



Setting Goals

Happy New Year!!! Hope the holidays were blissful and relaxing. This time of the year, I get to rejuvenate the body and soul; basically this means that I have to work on the house and attend social activities. Enjoy the winter months as much as possible; spend time with family and colleagues and take a vacation. Speaking of colleagues, I want to thank Dawn and Scott Speiden from Itasca Country Club for hosting the Fall Dinner Dance. Seems like everybody had a great time. The food was excellent and the deejay was entertaining. Also, I would like to say thank you to the vendors for supporting this event.

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Recognition also goes out to all individual spouses of the Midwest Association of GCS for their dedication and support during the trials and tribulations of last season. We salute you. Thanks for your love and comfort.

With respect to Board business, John Ekstrom from Cantigny Golf Club has been appointed to the Board to replace Chad Kempf as our Class 'C' advisor. Chad moved to Wisconsin and is now working with EPIC Creative Communications. He did a great job on the Board and I wish him much success—good luck!

In terms of other goings-on, the MAGCS Board and I would like to set some goals this year and hopefully by doing so, we can paint a clearer picture for the next few years. We'd like to increase membership. Via the bylaw changes, the Turf Equipment Technicians Association (TETA) has joined us with the promise of more involvement and timely articles for *On Course* magazine. We'll be striving for better communication between members and the public, both through the Web and *On Course* magazine. We also have outlined some goals related to public relations/media relations to see that our members receive achievement recognition. Another important goal, career enhancement for our members, means ensuring education availability and career development assistance. We'll also be developing a leadership and volunteer management plan. I would like to have two or three surveys this year of roughly eight to ten questions each. This will give the Board better feedback on what the members are looking for and provide the Board with direction. We also want to make better use of our best resource: *On Course* magazine. We'll boost our efforts to send this magazine to "links" that are involved with the golf industry. Finally, we'll be taking strides to stay in tune with environmental issues and the overall Green Industry.

Meanwhile, I hope you will get a chance to attend one or both GCSAA seminars this month at the Midwest Golf House as well as the monthly meeting at Prairie Landing Golf Club.

The GCSAA National Convention remains in Atlanta and the hospitality reception will unfold at the Hyatt Regency Atlanta on Peachtree Street on Thursday (February 9) and Friday (February 10) of the conference and show. I would personally like to say thank you to all the vendors that have supported this event in the past and will again do so this year. Also, I wish for all making the trek to Atlanta to enjoy the seminars, the trade show and spending time with colleagues. Have a safe trip!

