

e Magic Than Ever

ing in the wrong entrance and getting a look at the Boat Show going on adjacent to our event. Walking the floor was made easier for those with foot and back ailments by the company selling shoe inserts (\$30) to alleviate the pain. Some other show-floor notables included live skunks, Vegas showgirls, a dog-of-the-year contest and the much-anticipated *Golfweek's* 2004 Superintendent of the Year award presentation. Our own **Dan Marco**, CGCS of Ruth Lake Country Club was among the nominees, but was nosed out by a very deserving Stuart Leventhal of Interlachen C.C. in Winter Park, Florida, who battled the wrath of Mother Nature in 2004, surviving three direct hits from hurricanes. If you happened upon the Jacobsen display, you couldn't help but notice that big, bright orange watch on **George O'Hara's** wrist—a Tag Heuer, no less, which he was given in recognition of winning the Jacobsen Pace Setter Award for sales performance. Congrats on that, George! Perhaps the biggest (at least in size)

noise-maker on the floor was the Building of the Green demonstration, where a 5,000-square-foot USGA green took shape during the show.

Of course, not all business gets accomplished strictly on the show floor—other events such as university
(continued on page 32)



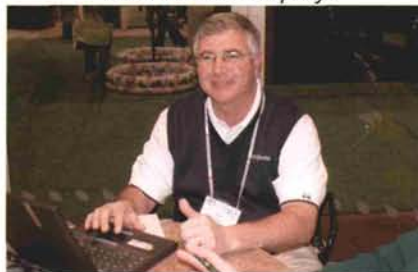
Justin Schroeder and Tim Anderson cruise the floor.



Darin Habenicht works the booth.



Dave and Eric Nadler at the Club Car display.



Jim Shone never stops working!



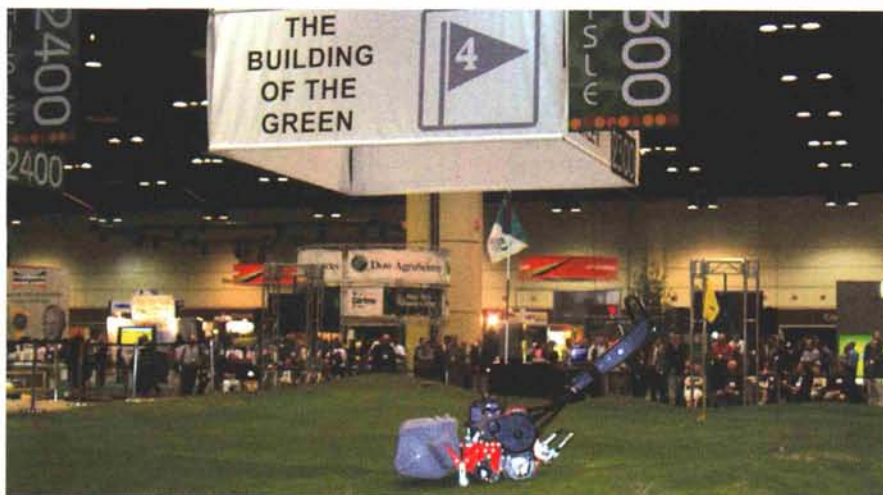
Matt Kregel, Justin VanLanduit and Tom Prichard.



Hank and Tess Wilkinson.



Jim and Ann Huber.



The completed Building of the Green on the trade show floor, ready for mowing.

alumni breakfasts, prayer breakfasts and hospitality suites see their share of action. Of interest to MAGCS was the re-formation of the University of Illinois Alumni Breakfast, held Thursday morning at an ungodly hour. On Saturday, former NFL coach Dan Reeves keyed the annual prayer breakfast.



Dr. Bruce Branham speaks at the University of Illinois breakfast.



Dan Reeves and Wally Fuchs—separated at birth.

The much-anticipated MAGCS Hospitality Suite took place Thursday and Friday evenings at the Rosen Centre Hotel adjacent to the convention center, and was once again a resounding success. Huge turnouts, great food, fun, service and tremendous company were the talk of the town—I've said it before and I'll say it again, **NOBODY** does it better!

The room also featured a running PowerPoint presentation of MAGCS member photos and suite sponsors, popularized at last year's show. Also making its second appearance was the big nightly raffle. This year's winners were Dan Howard of Master of the Links and Pat Ryan, a student at Kishwaukee College. There are so many fine people to thank for this outstanding version of our annual wingding, including Luke Cella, Sylvia Lima, Sharon Riesenbeck and her entire Commercial Advisory Committee, all the folks who manned the registration table and tended to the raffles, the staff at the Rosen Centre, and of course, sincerest thank yous to our incredibly

generous sponsors who provided the funding necessary to carry off such an extravagant event.



The sign-in table, manned by Rick Uthe, Tim Keating, Sharon Riesenbeck, Sylvia Lima, Gary Hearn and Scott Speiden.



"The Knickers."



Adolph Braunsky flashes the "Heil" five.



Gary, Mary and SCARY blend of colors.



The college boys from Kishwaukee—yes, Rusty, they were there!



Mr. GQ (Tim Scott).



Raffle winners Dan Howard and Pat Ryan.

Even when the Show ended, the venue made for a perfect segue into all different types of fun and games with family and friends. Many MAGCS members extended their time in sunny (but slightly chilly) Florida through visiting the many theme parks and attractions right in Orlando, or through getting out of town for a few days, be it via a Harley ride to Key West, a car ride to Cape Kennedy, a day trip to Cocoa Beach for some sun and Ron-Jon beachwear, a cruise from Cape Canaveral to the western Caribbean, or a group trip to Daytona to check out the races. Word has it that there is a very sore pelican in Key West after one of our members (no names) learned that a true fisherman is not only one who can hook a pelican, but one who can land it in the boat! Nice going, Paul (oops, I wasn't going to mention Mr. Bastron's name—darnit!) Whatever the choice for post-conference recreation, it was all good!

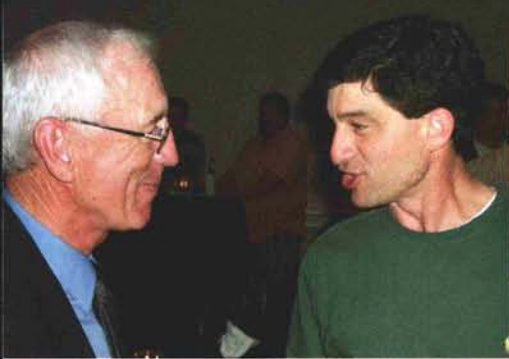


Race fans Mark Petitgoue, Travis Williams, Pat Maksymiu, Aaron Easter, Kevin DeRoo, Trent Bradford, Erwin McKone, Don Ferreri, and Luke Cella (taking the picture) took a break from the show to visit hallowed NASCAR grounds.

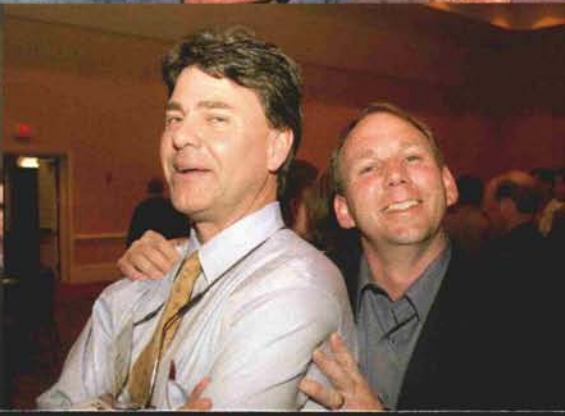
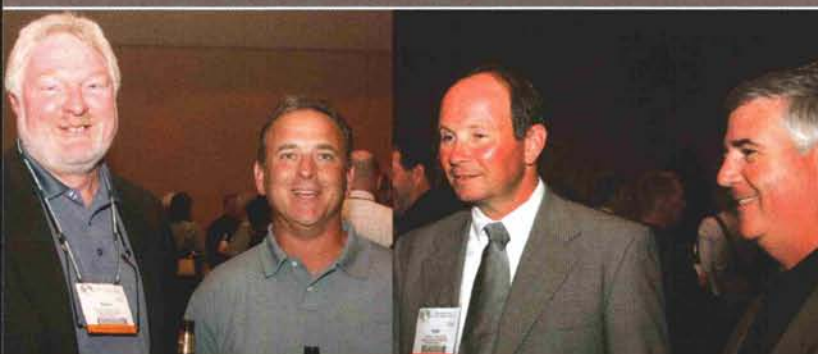


Scenes From The Suite





More Scenes From The Suite



On Course Triumphs in Chapter Publication Contest

"Always the bridesmaid, never the bride." Just when we who work directly on this magazine were feeling that On Course was destined to be the proverbial bridesmaid, the Susan Lucci of chapter publications—a perpetual contender, occasional runner-up, but never the hallowed winner—word arrived from GCSAA on a frigid day in mid-January that On Course had taken first place in its category in the annual contest.

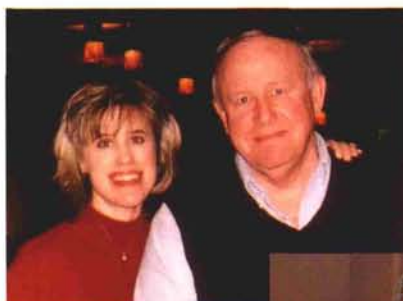


I wasn't stunned that *On Course* should merit this honor. The MAGCS magazine—YOUR magazine—is among the finest of GCSAA chapter publications and has been for many years. I was, however, elated that the MAGCS would finally receive recognition and validation. The award reflects positively on all Midwest members, because YOU own this magazine. You drive and provide the content. You supply the feedback to fine-tune the product. You support it financially via advertising. Through the years, the prevailing belief among those of us who devote so many hours to this magazine was that the most important measure of our success was, and remains, pleasing you by meeting your needs. Receiving an award from GCSAA doesn't change that. But it sure feels good to win!

Thanks to my husband and mother-in-law generously stepping up to help with childcare, I was able to travel to Orlando to attend the editors' workshop and accept the award. Happily, my dad—a longtime MAGCS member and supporter—traveled with me and had a rewarding time on the show floor and in the friendly confines of the hospitality suite. It was a memorable couple of days, and the critiques we received from the contest judges will, as always, guide us in our never-ending quest to make *On Course* even better.

The award from GCSAA bears the editor's name only, but that is because of space constraints. As I noted before, this award belongs to all of YOU, since all of you have contributed directly or indirectly to this publication's success. Whether you have contributed an article, anecdote or photo; purchased advertising; or simply honored us with your readership, THANK YOU! Deepest thanks must also go to the many dedicated MAGCS Presidents and Directors who have fully supported *On Course* with

their vision, interest and contributions—I feel privileged to work for this group of consummate professionals; to the wonderful Editorial Committee members and chairs—Scott Witte being the steward during our victorious 2004 run—who have brainstormed ideas, written stories and extended our reporting network; to our executive director, Luke Cella, for his ideas and insights into how to update and restructure some of our operating procedures; and to my predecessor in the editor's role, Fred Opperman, for a legacy of excellence and his continuing wisdom. Hats off to the individuals who work intimately with the magazine every month: to John Gurke, CGCS, for his outstanding work as contributing editor, frequent writer and the voice of "Bull Sheet;" to Mark Karczewski, our talented and dedicated graphic artist; and to Kurt Paulson, our tremendously helpful production manager at Darwill Press. Last but not least, I want to thank my family, especially my husband for the perpetual encouragement and "vote of confidence," and my mom and dad for instilling a thirst for excellence and doing my best that motivates me to this day.



Cathy and dad, Tim Miles, at Disney's Boma restaurant.



Phil Zeinert congratulates Cathy on this fine achievement.

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