



## We Interrupt This Broadcast for a Membership Drive . . .

*If you like what you have been watching, then now is the time to subscribe. We can only provide this type of entertainment and education to you at a cost. And, if you subscribe in the next five minutes, along with all the benefits we provide you through our programming we will also include a very nice totebag. Sound familiar? We grew up watching PBS for free. Did anyone honestly subscribe? I always thought those names that scrolled along the bottom of the screen were made up by a creative producer. But now, at almost 40 years of age, I am realizing that it takes money to achieve anything of value.*

*We are regarded throughout the country as a strong, committed Association that is on the cutting edge. We have earned that reputation, and I believe we should strive at maintaining it.*

Let me preface this message by stating that the market needs a correction. We have been operating over the past 10 years with a membership dues structure that has increased only once. And to be quite honest, that increase took us from ridiculously low to a situation that is a remarkably good deal. I am bringing you this information as someone who has been very close to the operations of this Association over the past nine years. For the last three years, I have been analyzing the cost of doing business. Please keep in mind, throughout this entire proposal, that I will make the best interests of you, the members, my priority.

Financially, right now we are strong. We are not, however, covering current expenses. Having a strong foundation is wonderful; however, biting into our reserve with no opportunity of return for the future is not. What the Association and its Board of Directors have accomplished in the past 10 years is remarkable. The future will be limited only by our imagination. We are regarded throughout the country as a strong, committed Association that is on the cutting edge. We have earned that reputation, and I believe we should strive at maintaining it. I am very encouraged by the survey response to many questions pertaining to the cost issues of our Association. There is a clear-cut direction that the majority of our Association wants to travel. The general feeling I received from the survey is that you, the members, want to progress forward and enhance the value and opportunities of being a member of MAGCS.

I do not want to get into actual numbers or the details of the new proposal at this time. The Finance Committee will crunch the numbers, work on balancing the budget and apply foresight to the next three years. I promise you that neither I nor the Board would try to sell some-

*(continued on page 34)*



thing to the membership that we ourselves do not buy into 100%. We all know what has happened to some of the fixed costs of doing business over the past five years (postage, utilities, printing, etc.). I would, however, like to list but some of the recent expenses added to the Association.

- *On Course* at its current level of publication quality.
- MAGCS Web page.
- Annual certified financial audit.
- Monthly bookkeeping for financial numbers required by the government.
- Hospitality room that has increased in size and quality.
- Affiliation with the Midwest Golf House Complex at Cog Hill coming in 2001.
- Monthly meetings at a reduced cost to the membership.
- Added staff, personnel and expenses.

- 30% increase in the number of our members.
- Greater responsibility for turf-grass research support.
- Scholarship programs for our members' children.
- Increased and more current education for our members and staff.
- Computers and office supplies.
- Small miscellaneous items that add up.

The above list represents only some of the added expenses to the Association over the past five years, with more to follow. We have advanced our profession greatly in the past 10 years with very little cost to our membership. The MAGCS has been very fortunate to have received the support of our commercial members, whenever asked. I would like to even out the funding of our pro-

grams through our dues structure. This will actually allow our commercial members to receive a bigger bang for their dollar with a new sponsorship program next year. Currently, our dues structure pales in comparison to many other large superintendent chapters throughout the country.

I sincerely hope I can count on your support upon the announcement of a new proposal in October. Discussion and approval will be conducted during the Midwest Turf Clinic at Medinah Country Club in November. I am always available, as are the rest of the Board of Directors, for comments and suggestions concerning this or any other topic. God bless, and enjoy the colorful onset of fall.



Larry Flament -N- Stonewall Orchard Golf Club (continued from page 17)

If you bring your binoculars to Stonewall Orchard Golf Club for our September meeting, you will find a vast array of nature's best, but you had better bring your best game as well. This course is a thought-provoking layout, with strategic flat sand bunkering, and some of the most interesting putting contours that you will ever encounter. It's a fair but chal-

lenging test of golf that can play to 7,049 yards, and several tees require a sure carry over water and marshland.

Larry Flament has a lot to be proud of, and even more to be thankful for. He feels especially blessed to be married to Lisa for 12 years. They have four lovely daughters: Cristina, 14, Ashley, 13, Mary, 9, and

Savannah, 6. As a family, the Flaments enjoy their home in rural Richmond, going to Great America, bowling and playing an occasional round of golf together.

Now if Larry could just get his hands on a blue '64 Chevelle.



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