



Mission: Possible!



The MAGCS Board of Directors has been charged with a mission. The mission is to preserve, enhance, streamline, and grow the tremendous asset of On Course magazine. On Course has been recognized by the GCSAA as a leading publication for two years in a row. We, as members of MAGCS, are well aware of the value of the magazine not only to ourselves, but to people we need to educate on the virtues of our profession.

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First and foremost, On Course exists to serve the members of the MAGCS. Our magazine provides a medium to connect the entire membership body. This common thread provides a tremendous value to more than 900 superintendents, assistant superintendents, equipment technicians, commercial representatives and others related to our industry. A 2003 *On Course* readership survey found that 77% of *noncommercial* members say that the advertising in On Course **does or could** impact their purchasing decisions. This figure represents hundreds of superintendents and assistant superintendents in the greater Chicago metropolitan area. 78% of *commercial* members said they viewed advertising in On Course as an **invaluable way** of reaching their target market and/or supporting the MAGCS. It is obvious that *On Course* is one of our association's most valuable assets and needs to be preserved and protected for our membership well into the future. With this in mind, the mission of promoting, enhancing and increasing the value of On Course has been given to our current Executive Director, Luke Cella. If you have not been aware of the change, Luke has been managing the magazine for the past several months.

Today's *On Course* has a central location within the MAGCS corporate headquarters at the Midwest Golf House in Lemont. Not only does this maximize efficiency of running the publication, but also promotes a professional look and feel to all aspects of the business of *On Course* and the MAGCS. It is our goal to be available to serve our membership on a timely basis. This central location provides greater exposure and accessibility due to the fact that there is a convenient single point of contact for ALL issues pertaining to the magazine and the association.

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Streamlining operations and providing a central location provides another benefit of potential cost savings. The MAGCS Board of Directors has worked diligently to be stewards of *On Course*. Fiscal management continues to be a top priority when it comes to the production and distribution of our great publication.

Another critical benefit of Luke taking the reins of *On Course* is that he has constant exposure within our membership. Luke attends every event, talks to many of us on the phone and continually fosters relationships with supporters of the association and beyond. It only makes sense to place MAGCS's most valuable asset into Luke's capable hands. Luke may not be growing grass anymore, but he understands our trials and tribulations. He knows our business like no other association executive. His management provides a dynamic environment of community with vendors, superin-

tendents and all members. Not only does this environment provide an excellent medium for service to the members but increases our network with each other.

The potential for growth requires *On Course* to evolve over time. Constant improvements are being incorporated into the magazine. Some of these changes have already taken effect; the accounting of the magazine has been automated, past issues are being archived, Brad Anderson will be writing his monthly "Midwest Breezes" column, and will be providing an education synopsis from monthly meetings. "Technically Speaking" is helping to educate our equipment technicians and superintendents alike. Furthermore, Luke's "MAGCS in Motion" will keep all reader's abreast of important items that impact MAGCS and more. John Gurke's endless wit will continue to entertain all who set eyes on "The Bull Sheet". New ideas will continue to

meld with the old in order to enhance our publication as plans are laid forth for the future of the magazine.

The bottom line is that we have an Executive Director that is now publishing our magazine with more fervor than ever before. Luke is at every event, and every meeting. He knows the business of greenskeeping and he stays abreast of current issues and topics both locally and nationally. Luke is at the heart of all the action, and he will be actively soliciting articles and ideas for articles from the members of MAGCS, whom he speaks with frequently.

Some may say "why fix what's not broken?". As Chairman of the Editorial Committee, I say "complacency will not accomplish the mission". The mission is to preserve, enhance, streamline, and grow. The MAGCS Board of Directors has commissioned Luke Cella for the mission. This mission : possible!



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