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Happy New Year and best wishes to all. I would like to welcome everyone to the new millennium; apparently, we made it through Y2K, or at least *On Course* did. My favorite Y2K story is of an actual working computer program to help your personal computer reach compliance. It achieves exactly what it says it will do, change all the Ys to Ks. And you thought you had problems before?

This is the lull in my year between the holidays and the GCSAA Conference when I sit back and evaluate every aspect of our golf course. I review all of my operational decisions, as well as labor, projects, course set-up, etc. I sit down at length with all of my key staff and take a close look at every department they manage. By doing so, I am able to determine what we are doing right and also what we will need to improve upon. We create new projects and decide whether or not to incorporate new techniques or ideas. In essence, we start to build a new game plan, or foundation, if you will, for the upcoming golf season. This same format is being applied to building the foundation for our Association as we enter the 21st century. I have always found this approach to be very successful, and

I am expecting similar success from the program when it comes to the MAGCS. I have been very close to the workings of the Association for seven years; now, it is time to step back and evaluate our mission.

This is where you come in. You didn't think I would get through a President's Message without asking the membership for something, did you? That was my campaign platform. (See, you really do need to attend the elections.) Very likely, some of you remember our last survey, which was taken in 1995. It yielded volumes of information; whether or not it was useful information, I am not sure. A great deal of time and expense went into the compilation of questions and returns. Although the results may have been interesting, I do not think they were able to guide us very far as an organization. The Board of Directors is more than willing to lead, but is in need of an updated set of directions. To that end, we feel that we have compiled the type of questions that will elicit information to determine our current needs. We will obtain this information for your personal benefit, to use as you see fit. Among the data we intend to gather: member demographics, comparative information on staff and budgets, descriptions of benefits packages.

Every committee has been commissioned to submit a list of survey questions. The results of the survey will guide us in creating a new long-range plan. I applaud the Board of Directors during the recent history of our Association for the diligence displayed as they took the existing long-range plan and achieved its goals, making it nearly obsolete. I look forward to the challenge we will build for the future.

Another opportunity presented by a new membership

survey is the chance to address our existing standard operating procedures (SOPs). This is the ideal juncture to tell us everything you would like to about our magazine, monthly meetings, education or golf events, just to name a few. Give us your feedback, positive and negative. Answer the survey questions and write down your specific comments on how you would like to see the Midwest operate. We will take all suggestions seriously and give due consideration to adjusting our SOPs accordingly. The Board of Directors will not be trying to fix something that is not broken, but if popular demand indicates we need to make changes or alterations, now is the time.

The above-described endeavor will require a great deal of time on the part of the 2000 Survey Committee, but it comprises a dedicated group of Board members who are ready and willing to make this project a success. Now, to make an obvious request of you, since the results are only as good as the input you give us to work with. Be sure that you fill out the survey and return it by the deadline date. We are aiming very high for a survey return rate: 100%! Why not? It is for you that we compiled the survey. So, take the brief 10 minutes of your time to fill it out accurately and return it to the committee. I want to thank you up front for your time and participation with this project. Meaningful questions and responses mean the results will be very useful for you individually as well as for the membership as a whole. So, wait with anticipation for the MAGCS 2000 Survey to arrive in your mailbox. Return it during your lull and start the new millennium out right. God bless, and have a great year. 