

GCSAA NEWS

Affiliation Agreement Changes

The GCSAA Chapter Relations Committee has recommended several changes to the GCSAA Board of Directors in terms of chapter affiliations. There has always been a chapter affiliation agreement between the chapters and GCSAA, although in many chapter's cases, the agreement had been unsigned or not even known about. Many, if not most of the terms of this agreement were not required or enforced by the GCSAA. This will be changing soon!

Some of the items under the new proposal, which appears likely to be approved, are as follows:

- ◆ Shared membership listings.
- ◆ State incorporation and tax exempt status.
- ◆ Annual reporting of financial statement, annual chapter activities, current bylaws, officers, membership roster, certificate of insurance, and the chapter's tax return.
- ◆ Required Directors and Officers and general liability insurance policies with at least \$1 million coverage for each.
- ◆ Bylaws and membership classifications consistent with GCSAA's.
- ◆ Chapter officers should be GCSAA Class A members.
- ◆ Required GCSAA membership for Class A, B, and C members. The following timetable is proposed for this membership requirement:

January 1, 2000 51% of A, B, and C members.

January 1, 2005 75% of A, B, and C members.

January 1, 2010 100% of A, B, and C members.

A number of these items, especially the final three, would require bylaws changes from the local chapters. **Your comments and suggestions to GCSAA are invited.**

Golf Superintendent — Lake Almanor Country Club

Lake Almanor Country Club, a lakeside private community in Northern Sierra/Nevada seeks a Superintendent for upscale 9 hole course. Year-round position. Course open 7 months. Salary range \$2,071 - \$2,693 per month, plus housing allowance. **By August 25, 1995** Send resume to:

Superintendent Search,
501 Peninsula Drive,
Lake Almanor Country Club,
Lake Almanor, CA 96137,

Golf And The Environment: Public Relations

By Bob Costa

Who would have thought ten years ago that a prerequisite for a position as Golf Course Superintendent would be knowledge and understanding of public relations. When I began my career as a Superintendent, public relations skills weren't even on my list of priorities. Well it's a different world, as we all know, and the role of a Superintendent has become much more complex and demanding than ever before. Today, our ability to achieve success in our job, and the image of our profession is in part a product of how we are perceived by golfers, the general public and the media.

Good public relations is not something that we can just sit back and expect to happen. It requires being aggressive and seeking opportunities to promote yourself, your staff, your operation and your profession. It requires careful thought, execution and most importantly, a written plan.

A public relations plan should consist of some very specific goals. Goals that begin with projecting a positive image of yourself, your profession and your association. Included should be goals which identify which members of the public you wish to target and how you intend to tell your story. Your plan should also include methods for evaluating your public relations efforts. You're going to need to know what's working, and

what's not. As in any plan, changes will be required. How you identify what to change, or modify is a function of your ability to evaluate your program.

Everyone's public relations program is going to be different depending upon time restraints, your location, and the support you receive from your club, or owner. Keep in mind it's important to begin conservatively. Everything you do, you want to do well. Starting slowly keeps you focused and also helps build your confidence. Here are some ideas to get you started:

Develop a relationship with your local media. This may include the golf writer, the garden editor, or perhaps the host of a local garden talk show. These individuals can help you tell a story about your operation, or stories about your professional associations. What type of stories are newsworthy? Anything that promotes you, your golf course, or your profession. It could be as simple as a story on "What is a Golf Course Superintendent".

Another viable public relations tool is to write your own article for print in the newspaper, a club newsletter or for display at the clubhouse. Your local garden editor would probably welcome a quarterly article on turf maintenance, for homeowners, that would allow you to describe profes-

For more information call (916) 596-3282.

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