

PRESIDENT'S MESSAGE



GLENN MATTHEWS

The Course at Wente Vineyards

I hope you all have been keeping up with the latest from *Thru the Green*. Over the years, the GCSANC newsletter has evolved into one of the best in industry by taking advantage of the latest media technologies and by providing fresh, insightful, and relevant content to our members. The goal of the Newsletter Committee is to produce a product capable of capturing the attention of our membership and increase readership.

In the past several years the newsletter has been threatened by increasing production and printing costs, which were outpacing newsletter revenues. It became obvious a change was in order. Since 2009, *Thru the Green* has been delivered to its members in an electronic format saving chapter dollars, minimizing member's dues assessments, and most importantly, helping us produce a more sustainable product with a higher level of quality for all our members.

Today's cutting edge newsletter is a full color, printable, and savable electronic magazine jam-packed with interesting, funny, and relevant member information. Our

Editors, Brian Netzt and Mike Souza, are making huge efforts to avoid producing a newsletter that lacks interest by constantly searching for member produced articles and pertinent industry news. Help them out by contributing to our rag, *Thru the Green*.

Last issue we expanded the newsletter from 16 to 17 pages and we expect it to continue to grow in the future. We featured a new column by Ken Williams, Bunker Shots. Thanks for the thoughts Ken. Would anybody like to rebut? The forum is open and intended to be used by those wishing to be heard. The issue also contained educational and government relations updates, affiliate news from Dave Wilber, and an introduction to a superintendent you may not have known, Dean Cravahlo, Round Hill Country Club

All content in our newsletter is geared toward you. So, if we are missing the target we would like to know. If you have material you would like to have considered for publishing please contact Brian. We would love to hear from you.

Until next time,
Glenn Matthews

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