

PRESIDENT'S MESSAGE



CHRISTOPHER MAINS

Spring Valley Golf Course

Dear Fellow Members,

Thank you for the opportunity to serve as president of the GCSANC. While I am certainly not a new face to our association, I am relatively new to this assignment. Following in the footsteps of Past President **Brian Netz** will not be easy, as he did an exemplary job as our chapter president. Under his leadership, the GCSANC had a very successful 2008. In addition to his efforts, the entire board, committee members and staff worked diligently on your behalf and you can expect that high level of commitment again this year.

No question, 2009 will be an interesting year (and a challenging one too) especially given the current economic climate. Many of our members are being faced with budget cuts and are being asked to do more with less resources and a reduced crew. Besides all that, the State of California is faced with major deficits. On the short term, it is in excess of \$18 billion dollars and you can expect another \$24 billion to follow. Fortunately, the proposed budget (which finally received approval by our legislative representatives) does not include the governor's original proposal to tax golf.

Special thanks to all of you who took the time to express your concerns about the unwarranted tax and wrote letters and/or called your legislative representative. It helped. While the golf tax proposal

has been set aside for now, it could possibly reappear in the future. If you would like more information about this unwarranted tax, visit the California Alliance for Golf's (CAG) newest website at www.forecalifornia.com.

Please note, that we are not alone in this fight. Every allied golf organization in the state has been involved in the battle. Special thanks to our GCSANC members who've volunteered their time with the alliance on fighting this tax issue as well as others who've served as advisors on CAG's technical committee surrounding water resources. Fortunately, through the help of our members and the use of technology we'll be able to stay informed on issues that affect our business and/or profession.

Today, it seems that technology and the Internet are helpful tools whether we're handling association business or managing daily assignments from our home facilities. And if we want our chapter to continue to succeed educationally, financially as well as from a social perspective, it will only happen if we stay informed and continue to expand our use of technology.

Fortunately, the GCSANC board understands that technology is a key tool for advancement, and add to that the fact we have an Association Manager, **Barbara Mikel**, who continues to be "on the pulse" of software applications that help run our chapter in an ever-efficient manner.

I'm proud of the electronic advancements our chapter has made... the newsletter for one, and a new website soon to be launched. Last

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PRESIDENT'S MESSAGE *(Continued)*

year we even held a few board meetings through video conferencing. The proper use of computer technology can save time in our daily jobs too, whether it's for scheduling, budgeting, or researching products. I know we still have a few members who are hesitant about going "hi-tech" and a few may not own a computer. As the chapter (and the world) goes digital in its communication efforts, the use of a computer is even more essential. One of my goals as president is to encourage others to expand their use of technology. If there are members who don't own a computer (or can't afford one), we'd like to know, in case we can connect them up with a fellow chapter member who may have some unused computer equipment they can spare or share.

In today's world, we all need to be "wired in" if we want to stay on the pulse of what's going within our industry. If you are not "tech savvy" there are plenty of classes available for a nominal fee at your local community college. I suggest you check it out!

Times may be tough in 2009, but that won't stop our chapter from providing quality programs and events. Board Member **Glenn Mathews** has done an excellent job laying out the GCSANC event calendar with fresh educational opportunities, membership programs, tournaments and special outings.

Hopefully, this year you will consider attending a few of our events and also encourage your assistant and/or a colleague to attend an event too. It's through networking and camaraderie that we often hear about a job opportunity, an efficient product, and/or a new service.

I know how busy you all are, but if time permits I'd also encourage you to reach out to your community in some way this golf season. Whether it's through supporting a local First Tee Chapter, or providing a tour of your course to a local elementary school, or even help a fellow superintendent in preparation for a premier event...it's all about giving back. Last year our chapter made a donation to Children's Hospital for books and supplies for parents visiting their seriously ill children. The GCSANC also endorsed a public health education program appropriately named Doctor's Orders: Play Golf which promotes the health benefits of golf at the community level.

In the next few months **Golf 20/20** (of which the GCSAA is a vested member) will be launching a new player development program called "Get Golf Ready." It is designed to bring new players to the game....and we need them! If your facility participates in the program please lend your support, even if it's just a 10-minute presentation to new golfers on the importance of ball mark repair. Any form of volunteerism/support will be warmly welcomed.

Lastly...this association is only as good its members. I would like to thank those who've given their time and resources in the past including our Association Manager **Barbara Mikel**, our outgoing board members, and our loyal affiliates who sponsor events for us year after year. Without our sponsors, it would be difficult for us to exist. You're the best!

In closing, for those who haven't been involved in the chapter recently I encourage you to do so in 2009. If there's a committee you would like to serve on please let me know and I will get you in contact with the chairperson. This chapter is all about inclusivity, not exclusivity. And on behalf of our board, we want you involved!



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