

PRESIDENT'S MESSAGE



GLENN MATTHEWS

The Course at Wente Vineyards

Moving forward, looking back

I love an Indian summer. 2011 is almost in the books, seasons are changing, and it is time to plan for the coming year. Before I move on to next year, at my course, I typically take time to look back and reflect upon the year past. Association business is no different. We have to evaluate what worked for us and where we may improve for the coming year.

At the beginning of 2011 I was cautiously optimistic about the industry of golf and felt the economy would provide our industry with flat or negative growth in rounds and revenue. That prediction has more or less come to fruition and 2012 is shaping up to play out in a similar manner. Moving forward, it is inevitable superintendents will play an increasingly important role in how the business of golf is run. We administer the largest asset of our clubs or companies and manage the largest percentage of the overall operating budget for the facilities as a whole. There is a trend of our peers being promoted to General Manager and Director of Golf positions based on the skills they developed as superintendents. I would not be surprised to see the trend continue in the future as clubs continue to adjust staffing models in an effort to streamline expenses.

The Board began the year focused on delivering quality education at meetings, promoting our new sponsorship program, and advancing our strategic plan. Looking back at 2011 association programs, we are beginning to achieve expectations. We are providing educational opportunities with valuable educational units. And the new sponsorship program is offering vendors the ability to reach membership through a variety of advertising options. The Board is currently working on our strategic plan to shape the direction of the association in coming years with the goal of delivering even better programs and services to members in the future. In 2011 the number of meetings on our calendar decreased, but attendance to meetings is up. Educational opportunities were provided at the annual Field Day, the Tri-Chapters meeting, and the upcoming State Meeting in Napa. Sponsor participation and exposure at events is at an all-time high. The event calendar for 2012 is almost complete; however we are currently looking for event locations for the 2012 Field Day and Institute.

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The calendar for next year looks like this:

JANUARY 12

Annual Meeting—Wente Vineyards

FEBRUARY 27–MARCH 3

Golf Industry Show—Las Vegas

MARCH

NCGA/USGA Meeting

APRIL/MAY

Field Day—TBD

JULY 2

Clifford & Myrtle Wagoner
Scholarship & Research Tournament—Sonoma CC

AUGUST 13

Tri-Chapters—TPC Stonebrae

SEPTEMBER/OCTOBER/NOVEMBER

Superintendent Institute—TBD

DECEMBER

Holiday Event—TBD

The next event to look forward to is the annual State Meeting being held at the beautiful Silverado Resort in Napa. GCSANC is forgoing the annual Institute to support this meeting as the host association. The State Board of Directors has put together an outstanding educational program highlighted by key note speaker, golf course architect, David McLay Kidd. I look forward to seeing friends from around the state at this event.

In preparation for the annual Election Meeting hosted by Wente Vineyards, we are looking for nominations to recognize excellence in our region. Nominations are currently being accepted for Superintendent of the Year, Affiliate of the Year, Distinguished Service and Turf Grass Excellence, Private and Public. I encourage you all to help recognize deserving members by submitting nominations.

Approaching the end of the year we inevitably look back. We reflect and learn from our experiences, successes, and failures. The past is departed; it is time to move forward. While my year as President has been enriching and fulfilling, I am looking forward to being Past President, but intend to always provide service to the association when needed. For those who have not contributed to the association by serving on committees or the Board, I encourage you to get involved. Nominations are currently being accepted.

See you on the course,

Glenn Matthews

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