

What Is This Magazine's Mission?

To educate, to entertain, to enlighten, certainly. Beyond this sacred trinity, though, I would argue that On Course also exists to chronicle, to document, to preserve for posterity. Like the New York Times (and I may be skewered for drawing this comparison!), this magazine is a publication of record. Its content reflects the history of the MAGCS in progress.

To better fulfill this aspect of our mission, we're adding a few new recurring columns in 2002. In most issues, look for "Board Highlights," consisting of a few bullet points describing the most recent Board of Directors meeting. The column will touch upon issues discussed and actions taken. The inspiring elder statesman of this Association, Mr. Bob Williams, joins *On Course* as a regular contributor with another addition, "The Voice of Experience."

Unassuming as he is, Bob declined my suggestion to title the column "Williams' Wisdom," pointing out that he intended to draw material from many sources.

In February, look for "The Way We Are"—a sequel to "The Way We Were" series appearing throughout 2001—and a fresh take on the classic personality profile, reminiscent of the Q & As that used to appear in the *Chicago Tribune's Sunday* magazine.

We hope you, our readers, enjoy the content enhancement . . . and as always, we welcome your feedback, comments and insights in our too-seldom-seen "Midwest Voices" column!

A happy and peaceful new year to all,

Cathy Miles Ralston
Editor


Put Your Name . . . (continued from page 5)

your next raise and they are not going to think less of you if the course where you work is not in the top 100.

Finally, there are some clubs or organizations that will not host outside events, especially "charity" events . . . but are the previously mentioned concerns influencing the prevalence of this excuse? We realize that it is hard these days to persuade "owners" to bypass revenues, but this should not prevent anyone from hosting. Cut the best deal that you can and go from there. We are not asking for complete giveaways. In some cases, we are charged the full price and thankfully, the generosity of our commercial members' sponsorship has kept the costs down. If you need help negotiating, the MAGCS directors are only a phone call away. Be persuasive. After all, you talked them into hiring you.

If you've never hosted a meeting before, be aware that it may be a lot of work and you'll experience some minor "event stress," but it is very rewarding. As far as notoriety goes, it will definitely put your name on the map in our industry. Come on . . . be Mr. Vegas and go for it!





GCSAA

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