

## 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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## 1999 Institute a Success



Sierra Pacific Booth - "The guys from Sunnyvale having fun again at the Institute Trade Show."



Delta Bluegrass Booth - "Bob Miller, John Holmquist, and Alan Heath talk shop at the Institute."

The 1999 Institute and Trade Show at the Santa Rosa Hilton was a success. Co-Chairmen Ali Harivandi and Gary Carls, CGCS set up a great program. The educational seminars featured Dr. Eric Nelson of Cornell University and Dr. Larry Stowell of Pace Consulting. Dr. Nelson dispelled some of the myths of the biological and organic products. He noted that we are really in the infancy of research that needs to be done in this area. Dr. Stowell gave numerous practical tips in the management of *Poa annua* greens. A panel discussion featuring local superintendents followed. Each described the management of the particular bentgrass variety used at his course. The management strategy used at Cinnabar Hills on A-4 was particularly interesting. They were only watering every 12<sup>th</sup> day! The Trade Show ran throughout the day and gave participants the chance to talk one on one with industry representatives. A big thanks go out to all the affiliates who participated!

Golf followed the next day at the beautiful Fountaingrove Resort & CC. We were pretty sure Gary Skolnik had the course in great shape again, but the dense fog made it difficult to see much of anything. Thanks go out to Gary and his crew for all their efforts!

## Chapter Delegates (Cont'd)

set a goal of 30,000 members by the year 2005. Current membership stands at just over 20,000. The name of the Association was also discussed. A consulting study shows the current name may not accurately reflect the current position and may be a stumbling block for better public recognition. All attendees participated in a brief exercise to determine possible name for the future. There will be more discussion on this issue as it has a wide ranging impact on the entire industry from a marketing standpoint.

A leadership institute is also being explored to advance the skills of future association participants and officers.

The last major component was presentations by the candi-

dates for Officers and Directors. R. Scott Woodhead, CGCS and Tommy Witt, CGCS are running unopposed for President and Vice-President. Ken Mangum, CGCS and Mike Wallace, CGCS are running for Secretary/Treasurer. Both have participated as Directors and chaired numerous GCSAA committees. Candidates for Director are Jon Maddern, CGCS from Michigan, James Nicol, CGCS from Minnesota and Tim O'Neill, CGCS from Connecticut. There will be time on the agenda in January for a discussion on candidates for the purpose of placing votes at the GCSAA Annual Meeting. /