

MAGCS IN MOTION
Luke Cella, MAGCS



The Midwest Core Sponsor

Two years ago a Partnership Task Group was formed by the Midwest Board of Directors to meet with our Associate members and Class E representative to talk about the Midwest. This could not have happened at a better time as the economy started to tank. The objectives of the meetings were to listen to commercial members to see if their needs were being met by the Midwest and to develop a plan to strengthen their support of the Midwest in the future. The Task Group still exists and both groups continue to work together to offer support, programs, events that fortify and keep the Midwest at the forefront of the profession.

One new program that members will be seeing starting in 2011 is the Midwest Core Sponsorship program. The program started as a means to combine the opportunities for a commercial member to support the Midwest into one simple checklist. In years past, requests for support would go out several times per year to our commercial members. It had become confusing, time consuming and costly to keep sending out requests for support. The board took this information, digested it, and designed the Midwest Core Sponsorship program. The program combines the support of the Midwest's three largest items – *On Course*, our monthly meetings and the Hospitality Reception into one program that our commercial members may choose to support. There are four levels in the Core Sponsorship Program – the Albatross, the Hole in One, the Eagle and the Birdie. Each level advertises in *On Course* every month, supports the Hospitality Reception and sponsors our monthly meeting(s).

At printing, five companies have signed up to become a Midwest Core Sponsor for 2011. Keep your eye out for the Core Company logo in the year ahead and make certain to thank these folks for their support of the Midwest. **-OC**



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