

Four years ago The Moorings Club was considering changing the grass on the greens from Tifdwarf to an ultradwarf grass. When I started doing the research on ultradwarfs I was told that this grass is different. That if you try to grow it the same way that you do Tifdwarf, you will kill it.

To help me understand and accept that we would be facing changes in our greens maintenance program, someone recommended that I read the book, "Who moved my Cheese?" If you're not familiar with this book, it is about

four mice that had their cheese moved. The story is very simple and quick reading. The book tells how the mice went about dealing with the change in their routines.

I'm not going to ruin the story and tell you the ending. I want you to read the book yourself to see who survives and how they do it. Suffice it to say that when your cheese

gets moved, there are a variety of behaviors and actions you can follow, and it's likely that changing the way you do things will be a necessity.

Enjoy this easy-to-read and understand handbook on how to face change. And speaking of change...

We have all heard the expression, "If you're not moving forward, then you're moving backward." Well, time is now to move forward and think outside the box; time for a change. The FGCSA needs to change to meet the needs of its members and to be an effective association in today's world.

Webster's defines change as "to give a different position, course, or direction to." While we must change certain processes, we will have the same purpose, which is to promote turf management as it pertains to the

golf course superintendent and to unify the golf course superintendents in the state of Florida.

One of the main forces behind this thinking is the impending retirements of our two long-time FGCSA staff members, Association Manager Marie Roberts (22 years) and Director of Communications Joel Jackson (10 years). We were very fortunate, actually just plain lucky, that these two very reliable, professional people agreed to work for us, and have applied themselves to doing the very best for us.

I look at the credentials of the newly hired executive director of the FTGA, Casey Wohl Pace, and see the experience and responsibilities she had in her previous positions within Florida's agriculture industry. This is the kind of person we need to think seriously about when it comes time to replace Marie and Joel.

To do that we will need to re-examine in detail our mission and goals and how we do things... from membership recruitment to membership services. We will need to examine and honestly assess the state and local chapter relationships and how to best serve the needs of Florida's golf course superintendents.

Right now GCSAA is exploring a new dues-pricing policy to avoid those big ugly \$50 increases that come along every few years. Did you know we haven't raised our FGCSA dues in 15 years? Nobody wants to think about it, but look at the work that Marie and Joel have been doing to enhance the effectiveness and reputation of the FGCSA with our allied associations, regulators and our professional education and documentation. Fortunately the Florida Green revenue has been picking up most of those expenses.

We need to look at future revenue sources. We must keep tweaking the operation. We can't keep relying on the way we have always done things. Times are changing. Needs are changing. People will come and go; it is a fact of life. It is our responsibility to set up and enact a sound process that will allow us to adjust to variables, so that if and when somebody moves our cheese we will be able to find it again, or just maybe find some new and better cheese.

## Forthrightly Facing Change



Craig Weyandt  
FGCSA President

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