

PRESIDENT'S MESSAGE



GLENN MATTHEWS

The Course at Wente Vineyards

Parting Shots...

2011 has been a year of personal and professional growth for me. I made it through the first year of marriage to my wonderful wife and we are expecting our first child some time around the holidays. At work we are coming to the end of almost two years of construction recovery from the 2009 DWR pipeline failure. I'm happy to say I made it through those trials and look forward to the challenges of raising a family and getting back to maintenance on the Course.

It has been a pleasure serving the Board over the past 5 years and I look forward to being Past President. With the help of the Board the association has continued to be one of the leading regional golf organizations in the country. We have built a sustainable organization based on the strategic plans of the past and have recently updated strategic goals for the future. As the new board comes into office at the beginning of 2012 they will assume responsibility of the organization and begin implementation our strategic plan.

Some of the successes of the past year to note are the successful implementation of the new sponsorship program developed by the Sponsorship Committee and the streamlining of our event calendar. In the first full year of the sponsorship program participation dra-

matically increased and affiliates were able to take greater advantage of advertising opportunities offered through it. Benefits included sponsorship signage at association events, newsletter exposure, and website advertising. The event calendar had fewer events, but achieved greater attendance. We had our most successful Scholarship and Research event ever and the return of the Holiday party has been a huge success.

Next year the Nor-Cal Davey Cup returns after a one year absence. The Davey Cup is modeled after the PGA Tour's FedEx Cup and will be a year long competition composed of four stroke play events; the Annual Meeting at Wente Vineyards, the Scholarship and Research event at Sonoma G.C., the Tri-Chapters event at TPC Stonebrae, and the Institute, TBD. Qualifying participants will post a minimum of two scores and points will be awarded based on order of finish for gross and net divisions. 1st place winners in each division receive a \$300 certificate and the coveted "Davey Tree Nor-Cal Cup". 2nd, 3rd, and 4th place winners receive certificates for \$200, \$150, and \$100 respectively. In years past the event has stimulated higher player participation and generated some great competition with peers. I look forward to a great year and a great turnout for our first event of the year, the Annual Meeting, January 9th at The Course at Wente Vineyards.

Hit 'em long and straight,

Glenn Matthews



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