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From The President

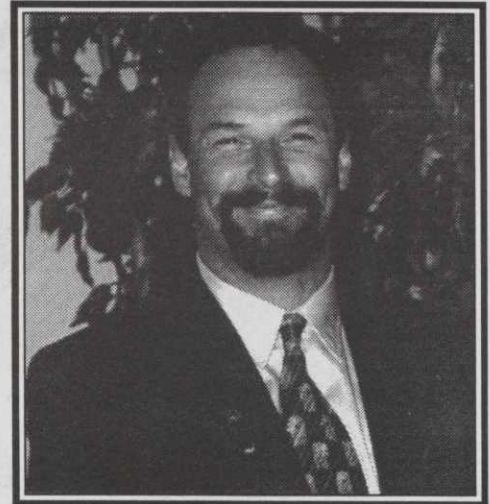
Thank you Joe Rodriguez, CGCS. Again Joe answered the call for help. He was able to pull together another event at Rossmoor. Behind the scenes, few of us are aware of how much haggling took place before Joe was called. As usual, he responded in the most positive of ways. Thanks for hosting another meeting. I know I enjoyed the course, the format and the chance to talk with people I don't see often enough.... Any of this sound familiar about meetings?

Congratulations also to Craig Kilcoyne and Steve Franzen for putting the event together and more importantly all the sponsors and participants. Without all of these extra efforts much of what we do as an association would be eliminated. Look for the sponsor list and take a moment to say thanks to those who donated.

Terry Grasso has been in contact with a junior group in Alameda that can use our help. We will be scheduling a day or meeting when we will be collecting golf related items for the kids to use. It's a very similar program to what GCSAA did at the National tournament a few years ago. We hope it can increase our exposure through Greg Crawford's efforts, clear out some things we haven't used in a while and most importantly... benefit the future of the game. Look for more information in the next few months.

There is a planning meeting scheduled for September 1 to evaluate the progress of the Media Program and put together strategies for the remaining 16 months of our contract with Greg. I hope you have seen an increase in exposure. It has been little steps so far but moving in the right direction. Any comments on what has taken place? Anything in particular to work toward in the future?

I will be attending the GCSAA Chapter Delegates meeting in September. The primary discussion item will be member standards. Gary Carls, CGCS is working with GCSAA to have a member of the



Dave Davies, CGCS

resource group attend a meeting and do a presentation. This will be done in all the affiliated chapters for the purpose of getting the information out and getting feedback.

Finally.... Most of us saw the PGA championship on TV. I'm sure we read at least one quote on course conditions and that led to some type of opinion on the person quoted. There were a number of postings on the GCSAA website on the subject. Remember something... we profess to be the experts on golf course maintenance. It is easy to sit in the background and complain. It's also easy to have an opinion about something you don't know much about. We have a difficult job but it is one we chose voluntarily. If you want to educate people about what you do, the responsibility starts with you. Tell people your story without complaining how hard it is. Get others involved in what you do and remember... **YOU ARE THE EXPERT!!!!**

Have a great rest of the summer and we'll get together at Spring Valley. ↗

Quick Quote

"Pay absolute attention to the efforts for achieving a goal rather than getting distracted by the goal itself."

— Unknown —