



The Long-Range Planning Committee:

Looking Ahead to Our Next 75 Years

It's getting close to opening day, and details are becoming more important. Suddenly, the jobs that we could put off (too cold, too wet, too tired) are close to being too late. The winter seems to pass sluggishly until you turn around and it's March. Here's hoping your staffing issues are resolved and your crew is intact for another season.

Golf course superintendents follow the calendar. Winter is the time to participate in seminars and educational opportunities, attend the national conference, show the family you actually do exist and do some future planning. What can we expect this year? How many years does the old pump station have left in it? Is that new biological fungicide worth a try? How am I going to get that asphaltting project done without disrupting play?

In this, our 75th year, the MAGCS is also doing some forward thinking. Our Long-Range Planning Committee is in the process of evaluating and reformulating our development plan. Thanks to the membership's outstanding response to last year's survey, the Board of Directors has some very solid data to use in establishing goals and priorities for planning. Participants in renewing the MAGCS long-range plan will be the Board of Directors, Past Presidents Council and the Long-Range Planning Committee, consisting of Fred Behnke, Michael Bavier, Brian Bossert, Jan Jarvis and Tony Kalina.

Here are some of the issues we are facing in the near future:

- **The Midwest Golf House Complex**—To what degree does the MAGCS align itself with this conjoining of allied regional golf associations? We are charter members, and it is very apparent that the facility has tremendous potential. How do we maximize the benefits? How much and how soon?
- **Human Resource Issues**—As golf continues to move from recreation to business, we need to anticipate and respond to issues like downsizing, mergers, economies of scale, liability, etc. It is no longer enough to be able to grow grass well. We need to continue to sharpen our managerial skills to remain marketable. What is the role of the MAGCS in this matter?
- **Membership**—We represent more than 250 golf courses and a like number of commercial enterprises in the Chicagoland area. We are among the largest chapters of the GCSAA. Is this good enough given

(continued on page 28)

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that there are more than over 500 golf courses in existence or under construction in our "stomping grounds?" Can we do a better job of membership outreach? Should we?

• **Employment**—Do employers know that our membership is loaded with talented and experienced superintendents? Is our employment referral service their first choice when it comes time to advertise an open position? Can we do a better job of promoting membership in the GCSAA/MAGCS as prerequisite for professional competency? If so, should an "employment committee" visit prospective employers to offer MAGCS assistance in defining job requirements or even help find qualified candidates?

• **Media**—We need to promote ourselves as "go-to" guys when it comes to anything on the golf course except playing the game. Right now, superintendents are like linemen on a football team. Anybody who knows football knows the line of scrimmage is where games are won or lost, but the only attention the line gets is when someone gets flagged for a penalty. Our 75th anniversary is a perfect hook for some copy other than weather disasters or why the greens are dead.

• **Refine and Renew**—In addition to the issues above (and others that the LRP Committee will identify), we need to continue to provide you, the members, with the current high level of service to which you have become accustomed: quality meeting sites, pertinent and

timely education, an excellent magazine, employment referrals, scholarship opportunities (new), networking resources, environmental leadership, Internet exposure, national leadership representation, world-class hospitality venues . . . it's really quite an extensive list of services to maintain and enhance.

The key to our success is your participation and support. The best organizational plan in the world vaporizes without dedicated people to implement it. We, as an organization, have enjoyed continued growth because you have stepped up and taken your turn in the box. We all have every right to be proud of our chapter's progress; let's get ready for the next 75 years. 

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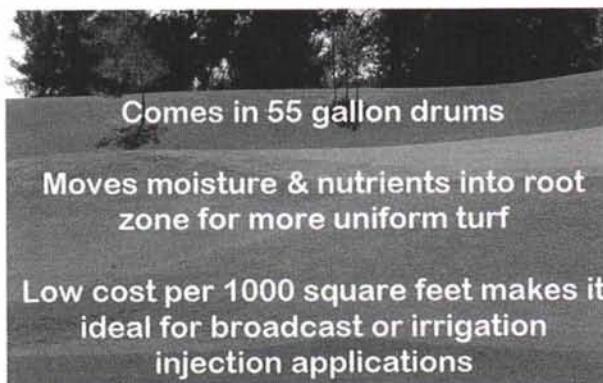
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