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THRU THE GREEN

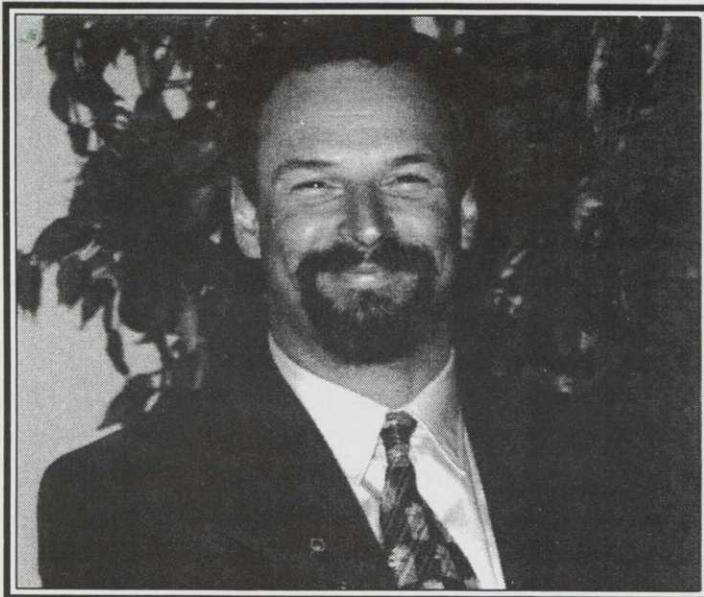
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THRU THE GREEN**From The President**

The holiday season is rapidly approaching. If you've been to the mall, the stores been ready since Halloween. The spirit of giving and thanks are on people's mind and this industry is no exception. Remember there will be a collection of usable golf equipment at Del Monte in December at the holiday event and in Palo Alto for the annual meeting. The donations will be sent to the Junior Program in Alameda. It will be a great gesture on our part and a great benefit to the kids.

The State Association is still moving forward with the economic impact study. All golf related organizations are currently represented or have been contacted to participate. It really has been great to be involved in an effort so well supported by the entire industry. We hope to have sample questionnaires out in early February for evaluation. You will see more information on the survey as we move forward. Please plan on participating. The more information we make available the better the end result.

Now going back to the season of thanks, this column has presented me with a forum to express my opinions on any subject. I've written about safety, participation, passed along current information and even begged a little. My favorite subject though is thanking people. This industry in general, and each chapter in particular, has so much to be proud of. In time of need, we call on our friends and neighbors to help. We've all seen articles on courses dealing with natural disasters. We have a segment of our membership that is constantly asked to donate and although we sometimes hear a grumble or two they are always there to help. Think about where this association would be without the financial support of our affiliate members. Their



Dave Davies, CGCS

generosity funds most of what we do beyond regular monthly meetings. The Board of Directors, whom are all volunteers, sacrifice their own time away from family and work to provide guidance to our industry. They don't always do the popular thing, but they work on your behalf and rarely get the recognition they deserve for their efforts. I have the greatest respect for all the people I have served with. They are true professionals.

We all have staff members we depend on for continued success. Golf course workers, warehouse people, secretaries and people working behind the counter all help us perform the tasks that our reputations are built on. My staff has allowed me to spend time away from the course to do something I feel is important and my boss has continuously supported my participation. They perform to my level of expectation and make my visions a reality. I have been able to grow as a professional because of their hard work and dedication. If you ever wondered how much of a pain I really can be, ask one of them. We sometimes have our moments but I have never worked with a better group of people.

I have developed some wonderful

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President's Message (Cont'd)

friendships over the years in this industry. I've had former neighbors like Jim Husting who was always there to loan me whatever I needed and Mike Blume who never had a problem stopping by to answer a question. People like Tim Smith and Dave Wilbur who listened during the troubled times and Mike Garvale and our very own Santa who lead by example, expressing opinions and asking questions. We all have relationships like this....I hope. I wouldn't have it any other way.

The final thank you has to go to my family. They deal with the early mornings and late nights, construction projects, council meetings and weekend "trips" to the golf course that pretend to be breakfast out and end up as a 6 hour work day. They are my emotional stability; they keep me focused and remind me there are things more important than a fairway mower that cuts perfectly. Thank you Beth, Melissa, Jessica, Mathew and Cassidy. And to the rest of you thanks for keeping that sense of humor.... It's critical.

Best wishes for the Holidays /

Office Notes

By: Barbara Mikel

A new look is coming this year to your membership card and plaques. In an effort to save time (mine) and money (yours), the Board has decided to adopt a membership card with no imprinted annual expiration date. We are ordering replacement card this year without the date. Future replacement cards will be charged at cost.

We will be providing numbered expiration "stickers" for the back of your cards each year. Numerous industries related organizations use this method of updating membership cards. These can be peeled off and replaced next year.

Another change undertaken is the current year plates for your membership plaque have been discontinued. New members wishing to purchase membership plaques will be offered that opportunity at time of application. These membership plaques have the inscription "Member Since" as the previous plaques. The consensus at the Board level was the plate was unnecessary.

Gift certificates issued by the Association in the last few years have been replaced with the policy of purchasing Tournament Gift certificates for the meetings at the Host Club Pro Shop. What that means for all of you out there is December is the last month for redemption of your gift certificates! Since it is the Holiday time of the year, why not bring them to Del Monte and redeem them for a long awaited item.

Remember the last certificates were issued more than six months ago. They are valid for six months. Redemption will close Jan 1, 2000! /

Chapter Delegates Meet in Lawrence

By David Davies, CGCS

The GCSAA Chapter Delegates Meeting was held September 10-12. I attended as the representative for the GCSANC. Although the Professional Development Initiative was a primary focus, there were other topics of discussion. The PDI will be presented at our Annual Meeting in January. GCSAA continues to be the national voice for our industry. They are participating in national level discussions with the EPA on pesticide use and registration. There was a review of the Food Quality Protection Act (FQPA) and the possible effects we will see within the marketplace. GCSAA continues to stress the need for scientific facts in evaluating pesticides for use. They are supporting legislation in Congress to meet that goal and stressed the need for individuals to contact their own legislators on the subject.

Volunteerism was discussed from both the national and local perspective. The last few years have seen a drop in participation for GCSAA Committees and many of the delegates expressed a similar experience within their chapters. Ideas were presented that have been successful in increasing member participation. The primary success story involves direct contact and personal invitations. Phone calls to members by other members who already participate was by far the most positive method described.

GCSAA staff was challenged to increase the representation nationwide. Currently only 50% of all the courses in the country are represented by a GCSAA member. The Board has been working to identify courses not represented and feels many are in a category being labeled "Limited Budget Courses". These courses might be described as small operations, nine hole facilities or courses operating on small budgets. The issue being discussed by the Board involves allocating resources for these facilities to enhance education and communication lines between non member and member facilities. Local Chapters would assist GCSAA in identifying facilities. GCSAA would provide technical support and the possibility of a mentoring program is being examined.

A brief review of the current GCSAA media program was made. A national print campaign will take the place of the previous campaign highlighted by "Par for the Course". A prime time television add was aired during this years John Deere Classic and video news releases were made during the Ryder Cup telecast. GCSAA continues to stress the importance of action on the local level for increased media exposure.

With the continued growth of the association, the Board has

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