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THRU THE GREEN

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From The President

As I write this, I am preparing to head for Las Vegas and the 68th International Golf Course Conference and Show. If you have never attended a conference, you should really make the effort to attend one. Just the trade show itself is worth the trip. The educational opportunities are unsurpassed and the camaraderie you share with your peers from around the world is a great experience.

In regards to the National Association we still have many members of our local chapter who are not members. Membership in the Golf Course Superintendents Association of America is a definite plus and has much to offer the Superintendent. One of its main objectives is to inform and educate its membership and strive for the betterment of the Golf Course Superintendents future. Among the pluses are educational seminars, a reference library, and Golf Course Management magazine as well as other timely publications. There are also other special services such as a merchandise program, insurance, travel services, employment referral and admittance to all major golf tournaments. Another important facet of membership is the Certification Program, where you can earn the title of Certified Golf Course Superintendent (CGCS). This is only after you have completed a rigorous program of study and testing in all phases related to golf course maintenance and history. The CGCS accreditation means you have achieved a high standard of professional excellence in your chosen field.

This is also the time of year to start thinking about what you want to do with all that spare time on your hands. One suggestion I have for you, is to get involved with your local Association. Run for office and be a part of this great organization. There really isn't a good excuse for not participating. The best excuse is "I don't have the time." As one of my colleagues so aptly put it, you probably waste more time hanging out in the Pro Shop each morning than I put in on Association business each day. This is my second time around and I don't regret it one bit. I have met people from all over the country and made some life long friends. I would not trade the experiences I have had by being an officer of the GCSANC for anything. By not fully participating in all facets of our Association you are depriving yourself and not utilizing the full potential of your membership.

See you in Vegas
Joseph Rodriguez, CGCS
President

Meeting Highlights (Cont'd)

Dues Increase: Mona stated that the immediate financial health of the Association was not in jeopardy and failure to approve a dues increase at this year's conference would not likely result in any immediate cutbacks in member services. If a dues increase was passed, Mona said, it would be earmarked for future projects, programs and service enhancement. Mona noted that other sources of revenue; such as advertising in GCM, Conference and Show and sponsorships have grown significantly in recent years.

Education: Mona stated that in spite of the financial loss which results from the education program, it is one of the highest priorities as a membership service and efforts will continue to be made to improve the quality of GCSAA seminars.

Mona closed his discussion with a story which told of how a hotel executive's success was the result of his genuine care for his customers. Mona likened this example to the staff at GCSAA who he also said is committed, and cares about the needs of the membership. ▶

Rick Key Attains CGCS Status

Rick Key, Golf Course Superintendent at the City of Salinas Fairways Golf Course and Sherwood Green Golf Course has been designated a Certified Golf Course Superintendent by the GCSAA. Key has served as the Golf Course Superintendent at the Salinas courses since 1993. As part of the certification process an on site inspection of Key's golf course operation was conducted by two certified golf course Superintendents; **Paul Dias**, CGCS Palo Alto Municipal Golf Course and **Jeff Markow**, CGCS Cypress Point Club.

Cal Poly Alumni Breakfast Scheduled

A breakfast for Cal Poly, SLO and Pomona alumni has been scheduled at the GCSAA Conference in Las Vegas. The breakfast will be held at the MGM Grand Hotel Studio 10, at 8:00 a.m. on Monday February 10th. Advance reservations are required and can be made by contacting Dave Wehner (805) 756-2279. Cost of the breakfast is \$16.00.