

Information is Power

To say that information is power would be cliché, but it would be true. There's no denying it. To say that the GCSANC Board is stepping up the Association's power would also be true. The Board has taken recent and decisive action to make that statement true.

Recently the Public Relations Committee received a GCSAA fund-matching grant. The grant is for the purposes of using the media to further the superintendent image and awareness of our profession outside the industry. GCSAA is matching the \$3,000 motion made and approved at the August board meeting for PR purposes. We now have \$6,000 that will be used to purchase popular media airtime for some commercials highlighting superintendent skills, professionalism and commitment to golf. We may possibly use some of the funds to produce a video commercial highlighting the same theme. However, we are in the preliminary stages and are not completely sure how it will play out fiscally. We are looking at either "Hooked on Golf" radio and/or a T.V. show to be the primary sources of dissemination. The committee's goal is to use more popular media sources to get our message out. Look to the newsletter or to an email blast for notification of our first message and its airing. We will give as much advanced warning as possible for everyone to tune in. It is exciting!

Speaking of email blasts, the BOD moved at the September BOD meeting to forgo the opportunity to create revenue by selling e-mail blasts to the membership through Barb's office. The BOD felt unanimously that protecting our member's email addresses was more important to our members and association than the possible revenue we could generate. Therefore, if you see an e-mail from GCSANC, you know it is worth opening.

Also, the BOD is moving quickly to create our own association website. It will not have a forum. It will be used for: an online directory, membership forms and applications, renewals, online meeting registration, and for posting other pertinent information as well as links to the newsletter. For next year we will not have a printed directory, but access to the membership directory will be made available via password. The electronic directory provides very significant cost savings that are better used for other member services.

Lastly, this is the "Adios" issue of the GCSANC printed newsletter. Again, the costs associated with printing and mailing our newsletter cannot be ignored nor justified with today's technology. This money can provide greater benefit to our members than buying ink, postage and paper. Look for the transition to occur in January.

PRESIDENT'S MESSAGE



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OFFICE NOTES

Barb Mikel

GCSANC Association Manager

August and September were very eventful months for GCSANC members. Deer Ridge and Vince Keats, CGCS hosted the first annual Clifford and Myrtle Wagoner Scholarship Research Tournament. Turfgrass student Andy Magnasco of California Polytechnic State University, San Luis Obispo received a \$2000.00 award. Donations and contributions by Affiliate and Superintendent Members raised over \$13,000.00 for the event.

The Superintendents Institute at The Course at Wente Vineyards was another very successful venue. Glenn Matthews and crew did a marvelous layout on the new Wente Event Lawn. Those in attendance had a very lovely evening, too bad more of you could not make the date. The education conference on September 16 was an excellent program relating to the critical issue of water: the availability, the cost, and uses for turf venues. Thanks to Education Committee Co-Chairmen Michael Souza and Ali Harivandi for an exceptional day! This particular two-day affair was also blessed with GCSAA service points, GCSAA education (thank you Gary Carls, CGCS) and DPR hours (thank you Greg Fernald and Target Specialty Products). The proceeds of this event will be devoted to education and research events in the upcoming year.

October has traditionally been a joint meeting with Sierra Nevada GCSA but this year has not really lent itself to keeping this timeframe. The board of directors will be exploring dates and times to keep this event a part of the 2009 calendar, assuming enough interest.

November 9-11 will be devoted to the California GCSA Annual Conference and Golf Tournament at **Morongo Resort in Cabazon, CA** (www.californiagcsa.org) for reservations and more information. This promises to be another educational bonanza with service points, education points, and DPR hours.

Speaking of November, dues renewal invoices for 2009 will be mailing in mid-November. These are due and payable by December 31. As always, we will include updated information requests with your invoice. Dues remain the same as 2008 for all classifications. If you need to change membership classification, for example Superintendent Member to Class A, this is the time!

December will see the very successful "mini meetings." The success of these events is undeniable and we will see the return of some interesting venues this year. Look forward to receiving the meeting notices in November.

2009 California Hospitality Suite

New Orleans Golf Industry Show

California Golf Course Superintendents and Golf Industry Partners look forward to you attending this event. You will enjoy exquisitely prepared Cajun food and beverage of your choice.

Save the date ...

Harrah's Casino

#8 Canal Street | New Orleans

Thursday, February 5, 2009 | 6:30pm to 9:30pm

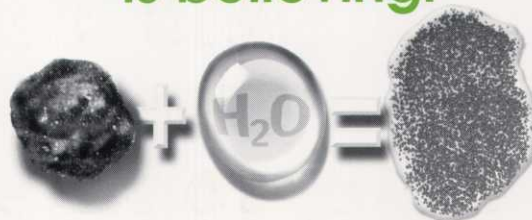
Visit Hospitality Suite Web Page:

<http://www.californiagcsa.org/>

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More info contact Bob Tillema, CGCS 866/643-8707

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