



ON COURSE WITH THE PRESIDENT

Donald S. Ferreri *Seven Bridges G.C.*

A Home for Our Future The MAGCS Will Join the Midwest Golf House Complex at Cog Hill

The future is now, plain and simple. We are no longer merely dreaming about promised technologies or fantasizing what might occur in our days to come. On a routine basis, accomplishments are taking place that even five years ago we could not have imagined. Tools and resources we use to maintain our golf facilities or make sales transactions demonstrate progress daily. We constantly enhance our jobs using innovations or new measures of convenience. We take these opportunities in stride, allowing us to grow individually and reach new heights.



Groundbreaking for the Midwest Golf House Complex took place on July 5, 2000. Pictured here at the ceremony are, L to R: Jerry Maatman, CDGA president; Don Ferreri, MAGCS president; and Dan McGuire, executive director of the Illinois Junior Golf Association (IJGA).

Your Board of Directors has taken a bold step recently. However, when I say the Board took a bold step, what I really mean is that we acted on a “no-brainer.” Whenever I evaluate a situation requiring a decision that bears great importance, I create two lists. One documents all the positives, the other outlines the negatives. As I will explain in detail, on the issue of whether the MAGCS should join the new Midwest Golf House Complex at Cog Hill, the two lists did not compare. Any negative was greatly outweighed by the positive.

A little over a year ago, discussions started with the Chicago District Golf Association (CDGA). The CDGA had a futuristic vision of uniting all golf industry associations under one roof, a building that would truly represent golf in Chicagoland. Although the CDGA is backing the project financially through CDGA monies and private donations, the CDGA chose not to self-title the project. Instead, the new building will be known as the Midwest Golf House Complex at Cog Hill. Groundbreaking ceremonies took place on July 5 at Cog Hill Golf Course on 10 acres of property that was generously donated by the Jemsek family. Construction is now underway. If you attended the Western Open, you may have seen our logo on the billboard along Archer Avenue, announcing our participation in this venture.

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The architecture and layout of the building appear to be very traditional, while the furnishings and equipment promise to be anything but. The building is to be outfitted with state-of-the-art technology, with continual updating planned. A 100-seat auditorium will be available for all tenants to use, as well as three conference rooms complete with audiovisual equipment. These rooms are on the first floor along with a lobby, reception area and library. Space will be available in this area for participating associations to showcase historical items and memorabilia. The offices on the first floor will be delivered fully furnished with office furniture and computers. If participating affiliates so desire, a dedicated phone line for each affiliate will be dispatched through a full-time receptionist. Other enclosures in the complex include a research lab for Dr. Randy Kane and greenhouses. Ten acres of land will become a three-hole golf course suitable for trial plots and turfgrass research as needed. The University of Illinois has embraced this opportunity with great enthusiasm, even planning to staff the Cog Hill complex with undergraduates. As far as design, the golf course will be friendly to disabled golfers and junior golfers.

The CDGA's lease from the Jemsek family is for a timeframe no less than 50 years. The CDGA is extending that timeframe to participating allied organizations as well. Provisions exist for lease termination at any time with a 30-day notice. At this time, anticipated completion of the Midwest Golf House

Complex at Cog Hill is March 2001. The CDGA is offering office space to allied associations on a first-come, first-served basis. Among those organizations requesting a presence at the Complex are the Western Golf Association, Illinois Junior Golf Association, Western Women's Golf Association and the University of Illinois.

Such an opportunity will not present itself to us very often, if ever again. We currently conduct our operations (our ever-growing operations) from the home office of George Minnis, our outstanding executive secretary. It is our plan at this time that George will continue in this capacity as his time allows. Yet, the potential to enhance and expand our Association would only be possible if we act on the offer that has been presented. The MAGCS needs a permanent home—a place for us to hang our shingle and be recognized for our role in the golf industry. We need a place to store our last 50 years of history and create our next 50 years. We have been afforded a very generous offer to be a part of this wonderful facility. I waited to make a decision until we tallied the 2000 MAGCS Survey. I wanted to hear all of your comments regarding this venture. The result: an overwhelming response in favor of pursuing this proposal. I will be out of office when the building is completed, but I am nonetheless pleased with what this means to the Association. In joining the Midwest Golf House Complex, we gain a permanent home shared with other prominent golf organizations where we can showcase the professionalism of our occupation.

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As you can see, the list of positives is long and I'm sure incomplete. To be honest, I don't have a list of negatives. As a business deal, we will receive quite a return on our nominal investment. I am extremely proud to announce this union with the Midwest Golf House Complex at Cog Hill. The rest of the Board and I agree that this is a monumental step in the right direction for our Association. Enjoy August and all summer has to offer. God bless.

