin Czerkies". The signature is fluid and cursive, written in a professional style.

Kevin Czerkies, CGCS
President, MAGCS