GCSAA INTERNATIONAL CONFERENCE AND SHOW John Gurke, CGCS Contributing Editor

Highlights from Atlanta

The soon-to-be-renamed GCSAA International Golf Course Conference and Show (it will become the Golf Industry Show in 2005 when the merger of GCSAA and the National Golf Course Owners Association is finalized) held in Atlanta, Georgia in mid-February is now past, and hopefully everyone returned safe and more knowledgeable. As most people I spoke with would agree, our host city was a pleasant surprise, with decent weather, lots to do and easy access to the conference from almost anywhere. If you could avoid being accosted by the homeless, and get out of town on Saturday with minimal flight delays, I'd say you had a successful trip. One note to Atlanta: If you find you have too many Hooters girls, don't hesitate to send them to Chicago!

Some highlights included the MAGCS Hospitality Suite in the Marriott Marquis Hotel (more to follow) and Dudley Smith's great acceptance speech when presented with GCSAA's Distinguished Service Award on Wednesday the 12th. Some lowlights were Bob Maibusch, CGCS's narrow defeat by Tim O'Neill, CGCS in the race for secretary/treasurer of GCSAA. Bob remains a director of GCSAA, so fear not-our voice will still be heard. Also, the passing of a \$50 dues increase means digging even further into your pockets to continue to have the privilege to "suck upon the corporate nipple" that is GCSAA's.

MAGCS once again fielded a star-studded team in the Annual Golf Championship, with some limited successes. A recap of the top-10 finishers in the various divisions goes as follows:

- Al Pondel, CGCS (Rockford C.C.)—8th place, Championship Flight by gross
- Chad Ball, CGCS (Conway Farms G.C.)—10th place, Third Flight by gross
- Tim Davis (Shoreacres)— 3rd place, Senior 1 Flight by gross and 8th place by net
- Ed Fischer, CGCS (Old Elm Club)—3rd place Senior 2 Flight by gross and 8th place by net
- Four Ball Championship:
- Tommy Robinson (Ravinia Green C.C.)— 5th place gross
- Al Pondel—6th place gross
- And finally, Dave Radaj II, CGCS (Green Acres C.C.)— Nearest to the Line

Congratulations to all contestants for . . . showing up.

Now back to the highlight of the show-the MAGCS Hospitality Suite. The accommodations could not have been better for our two evenings of revelry-both rooms were huge, allowing the numerous food and drink stations to be accessed easily (and frequently). Many of our members and their guests enjoyed the excellent food and beverage service, making the room a great success. MAGCS expresses its deepest thanks to everyone behind the scenes who worked so hard to make it all possi-Yerkes ble. They are Paul (Lesco-past Commercial Advisory Representative), Dave Armentrout (TPEC-immediate past Commercial Advisory Representative), Sylvia Lima (TPEC-brand spankin'-new Commercial Advisory Representative) and Tim Anderson, CGCS (Prestwick C.C.-current MAGCS Arrangements Director). More importantly, MAGCS thanks all members of the Golden Tee Club, contributions generous whose ensured that nobody left the room hungry or thirsty. You're the best!



Congratulations to Jim Hall of Inwood Golf Course, who was one of Syngenta's three winners at the Syngenta booth in Atlanta. For his efforts in finding the Syngenta booth, Jim won a \$500 gift certificate to Sports Authority. Also pictured is Syngenta's Jim Shone.

-Ved wel

(more photos on page 32)

Congritulations Dudley Smith 2003 Distinguished Service Award Recipient







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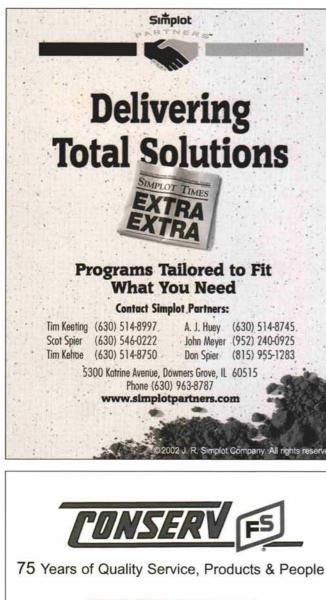
vet to hear from him upon our return. Are you in a sling again, Joel? Which brings me to the chairman of the organizing committee, Erwin "Action/Cut" McKone. As you may have guessed, Erwin also got the dubious honor of putting all highlights on videotape. It is my guess he is now working diligently in the edit room piecing together a skiing epic. Look out, Warren Miller. The star of the soon-to-be-a-hit movie would, naturally, be Brian Baker, "The Widowmaker." With a name like that, enough said. Brian snowboarded like he was still in his 20s. Oh, yeah, he actually is. Making sure we always had a table at the local watering hole was Mike "I'll Meet You at the Moose" Mumper. Rumor has it the Budweiser delivery truck had to make one extra stop the week we were there. Coincidence, I think not; I just wonder, how did they know? Then there was Tracy "Tex" Murphy. Tracy made sure we blended with the locals as much as possible, toting Stetsons and all. Tell me, what do city boys wearing cowboy hats look like to you? My point exactly! Complementing this already

fine field was Scott "Jared" Witte. Scott made the mistake of sharing an innocent little story with a few friends. It seems Scott has a few things in common with a certain Subway turkey-sandwich eater. Unfortunately for Scott, the name just stuck like barbeque sauce to a slab of ribs. Next, we had Dan "Valet" Stratton. Dan's the one non-golf person in our group, but we bring him because he has the uncanny ability to park a car anywhere and still have it be there upon our return. Last but not least was myself. Kevin "Crash" DeRoo. For those of you who know me, "Crash" is pretty much my name in every sport I do, including golf. My real claim to fame this particular week would be skiing on equipment older than the Widowmaker. And that really never even bothered me until it was pointed out that a pair of skis that were screwed onto the outside wall of one of the ski shacks as decorations were newer than mine. Now that hurt.

My purpose in sharing all of this is that even if you absolutely love what you do (and most of us do), everyone should still take some time, get away and recharge those batteries. As for our Association, this year's events are falling into place. By the time you read this, the Midwest Hospitality Room in Atlanta will be a pleasant memory. I certainly would like to take this opportunity to thank all of our commercial sponsors who graciously participated in donating to this glorious function. We could never do this without you. It is something we as MAGCS members should all be very proud of. I would also like to thank the behind-the-scenes people who really bring it all together: Tim Anderson, Dave Armentrout, Svlvia Lima, Paul Yerkes and the entire Board of Directors. Your diligence has once again paid off; you all have raised the bar again. Next on the docket: the March meeting, which will take place Tuesday the 11th at the Midwest Golf House where Bree Hayes will be presenting "Team Building and Group Dynamics." Hope to see you all there.









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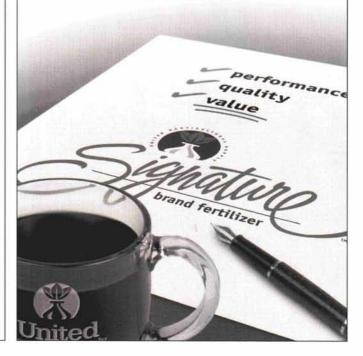
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Setting a Steady Course in Turbulent Times

"It was the best of times, it was the worst of times." The opening line from Dickens' A Tale of Two Cities could just as easily describe the last few years in the financial markets. Since the last bull market reached its peak in March 2000, the stock market has bounced around in response to world events, recession, Enron and other financial scandals. On the positive side, the 2001 tax law changes have made it easier for most people to save more for college and retirement and to pass along their wealth to their heirs.

With all the ups and downs lately, many people are asking how they can safeguard their financial well-being through good times and bad. There are four basic steps you can take.

Make sure that all your emergency needs are covered including insuring the security of your family's future and saving enough in a rainy day fund to tide you over during an unexpected run of bad luck. 1. Plan. To secure your financial future, you have to know first where you're going. For example, if you're investing for retirement, you need to determine when you want to retire, how much you will need to live on in retirement, how much time your investments have to grow, and how much you can afford to save each year. Once you've answered these questions, you or your financial advisor can develop the investment strategy that will help take you where you want to go. For each element of your financial future, you will need to plan. Your financial plan incorporates many elements, including investments, savings, insurance and estate planning.

2. Prepare. Make sure that all your emergency needs are covered including insuring the security of your family's future and saving enough in a rainy day fund to tide you over during an unexpected run of bad luck. Once your emergency needs are covered, look at your investment portfolio and ask yourself, "What's the worst that can happen?" If you don't like the answer, you may want to rethink your investment strategy.

3. Diversify. When the stock market was climbing to dizzying heights, there were people who thought it could never go down. They invested only in stocks, usually the most speculative kind. Or, as some Enron shareholders discovered too late, some people were overloaded on one company's stock.

Even if you're an aggressive investor, it's never a good idea to put all your eggs in one basket. Those who most successfully weathered the high-tech bust were those who had a variety of investments—some fixed-income securities along with a diversified stock portfolio that included small- and large-cap, growth and value sectors. Asset allocation—the process of deciding which stock and bond sectors you want in your portfolio and what percentage of each—is important for two reasons. First, by spreading your bets among different types of stocks and bonds, you are more likely to protect your assets on *(continued on page 37)*



Setting a Steady Course in Turbulent Times (continued from page 35)

the downside—that is, when the market is falling. Second, since no one can predict what next year's winners will be, having a piece of many types of securities makes it more likely that you will pick some winners. Your own asset allocation will depend on your age, your investment goals, your tolerance for risk and other variables.

4. Reevaluate. The most appropriate financial plans and asset allocations will only serve you for so long. Life circumstances change: children and grandchildren are born and grow up; your earning power increases; you get closer to retirement; you inherit money, and so forth. As your life changes, you'll need to reevaluate your financial plan to make sure it still meets your changing situation and goals.

You also need to periodically rebalance your portfolio. As the market goes up and down, your portfolio's allocation will change—a run-up in small-cap value stocks, for example, will increase the percentage you own in that sector, putting your portfolio out of balance. When you rebalance, you sell some of your winning sectors and buy more of the sectors that have not yet performed as well—thus conforming to the classic investment advice of "buy low, sell high." Rebalancing can help prevent your portfolio from taking on more risk than you had originally intended—and help you avoid possible losses when a formerly hot sector starts declining.

It may sound like a lot of work, but safeguarding your portfolio should be no different than safeguarding your car. Scheduling an annual meeting with your financial advisor should be as routine as taking in your car for an inspection. And by taking precautions beforehand, you will be in a better position to weather the good times and the bad times.

Vestines.

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Peter Voykin 1933-2003

Paul and Peter Voykin in 1995.

Editor's Note: Peter Voykin, longtime MAGCS member and for many years, the highly respected superintendent at Twin Orchard Country Club, passed away on January 30. Peter's brother, Paul, shares with us the eulogy he wrote and read at the funeral service.

"Cowards die many times before their death, the valiant never taste death but once, of all the wonders that yet I have seen, it seems most strange that men should fear death . . . a necessary end shall come when it shall come." -William Shakespeare

Goodbye, Peter. I am going to miss you very much. You were my brother and my best friend for nearly 70 years. No one was closer than the two Voykin brothers. We were always brother Peter, brother Paul.

Peter, so many times you helped me out when I was in trouble, when I was strapped for cash, when I needed a strong shoulder to cry on . . . I will forever remember your kind words

often spoken to me: "I always have time for my big brother Paul."

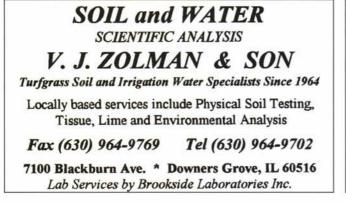
Peter, you were always a gentleman and one of the classiest guys I ever knew. You have left behind three wonderful children, Mark, Dianne and Kathy; numerous grandchildren; and Joan, the mother of your children, who loved you and was your dear friend until the very last. You were an outstanding athlete, especially in the game of golf.

There was no one I would rather have played golf with than you, brother Peter. You played the game by the rules. How often we would be on the green and I would ask, "Is my putt good, Peter?" and your smiling answer would be, "Sure looks good to me, brother Paul, now putt out please."

Peter, you never wrote books, gave speeches, or became president of anything, but your hard work, your many creative accomplishments on the golf course, your loyalty, your humbleness, your honesty, warm charm, humor, generosity and most of all, your friendship, will forever live in the pages of our hearts and minds.

Goodbye, my beloved brother Peter. Oh God, how I am going to miss you!

-Your brother Paul





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- Communication: Writing, public speaking, English, Spanish, Toastmasters and/or Dale Carnegie training.
- **Practical psychology:** Your interpretation of the effect of your interaction with others.
- **Delegation:** Using your key assistants to help carry out and supervise your instructions.
- **Professional associations:** Membership and involvement with board of directors, committees, etc. as a payback.

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- Family: Time, love, example, involvement, providing, finance and faith.
- Integrity: Trustworthiness and honesty above all else.
- Punctuality: A lifelong habit, always.
- Appearance: Dress for success and to fit the occasion.
- Internships: Your duty to the profession and the young interns. Both mentors and interns should use caution in selection. Both must be patient with each other. Better-known clubs and mentors provide an edge on resumes.
- Visibility: On the job, be visible and available to converse with the golfers, staff, etc., without interfering.







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