

ON COURSE WITH THE PRESIDENT  
Tony Kalina, *Prairie Landing Golf Course*



# A New Task for a New Board

*As my term of office begins, let me say first that it is a profound privilege and honor to serve as President of the Board of Directors of the Midwest Association of Golf Course Superintendents, and I pledge to serve our association in the best interest of all the members in the coming year.*

I am fortunate and thankful to be working with a dedicated Board of Directors. I am thrilled to act with the Board, our industry partners, and our members, as we face the challenges and issues before our association. In these uncertain economic times, the road ahead for golf appears rough. I know that our members have the will and attitude to persist in a professional and diligent manner.

Since 1926, MAGCS has been and remains a robust, prominent affiliated chapter of the GCSAA. Our association's past success is the result of strong leadership and an unyielding commitment to professionalism. We all owe our past leaders a great debt of gratitude. They worked hard to build an association that served its members. That remains the goal of the current Board. I believe every MAGCS member has something positive to offer to our association. I also believe that it is the obligation of every member to be involved and to serve.

One objective I have for the Board this year is to improve sponsorship opportunities at monthly MAGCS events for our commercial members and to further build our community of members. In the past, our Arrangements Committee has solicited sponsorship revenues to subsidize our meeting costs. The Arrangement's Chair would call on our commercial members monthly to ask for funding support – the same pool – time and time again. Understandably, that support has declined over the past several years. Doubts about the value of sponsoring MAGCS monthly meetings have beset our commercial members for some time. What is the value of sponsoring? This year, the Board began to consider input from our commercial members in order to improve this situation and resolve their concerns about the value of sponsoring.

To that point, I have asked the Board to join me in devising new ways to promote sponsorship. A new task group has been formed at the Board level. They are charged with creating additional advertising value, while generating the greatest revenue from sponsorship opportunities. The Board has created a 'Partnership

Task Group' to help us better understand and manage the needs of our commercial class members. The revenue opportunity of sponsorship is largely untapped. It is an important source of subsidy for meeting and other association costs. If we can provide our commercial members with increased visibility and greater access to our membership, it would create a "win-win" for everyone.

I have asked Scott Witte, CGCS to oversee the Partnership Task Group this year for the Board. He has graciously accepted the opportunity and the task. He will be forming an Ad Hoc committee composed of superintendents and commercial members in a 50/50 ratio. Their main objective will be to advise the Board about ways to add value to our sponsorship opportunities.

Some of the opportunities being considered at this time include:

- Creating a "Partner's Page" on the MAGCS website where products, brands, and services could be showcased through commercial vendor links;
- Offering ad space within the interior of the MAGCS Directory and/or the MAGCS website;
- Having a "Vendor Day;"
- Promoting sole sponsorship opportunities at monthly meetings.

The task group has its work cut out. I know Scott well, and I know that we will be amazed at the amount of work and the number of ideas his group generates. Thank you in advance, Scott.

For eighty-two years, MAGCS has inspired and led a profession. In 2009, we're leading yet again.

In closing, I want to welcome our newest Board members, Tim White, of Prestwick Country Club, and Mark Thibault, of the Links at Carillion. The two of you will make fine additions to the Midwest Board.

Lastly, I want to wish everyone a very Merry Christmas. May God continue to grace you and yours with health and happiness in 2009.

Sincerely,  
Tony Kalina -OC