

## 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



**BRIAN NETTZ, CGCS**  
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