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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 selfpromotion 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.

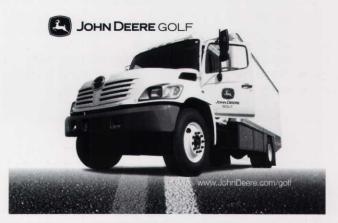


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David Bermudez Del Rio Country Club Class A

Joseph Grisafe DuPont Professional Products Affiliate

Mike Ligon Sand Channel Greens Affiliate

Walter Souza Sharp Park Golf Course Superintendent Member Michael Steve Grigg Brothers Affiliate

Ronald Carney Retired Class A

David Ladd Retired

Mike McCoy Grass Roots Agronomics, Inc. Affiliate