Public Relations Initiatives

One of the primary objectives for GCSAA is to enhance the image of the superintendent and "brand" the GCSAA superintendent as the key to the economic vitality of the golf course and enjoyment of the game.

Even educated, experienced superintendents and their good work may go unnoticed unless their stories are told and are told to golfers, employers and co-workers. GCSAA

“We must educate golfers and our employers. If we don't promote our profession and ourselves, no one will.”
— David W. Fearis
GCSAA President

President David W. Fearis, CGCS, says, “We must educate golfers and our employers. If we don't promote our profession and ourselves, no one will.”

GCSAA CEO Steve Mona, CAE, attributes three current trends with providing an opportunity to GCSAA members to elevate their position in the golf world:

• The growth and development of golf courses
• The popularity of the game
• High golf expectations

“Therefore, it’s the opportune time to make substantial gains in positioning the golf course superintendent as the key to facility profitability and golfer enjoyment,” Mona says.

The public relations initiative provides the association and members with different ways to tell this story utilizing traditional PR methods. Within the short span of six months, the campaign will leverage the contributions of superintendents to the game of golf using publicity, television commercials, magazine advertisements and a nationwide sweepstakes.

MEMBERSHIP REPORT
NEW MEMBERS: OCTOBER 11, 1999

Michael Carlson
Green Lea Golf Club .............................................. A - GCSAA
101 Richway Dr., Albert Lea, MN 56007
W: (507) 373-1061

Joseph A. Stelzer
Eagle Ridge Inn & Resort ...................................... B - GCSAA
537 Wann St., Galena, IL 61036
W: (815) 777-0745

Christopher Rick
Golf Course at Newcastle ................................... C
780 Front St., So., Issaquah, WA 98027
W: (425) 255-1910

Jon F. Sass
Bunker Hills Golf Course ................................... C
2626 9th Ave., No. 13, Anoka, MN 55303
W: (612) 755-4150

James Suomalainen
Fiddlestix Golf Club ......................................... C
10575 360th St., Onamia, MN 56359
W: (320) 532-3618

Benjamin D. Just
University of Minnesota — Hazeltine National ........ Student
1946 Park Ridge Ct., Chaska, MN 55318
W: (612) 448-3626

David Lee Forsting
Anoka Hennepin Tech College — The Preserve ........ Student
9115 Shoestring Loop, Rice, MN 55367
W: (218) 651-0985

Ryan M. Hamers
Anoka Hennepin Tech. College ............................ Student
15059 165th St., NE, Foley, MN 56329
H: (320) 355-2844

Steven Roxberg
Anoka Hennepin Tech. College — Wayzata C.C. ...... Student
126 Courtland St., Excelsior, MN 55331
H: (612) 471-8227

Matthew Schmid
Anoka Hennepin Tech. College ............................ Student
301 7th Street N.W., Sebeka, MN 56477
H: (612) 837-5575

RECLASSIFICATIONS
Jeffrey C. Anderson
Lester Park Golf Course ................................. B to A—GCSAA

—Tom Meier
MGCSA Membership Chairman

Williams & Gill & Associates
Golf Course Architects

Garrett Gill, Principal

Office (715) 425-9511
Facsimile (715) 425-2962
E-mail golf@wa@pressenter.com

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• New Course Design
• Master Plans
• Golf Practice Center Design
• Environmental Planning
• Irrigation Design
• Renovation & Restoration
• Site Planning

PLAN TO ATTEND THE MGCSA ANNUAL BUSINESS MEETING AT 4: 45 P.M. THURS., DEC. 9 MINNEAPOLIS CONVENTION CTR.