



GLENN MATTHEWS

The Course at Wente Vineyards

For me the beginning of a new year is always a time for a renewal of hope and optimism. This year is no different. I am cautiously optimistic about the economy and our industry, but 2011 may be a lot like the past two years where we experienced flat to negative growth in rounds and revenue. The recent economic climate in the golf industry has presented enormous challenges to superintendents and vendors across the country and in order to survive we are all forced to look critically at the way we do business. We all need be prepared to make changes as quickly as the economic climate changes. It is necessary. Adapt or fail. The business of the Association is no different. The organization is constantly changing, adapting to the changes in the industry and demands of the membership.

In the past several years comments from superintendent members have focused on desires to have meetings with more continuing education units and affiliates want increased visibility to superintendents. Through our condensed meeting schedule and new sponsorship packages we are attempting to better serve the needs of all our members. This year's event calendar has one less meeting

than previous years, but will offer better educational opportunities while providing better value to all members. The new sponsorship packages provide flexible advertising options in a format that minimizes administrative work while delivering optimal value.

Serving on the board for the past four years has enriched my professional career and allowed me to contribute to a dynamic organization committed to advancing the profession of the golf course superintendent, improving the environment, and enriching the game of golf for those who play the game. In the coming year, as President, I plan to serve the membership of the Golf Course Superintendents Association of Northern California with the highest degree of integrity, professionalism, and excellence. My goal is to continue to shape the strategic direction of the association. Through effective communication and leadership, the 2011 Board of Directors and I hope to continue to provide valuable educational opportunities while managing association business and advancing the profession of the golf course superintendent. I look forward to serving the membership and a fantastic year!

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