

## THRU THE GREEN

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## PRESIDENT'S MESSAGE

I want to direct your thoughts to the Golf Course Superintendents Association of America (GCSAA) and address those of you currently not GCSAA members. This professional organization lists a membership roster of almost 14,000 international members. At the top of the list of services provided by this association are continuing education seminars. Both regionally, as well as at the Annual Conference, these seminars are put on by many of the finest educators in the world. Attending these seminars provides the progressive golf course superintendent the opportunity to stay on top of this ever-changing business in this rapidly changing world.

The next most important service offered by GCSAA, in my opinion, is in the area of Public Relations. An exam-

ple of GCSAA impact in this area was most recently noted when all GCSAA members received a memo entitled "Facts on Pesticides." These two pages of information explained how to handle questions related to pesticide usage when you, the superintendent, are approached by the media, an environmental group, a member, or the public. This information will certainly help me address questions head-on in a positive way should I ever be approached.

GCSAA is also involved in lobbying efforts in Washington, D.C. on behalf of the golf course superintendent in many political arenas. We all carry the title of Golf Course Superintendent, and those of us not members are riding along on the coattails of GCSAA as it strives to enhance our professionalism.

These are just a few of

the many services available.

I am well aware of the costs involved in joining GCSAA, as well as the costs of the seminars. These should be incorporated into your annual budget as the benefits your golf course will reap from your advancement will be tremendous. You need to sell this point to your owner, green chairperson, Board of Directors, or general manager. Should you need some help selling this point, I would be happy to write a letter on behalf of this valuable membership.

GCSAA offers new members free registration to the annual conference, which coincidentally just happens to be in San Francisco in 1995. What an opportunity!

See you on the tee,  
Randy Gai  
President

## 1994 GCSANC Institute

**Site:** Coconut Grove Conference Center,  
Santa Cruz

**Hotel:** Dream Inn, Santa Cruz

**Golf Course:** Delaviega GC

**Host Superintendent:** Don Paul

The topic of this year's Institute veers away from the traditional turf management and related items. The Institute committee picked **Personnel Management** as the main topic -- an area that is becoming more important all the time, and in which many

superintendents have little formal training. Our speaker will be Dr. Elizabeth Gibson who is with the RHR International Company.

Be sure to mark your calendars for November 2-4, 1994. This year's Institute promises to be very interesting and informative for us all.

The registration flyers will be going out in the mail shortly.