

**How do we engage our members to support a name change?**

- Provide a limited, clear choice (one new option or stay with the same name)
- Provide factual information so that members can make an informed choice
- Give it to the delegates with enough advance time to communicate back to others
- Give members solid reasons why we need a change
- Remind members that this is an ongoing process
- Our members already know that the association is considering a name change
- Keep it "in the news" so members don't feel blindsided
- In the end, members will have the final say through the voting process

**Chapter representatives' feedback**

Would a name change be an issue with chapters?

- It may not be an issue for those chapters that already have "managers" in their chapter name
- Requiring chapters to conform to the association's name would face much resistance
- Chapters may want to keep some individuality and independence.
- There are ways to be affiliated, but not lose all sense of independence
- Chapters may feel "strong enough" to survive alone without the national association
- Phase-in may be acceptable
- Must convince chapters the importance of aligning with the national association for branding, etc.
- If chapters want to change their names to match the national association, now is a good time because affiliation agreements are up for renewal within the next year

**Environmental Institute for Golf (EIFG) Presentation**

GCSAA Director of Environmental Programs Greg Lyman and Director of Development Teri Harris shared the EIFG communications strategies in "fundraising" and "friendraising" activities. The concept of Audience-Purpose-Message was employed in crafting communications to reach targeted audiences. A graphic illustration of the communication plan will accompany the outcomes. As The Institute continues to deliver communications and implement programs, the Strategic Communications Committee will be engaged to provide guidance.

**Growth of the Game Initiative**

GCSAA is an active participant in the

golf industry's initiative commonly referred to as Golf 20/20. The objective of the venture is to increase participation and retention of golfers by the year 2020. GCSAA CEO Steve Mona sits on the Golf 20/20 executive board. He provided the committee an overview of the initiative and outlined GCSAA's contributions to date. The committee then engaged in a discussion to ascertain how members might be able to participate in growth of the game.

**What can the facility do to increase rounds played?**

- Infrastructure issues – waive business fees
- Cut fees or add value
- Free food incentives with rounds of golf played
- Coupons for discounted prices or free stuff
- Day care/camps for kids
- Leagues
- Business women focused – special deals – teaching game
- Free lessons and caddy instruction
- Beginner's clinic – adults & children
- Late evenings – beginners
- Club etiquette for kids – free with parents
- Club etiquette classes/seminars for everyone
- Establish caddy programs and training
- Offer late evening/afternoon hours of free golf to beginners
- Make course more playable for average/beginner golfers

**Feedback**

- Golf is too hard, too expensive
- Retrofitting is challenging and expensive
- There is pressure to have competitive fast greens, but these are not playable for beginners
- Having the best greens is a marketing edge for courses and superintendents are competing against each other
- Are we trying to grow the game at the high-end courses or the low-end courses? Each will need different strategies.

**How do GCSAA and its members play a role in Golf 20/20?**

- Communicate that members make courses more playable
- Develop BMPs for making the course beginner-friendly
- Assist facility leadership in adopting the BMPs
- Support regional efforts to grow the game
- Provide matching grants to retrofit school property
- Bring the game to schools – create a few small greens on grounds
- We must participate in this program

**Methyl Bromide Update**

**Golf Courses Allowed 'Critical Use' of MeBr**

*By T. J. Swaford*

*(Editor's Note: The headline-grabbing news of the phasing-out of methyl bromide by 2005 does not carefully report or explain how the mandated reduction in production will actually affect turf production or future soil fumigation uses for regrassing. This update from Hendrix & Dail should put all the rumors to rest.)*

Methyl bromide is and will be available for future use on golf courses and athletic fields. Regardless of the negative rumors regarding the availability and use restrictions, methyl bromide will be available to the golf industry well into the foreseeable future. The Montreal Protocol simply regulates the production of methyl bromide; it does not dictate the use!

Currently there are three exemptions to production allowed by the Montreal Protocol. They are emergency use, critical use, and quarantine and pre shipment (QPS). The GCSAA has filed a critical use exemption on behalf of golf courses throughout the United States. This will allow for production of exempted methyl bromide to be used on golf courses starting Jan. 1, 2005.

Methyl bromide that is used on turf farms within the guidelines of the QPS program qualifies as exempt usage. In other words clean planting stock grown on fumigated soil will be available to the golf course superintendent.

**Methyl Bromide Facts:**

- Methyl bromide is available for golf course use now and into the foreseeable future
- Montreal Protocol only limits the production of methyl bromide, not the use
- Methyl bromide use on golf courses is not banned either now or in the future
- GCSAA has filed a critical use exemption for golf courses
- Many turf farms are using QPS methyl bromide, thus assuring a clean supply of planting stock.
- There is no single alternative fumigant, chemical, or other technology that can readily substitute methyl bromide in efficacy, low cost, ease of use, wide availability, and worker safety.

Please visit [www.hendrixanddail.com](http://www.hendrixanddail.com) for current industry updates. For additional information regarding the availability, use, or status of methyl bromide please contact Hendrix and Dail, Inc. at 800-726-5215.