



It Happened (in) One Night

“If you want to make enemies, try to change something.”

Woodrow Wilson.

Making a change is always difficult. I have to admit, I was a little nervous about reducing the MAGCS Hospitality Suite to one night at this year’s GIS???. After all, since I have been the Commercial Director, I have changed quite a few things over the years: wristbands, nametags, sign in desk, etc. I have heard many a complaint, however, I believe it’s my fiscal obligation to ensure that our Golden Tee Sponsors are getting the very best for their generous contributions. I have made these changes with the utmost confidence. My first year on the job, I put together a spreadsheet analysis (for the years 2002 forward) tracking not only food and beverage counts and expenses, the percent breakdown of vendors vs. clients, and attendance each night, but also what went right and what went wrong.

Please take a moment to look at the full-page thank you advertisement listing these sponsors and remember to support them throughout the year.

Our expenses have been escalating at a faster rate than our contributions, so something had to be done. Not only did we eliminate one night but we also went to a fixed-price-per-person open bar. The combined effect was a rather substantial reduction in our costs per person. This turned out to be extremely significant in the end: this year’s event represented our largest attendance ever — over 430 people!

I also believe that there is no such thing as a free lunch...not when one piece of shrimp this year cost \$6.14, tax & tip included! We will continue to limit attendance to guests of MAGCS only.

This event, of course, would not be possible without the generous support of the 43 members of this year’s MAGCS Golden Tee Club. These generous supporters contributed over \$34,000 for this year’s event. Please take a moment to look at the full-page thank you advertisement listing these sponsors and remember to support them throughout the year. We were very fortunate to have three brand new sponsors this year: Agrottrain, Great Lakes Turf, and Tee Jet. Thank you so much for sponsoring one of the year’s biggest events. To the Superintendents who are reading this article, please extend your thanks to our sponsors and if you are in the market for a new product or service, please consider one of these fine companies.

One important aspect of the Hospitality Suite that should not be forgotten is the MAGCS Commercial Committee. This great group of people had to complete the task of contacting each and every class E member to solicit contributions. The MAGCS committee consists of **Keith Copersmet** of Palatine Oil, **Howie Shuck** of BTSI, **Scott Spier** of Arthur Clesen, **Steve Stewart** of TPEC, **Marsha Traves** of Burris Equipment, **Rick Uthe** of J.W. Turf, **Beth Whitehouse** of Dow Agrosiences, and **Sam Wineinger** of Lesco. Thank you for all your time and effort!

I would also like to thank all the volunteers who helped at the welcome table and “manning the door.” These people are to be commended for giving up their free time after a long day at the trade show/seminars: **Garry Ander-**

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son of Arthur Clesen, **Paul Bastron** of Glen Flora, **Wes Danielewicz** of TETA, **Pete Kiraly** of Rabine Paving, **Kevin Knudson** of Arthur Clesen, **John Lamkin** of Arthur Clesen, **Erwin Mckone** of Briar Ridge Country Club, **Mike Matchen** of Wilmette Golf Course, **Todd Schmitz** of Phillips Park, **Bruce Schweiger** of Reinders (for not only your hard work, but also the hard time you gave me all night!), **Tim Snell** of TPEC, **Ted J. Soenksen** of TETA, **Scot Spier** of Arthur Clesen, **Steve Stewart** of TPEC and **Dena Zajdel** of Waupaca Sand & Solutions. There were several "Classy" Guys (pun intended, think about it) who also helped: **John Ekstrom** of Hinsdale Golf Club, **Matt Breeden** of Seven Bridges, **Jeremy Duncan** of the Village Greens of Woodridge, **Pat Maksymiu** of Cantigny, **Josh Murray** of Cantigny, and **Virgil Range** of Aurora Country Club,

I also was proud to be the "mom" to several University of Illinois Students who graciously donated their time as our bouncers. If anyone has their names, I would greatly appreciate your forwarding them to me as I would like to send them a thank you note (OK, and I want to know how to nab them for next year as well)!

Once inside the room, there are several others who need to be thanked profusely:

A very special thanks goes to **Ernie Kaplan** of Kaplan Paving for

putting together the PowerPoint presentation highlighting our Golden Tee Sponsors. I was getting a little worried about how I was going to make all those posters since I don't know the first thing about PowerPoint Presentations!

Thank you **Ed Braunsky** and **Tony Kalina** for getting up there on stage with me to hand out the cash cards...especially since the microphone wasn't working properly!

Of course, warm and special thanks to **Luke Cella** for all of his hard work and behind the scenes work which includes but is not limited to: location of the event, all of the mailings to sponsors, collecting all the money, guest lists, badges, picture taking, etc. **The hardest part of his job.....listening to and putting up with me for the last couple of weeks. I'm surprised he picks up my calls most of the time.... perhaps his caller ID doesn't work!**

Our scholarship raffle, once again, was a huge success! I am happy to report that all of this year's winners of the \$200 American Express Cards were superintendents.

Mark Pettigou of Thunderhawk, Ed Fischer of Old Elm, Dave Drendel of Mistwood and Brad Legnaoili of Highlands of Elgin. Thank you once again to all who participated in the raffle. Because of you, we have secured \$2400.00 for the scholarship fund! That is \$100 above last year's two night total!

Last but not least, there are always some funny moments:

Poor Holly Gilmour's little girl, Andie (what a doll baby!), who didn't understand why she wasn't winning the raffle. Hopefully, she will attend next year and we'll make sure she is a winner.

I did get to play bouncer myself at one point...some man kept insisting he knew everyone in the room. He mentioned Tom Gray, and I politely told him Tom was no longer a member of MAGCS, he then proceeded to mentioned several other names "John Smith," "Joe Blow," and a bunch of others who were supposedly in the room. I gave him one last chance and he came up with Bob Hope! Oh Pleeeees... Anyhow, as it turns out he thought we were the Michigan Room.

And who can forget Joel Purpur's hidden oral talent (he whistles very loud for those of you who were thinking of something else). Without him, we would never have been able to quite the room down to hand out the raffle gifts.

Steve Van Acker didn't win...anything. Hmhmhmhmhm.

Thank you all for your support throughout the year. It is what makes this organization a success! See you next year in Orlando!



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