

(Continued from page 6)

## GCSAA'S NEW LEADERSHIP ACADEMY

develop presentations and get important messages out to the public at large.

The meeting's agenda was an even blend of subtle self-promotion and a chance for representatives to give their opinions on the organization's efforts. Concerns were raised about the GCSAA's heavy emphasis on the GIS show and the rising cost of membership dues. Feedback on the website's usefulness and PDI were also given. It became clear that a large, national organization such as the GCSAA will always be challenged with serving a membership with diverse budgets and resources.

To help with these disconnects, we were encouraged to get involved in our local chapters. Whether we chose to serve on the board or just attend meetings, our local chapters are the most effective tool we have collaborate on issues specific to our area. We should feel fortunate to have such a strong chapter here in Northern California. With an experienced Association Manager and Media Consultant like Barbara Mikel and Emmy Moore Minister, we have considerably more resources available to us than most chapters. I left Lawrence impressed by the resources and talent representing us on the national and local levels. Just as impressive, is our potential to do more if we all get involved and use the resources available to us.

## When it comes to support, we have the rubber to meet the road.

We don't just pay lip service to the idea of great service. We have equipment distributors who have been in the game for decades. A parts network you could set a clock by.

And now, dozens of Stores-On-Wheels® and Golf Sales Reps. Who supply agronomic goods and know-how straight to your course. With the full resources of John Deere Landscapes to back them up.

It's one thing to promise support. We actually deliver. Call 1-800-321-5325 today.



JOHN DEERE GOLF



[www.JohnDeere.com/golf](http://www.JohnDeere.com/golf)

## NEW AND RECLASSIFIED MEMBERS FOR AUGUST AND SEPTEMBER

David Bermudez  
Del Rio Country Club  
Class A

Michael Steve  
Grigg Brothers  
Affiliate

Joseph Grisafe  
DuPont Professional Products  
Affiliate

Ronald Carney  
Retired Class A

Mike Ligon  
Sand Channel Greens  
Affiliate

David Ladd  
Retired

Walter Souza  
Sharp Park Golf Course  
Superintendent Member

Mike McCoy  
Grass Roots Agronomics, Inc.  
Affiliate

### Floratine

Products Group



Creative Solutions

For Turf

Farmload Distributors

(800) 322-8417

Your Exclusive Northern California Dealers

Bob Francischine  
209-747-2206

Mike Farmen  
559-709-6295

Thor Larson  
831-277-4356

Bob Slater  
530-219-4135

Pete Fredeen  
209-401-4868