



Time Flies When You're "On Board"

"Years grow shorter, not longer, the more you have been on your own." If you reflect on this statement, you realize how true it is. When you are young, time seems to stand still, but as you grow older, time kicks into high gear and the years fly by.

Before I was a member of the Board, I found it very easy to criticize the meeting structure, the education, the prizes or anything else I thought wasn't right. Then I got elected and realized the amount of work and dedication it takes to serve the membership.

My time on the Midwest Association's Board of Directors has flown by, although there have been times that I thought it would never end. When I was elected to the Board, I didn't really know what to expect. At the time, I was certainly not planning on becoming president (sure, now he tells us!). What I WAS anticipating was giving back to an Association that had given so much to me, then maybe getting out in a few years. Well . . . the bug got me and here I am now, president at least for one more month.

So much has changed with the MAGCS in the last eight years. How many remember the days when you just showed up at a meeting without pre-registration? Either the Golf or Arrangements Committee chairman would walk out of the club with several thousand dollars in cash and checks. Some must remember how difficult it was for members to accept the "new policy" of prepayment. In those days, a meeting with 75 people was big for us.

Another step the Board took during my tenure was the reconstruction of our newsletter. This was a decision filled with controversy. Then-president Joel Purpur led the Board and prevailed despite those who said, "It will never work." The making of *On Course* took a lot of dedication and hard work plus some great input from the membership to make it one of the finest publications in the industry today.

Before I was a member of the Board, I found it very easy to criticize the meeting structure, the education, the prizes or anything else I thought wasn't right. Then I got elected and realized the amount of work and dedication it takes to serve the membership. Yes, the Board of Directors does not always get it right, but we try to do our best. So if you are one who can help out and keep our Association moving forward, I encourage you to step forward. Serve on a committee, write an article, speak at the clinic or run for the Board. Then you will see for yourself how time flies.

As I approach completion of my term, it is my pleasure to welcome Dave Armentrout to the Board as the commercial representative. Dave is filling the position vacated by Paul Yerkes. Dave comes to us with previous expertise as a commercial rep for another chapter. I would like to thank Dave for accepting


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group participating in the event. So now the question is how to spread this information to touch a larger group of people and maximize the event's impact. Certainly, the individuals that participate in the program will tell their friends and acquaintances about the event, so their positive experience will spread by word of mouth. Here are a few further ideas:

- Write an article about the event for the newsletter at your facility and post the article on your Web site.
- Send an article with pictures to your local newspaper.
- Use the event as part of your participation in Audubon Cooperative Sanctuary Program (ACSP) for Golf Courses.
- Post pictures from the event on the bulletin board at your facility.
- Send an article with pictures to the group that participated in the event so that they can include it in their newsletter.
- Send an article with pictures to the homeowners association located adjacent to your facility so that they can include it in their newsletter and they are aware of your work within the community.
- Write a press release and send it along with pictures to local agencies, including the local cable channel, radio station, community centers and the public library. You may try this technique in advance of your event—who knows, maybe a reporter or other representative will show up to document the proceedings.

- Send a summary of your community outreach event to the MAGCS Environmental Committee. One of our objectives is to share the environmental efforts of MAGCS members with the Chicagoland community. If you have participated in any community outreach programs that have dealt with environmental awareness, please send me a summary of the event and we will use the information to write a press release that will be sent out to local news agencies.


Remember, too, participating in community outreach can give you a sense of personal satisfaction and, since it can be tied to the ACSP, it indirectly assists you in earning PDUs that can count toward GCSAA recertification. This type of community outreach can also be used under the communications section of the PDR self-evaluation program offered through the GCSAA.

So there it is, rewards tenfold generated from a single event, and in the process a large group of individuals from outside our industry will be made aware of our efforts regarding environmental stewardship. Wouldn't it be nice if all of the activities into which we invest our energy could be so productive? 

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this appointment as the entire Board of Directors looks forward to working with him.

It has become increasingly difficult for me to come up with topics to write about, so I hope I haven't repeated myself too many times. At the recent Kane County Cougars baseball game outing, I was asked if I would miss being part of the Board of

Directors? The first thing out of my mouth was an emphatic "NO" but after a second, I had to concede, "Yes," because serving on the Board becomes such a big part of you. I know it will be difficult to leave. "NOT!!!" Okay . . . just a little. 

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