



Membership Has Its Privileges

According to its SOP (standard operating procedures), the purpose of the Membership Committee is quite simple: "The Membership Committee shall make known the purpose of the Association by contacting eligible nonmembers, and advising them of the programs and benefits offered through the Association so that others will want to join with us in the pursuit of our objectives."

The MAGCS is one of 102 GCSAA affiliated chapters. This includes affiliated chapters in Hawaii, Canada and Guam. Based on year 2000 figures, the MAGCS ranked 7th-largest among the GCSAA affiliated chapters (Table 1).

Currently, we tally 278 class A and B (superintendent) members. There are 83 class C (assistant superintendent) members. Assuming that all superintendent members have an assistant, then only one out of every three assistants is a member of MAGCS.

(Table 1)
MAGCS vs. Other GCSAA Chapters, 2000

CHAPTER	TOTAL SIZE	MEMBERS CLASS A	MEMBERS CLASS B	MEMBERS CLASS C	MEMBERS OTHER
1) Carolinas	1,580	519	179	259	623
2) Florida	1,081	598	209	238	36
3) Minnesota	934	277	107	183	367
4) Georgia	907	254	94	219	340
5) Rocky Mountain	638	169	57	153	259
6) Cactus & Pine	614	205	70	112	227
7) MAGCS	613	245	43	94	231
8) Northern Calif.	607	167	58	86	296

According to the most recent figures from 2001, the MAGCS has slipped from 7th to 8th-largest of the GCSAA affiliated chapters (Table 2).

(Table 2)
Ten Largest GCSAA Chapters, Ranked by Total # of Members

	2000	2001
1st	Carolinias 1580	Carolinias 1801
2nd	Florida 1081	Florida 1151
3rd	Minnesota 934	Minnesota 912
4th	Georgia 907	Georgia 891
5th	Rocky Mountain 638	New Jersey 664
6th	Cactus & Pine 614	Rocky Mountain 659
7th	MAGCS 613	Cactus & Pine 618
8th	Northern Calif. 607	MAGCS 610
9th	New Jersey 585	Iowa 582
10th	Iowa 575	Ontario 551

*For 2001, Northern California had not submitted their chapter survey. Most likely, they would have appeared somewhere in the top 10.

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Over the last five years, the MAGCS has realized a 5% growth in membership (Table 3). While membership has grown, the makeup of the membership, expressed on a percent basis (Table 4), has remained basically unchanged.

(Table 3)
MAGCS Membership, 5-Year Historical

Membership Class	2002	2001	2000	1999	1998
A	234	245	252	245	227
B	45	43	41	36	48
AA retired	30	27	29	28	29
C	97	87	93	81	80
D	14	10	11	9	12
E	170	158	163	164	175
F	1	0	0	0	0
G	3	4	3	1	0
H	16	17	17	15	13
I	0	0	3	0	0
Total	610	591	612	579	584

(Table 4)
MAGCS Membership, 5-Year Historical, Expressed As %

Membership Class	2002	2001	2000	1999	1998
A	39%	40%	41%	42%	39%
B	7%	7%	7%	6%	8%
AA retired	5%	5%	5%	5%	5%
C	16%	15%	15%	14%	14%
D	2%	2%	2%	2%	2%
E	28%	27%	27%	28%	30%
F	0%	0%	0%	0%	0%
G	0%	1%	0%	0%	0%
H	3%	3%	3%	3%	2%
I	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%

Based on the preceding information, the Membership Committee has established the following five goals.

GOAL 1:
Increase the number of class A and B (superintendent) members.

By cross-referencing our directory against the publication *Chicagoland Golfer*, we identified 130-plus local courses that are currently not members of MAGCS (Table 5). These local nonmember courses have been sent membership information on MAGCS and GCSAA along with a complementary issue of *On Course*.

(Table 5)
Statistics of MAGCS Membership vs. Local Courses as Listed in *Chicagoland Golfer*

Course Type	<i>Chicagoland Golfer</i>	MAGCS A/B members	MAGCS Non-member
Private	88	82	6
Public	275	142	133
Totals	363	224	139

GOAL 2:
Increase the number of class C members.

Currently, we tally 278 class A and B (superintendent) members. There are 83 class C (assistant superintendent) members. Assuming that all superintendent members have an assistant, then only one out of every three assistants is a member of MAGCS. All courses were sent information offering class C memberships at a prorated cost of \$40 through the end of September.

GOAL 3:
Increase the number of class D (student) members.

Prior to the summer break, packets were sent out to program directors at eight local turf schools. These packets contained membership applications and informational brochures about the Association. Directors were asked to make this information available to their students.

GOAL 4:
Increase the number of GCSAA votes that are assigned to MAGCS.

Currently, 274 MAGCS members have assigned their GCSAA vote to MAGCS. The MAGCS represents a large voting block within the GCSAA (one of the top 10). This year, we are including paperwork necessary to assign a vote to MAGCS in all new member packets going out to A and B members. We hope to boost the voting power of the Association so that the MAGCS continues to have a strong presence at the national level. If you are unsure of your current voting status, it can be verified by contacting GCSAA.

GOAL 5:
Increase the number of class E (commercial) members.

Commercial members make up one-third of the Association. It is important to support the commercial members since they work hard to support the efforts of the Association. To attract additional commercial members, we are asking for your help. The next time a commercial nonmember calls on you, take a few moments to

discuss MAGCS with him or her and offer that person a membership application. Applications can be obtained by calling the business office at 630-406-5356, downloading from the MAGCS Web site at magcs.org (the application form is located toward the bottom of the home page), or contacting me directly at 815-469-5903. Also, you can pick one up at any of the monthly meetings. We would like everyone to keep a blank form on file at their office so that they can quickly offer it to any interested individual.

If a commercial nonmember isn't sure what the MAGCS has to offer, remind him or her of the many benefits associated with membership, including:

- Educational seminars
- Subscription to *On Course*
- Golf events
- Opportunity to participate on committees
- Chance to network, exchange ideas, build friendships

Still not sold? How about these numbers! The MAGCS represents about 280 different golf facilities. If

each of these facilities operated on a purely hypothetical budget of \$500,000 per year, minus 60% deduction for payroll expenses, this means that collectively these courses would have an estimated purchasing power for related goods and services of approximately \$56 million annually. This is a significant number, which makes the little green MAGCS directory book a very valuable resource.

Summary

What does all this mean? As with all associations, membership is our lifeblood. While membership continues to grow, and our voting status with the GCSAA remains very strong, we are beginning to fall behind other affiliated chapters in terms of rate of growth. Membership recruitment is the responsibility of all current members. One of the many privileges that comes along with membership is the opportunity to become actively involved in the recruitment of new MAGCS members.



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