

From the Field

BY JEFF JENSEN, GCSAA FIELD STAFF, SOUTHWEST REGION



How time flies! Summer is here and the Fourth of July is right around the corner. I hope all of our members are enjoying the good weather, spending time with friends and family and even getting out to play the occasional round of golf.

I'd like to give a shout out to CGCS Pat Finlen and his entire staff at The Olympic Club in San Francisco. They hosted a terrific national championship. Congratulations on a job well done and thank you for showing the world a glimpse of the quality of golf on the West Coast.

I recently had the opportunity to attend a Southern California GCSA Assistants Meeting at Whittier Narrows Golf Course in Rosemead. I came away impressed with the knowledge and dedication to the golf business that these young assistants possess. They are the future of our business.

With that in mind, I urge all of our superintendents to make sure that your assistants are involved with your local GCSAA Chapter. If they are not current members, take them to an education/golf event

and get them signed up. It's a great reward for all of their hard work and it will provide them with additional leadership, communication and networking skills. I realize that it is often difficult to do this with shrinking crew sizes, but finding a way to make it a priority will pay dividends for you and your facility in the future.

Lastly, I have been fielding some questions on why GCSAA changed the dates of the National Championship and Golf Classic so that they coincide with the GCSAA Education Conference and Golf Industry Show in San Diego Feb. 4-8, 2013. The move comes as a result of surveys and feedback from members, chapters and industry participants. Respondents indicated that the length of the tournament and conference was a deterrent in attending all or parts of the activities.

The move will help condense the events and those who choose to play in the National Championship and Golf Classic will still have numerous educational opportunities available Wednesday, Thursday and Friday including sessions that will be held on the tradeshow floor.

Have a great 4th of July and I look forward to seeing you at upcoming events. If you have any questions, don't hesitate to contact me at jjensen@gcsaa.org.

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