

ON COURSE WITH THE PRESIDENT
Luke Cella, *Publisher*



Important Changes

Who invented the New Year's Resolution? It wasn't a greeting card company that pushed it through like Valentines Day, Father's Day or Mother's Day. I think it was someone that saw the new year as a fresh start, a new beginning, an opportunity to begin with a clean slate. It was probably a very simple utterance since New Year's Day is preceded by a night of tomfoolery. It doesn't take much imagination to the real reason the first resolution was uttered. Resolution is the act or process of resolving, when defined further takes you to the word determine, which, I believe is at the heart of the matter – to fix conclusively or authoritatively.

In middle December the Midwest Board met to look at the Association in a strategic manner. This is a really good practice because it encourages the Board to look at the Association from a different point of view. This differs from our normal meetings throughout the year when we are wrapped up in the minutia of the Association; running the next meeting, squaring up speakers and education, making sure arrangements are set, etc. The setting of the strategic meeting is informal and laid back with no motions or rules to promote the thought process of those present. There is a loose agenda to the meeting that the group is guided through, but the real beauty of it, is the outcome is not set and no one knows where it will go. One of the outcomes of our meeting earlier this month was to fix conclusively the mission statement.

We reviewed the mission and tweaked it a bit to better reflect who we are. It now reads:

"The Midwest Association of Golf Course Superintendents exists to promote professionalism and integrity, to provide networking, education and career enhancement opportunities to all members who facilitate the growth and enjoyment of golf."

The changes come in the addition of "promoting professionalism and integrity" and "to all members" to the statement. These two changes may appear to be small on the surface but a lot of thought and discussion occurred to carefully select the words and their order. The board feels everything we do promotes professionalism. Whether it is producing a high quality desirable magazine, educating our members by vetting our speakers, visiting with lawmakers to alert and inform them, or providing venues for our members to foster relationships, the underlying intent is always to

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promote the image and the standing of the profession and the individuals that are golf course superintendents. Furthermore, the board wants to make certain that the integrity of our profession is well cared for and valued as it always has been. Lately, there seems to be some pressure on how we go about doing business, and some of this stems from the economic uncertainty, which eventually will stabilize. The integrity of our profession and our members should never waver under any circumstance – and by adding this to our mission – will keep this belief and practice revered.

With the addition of "all members" the board feels that the mission now reflects what we are: a member driven and member run Association.

As we enter into a new year, know that your board has thought about your Association, and that you have placed it in good hands. For these gentlemen truly care about serving you and the profession not only for the coming months, but also for many years to come. **-OC**