



# Increasing Our Membership

*One of the duties of the MAGCS Membership Committee is to increase the membership of our Association. With the help of our executive director, Luke Cella, the Membership Committee has come up with a few strategies to address this goal and recruit new members. First, we should look at some numbers. Taking our cue from Tim Anderson, a fellow Board member and former Membership Committee chair, we used the publication Chicagoland Golfer and noted 371 golf courses listed in their directory. As of our Board meeting on September 13, we tallied 235 Class A members and 52 superintendent members for a total of 287. Now, our membership in 2002 for Class A/B members was 224, so we have increased our numbers over a three-year period, but there are obviously still some facilities in the area that do not sponsor their superintendent or facility as a member of the MAGCS.*

*Adding a Facility Membership, and extending membership to members of TETA, are two ways the ranks of MAGCS could grow in the future.*

To help extend our outreach, the Membership Committee has proposed a new class of membership. The class would be called a Facility Membership (or Class F—the current Class F would change to Class I). The different angle behind this new class of membership would be allowing a facility, rather than an individual, to attain MAGCS membership. A facility applying for this membership class cannot have a regular member (Class A or SM). Again applying the count of 371 golf courses, if we look at numbers for Class C (assistants, 124 members) and Class D (employees of golf course superintendents, seven members) memberships, we total only 131 members, much less than 50% of 371. These numbers alone indicate that there is some room for improvement. If fully half of these facilities had their assistants as members, we could increase the Class C membership by 61!

The other area where we are looking to increase our membership is by including the members of TETA (Turf Equipment Technicians Association) in our Association. The technician would have a dual membership, one in TETA, the other in MAGCS as a Class D member, thus increasing our membership in Class D. The committee, as well as the Board of Directors and our executive director, feel there are numerous positives to having the technicians join our Association. They would have more exposure to superintendents, and vice versa; they would contribute editorial content in *On Course*; and they could be invited to our monthly meetings. MAGCS would benefit by increasing our membership, adding new advertisers for *On Course*, and affirming our support of TETA as one of the most valuable resources we have as superintendents.

Clearly, we have opportunities to improve our membership numbers, and with the input of Luke Cella, we are moving in a positive direction.



## Editor's Desk

*On Course* still needs you!

We won first place in GCSAA's 2004 Chapter Publications Contest in no small measure because of our strong editorial content, the vast majority of which is original material submitted by our members. Member-authored articles dropped off slightly in 2005. Yes, it was a challenging year and many were too busy and exhausted to even think about writing an article. If you didn't have the time or energy this year, please consider participating in 2006—by writing an article, joining Brad Anderson's "Midwest Breezes" team or simply reporting an idea or project to John Gurke, Brad Anderson or myself. Thank you in advance for sharing your expertise and talent with *On Course* and the entire MAGCS membership!

—Cathy Miles Ralston, Editor