

From the Field

BY JEFF JENSEN, GCSAA FIELD STAFF, SOUTHWEST REGION



I hope this finds all of our GCSAA of Northern California members doing well and getting ready for a great summer.

As a GCSAA Field Staff Representative, one of my primary objectives is to assist with the continued development of the Environmental Institute for Golf (EIFG).

For those of you that don't know, EIFG is the philanthropic branch of GCSAA and its mission is to foster sustainability through research, awareness, education, programs and scholarships for the benefit of golf course management professionals, golf facilities and the game.

Recently, the EIFG received a \$1 million donation from the Kendrick B. Melrose Family Foundation to support the professional development of golf course superintendents through participation in the annual GCSAA Education Conference and Golf Industry Show. The Melrose Family Foundation is supported by Ken Melrose, the former CEO and chairman of the Toro Co. The gift is the largest in EIFG history.

As a donating member, I am asking all GCSAA members to consider contributing to EIFG to fuel innovation through research, expand knowledge of golf course management professionals through education, tell golf's story through advocacy and research and help

bright minds pursue their dreams through scholarships. All donations, small or large, will help preserve the game, the profession and your way of life.

Additionally, EIFG has a completely new look and website that provides up-to-date news, environmental and sustainable education, and the ability to donate online. Visit the new site at EIFG.org.

On a lighter note, I would like to remind all superintendents and fellow dog lovers that photos for the always-popular Dog Days of Golf calendar are due by August 1. Sponsored by Lebanon Turf, the winning dog will be chosen at the Golf Industry Show next February in San Diego. If your dog is the winner, \$3,000 will be donated to your home chapter along with a \$500 donation to your local humane society. To submit your dog, email a high resolution photo to Lebturfdogcalendar@gcsaa.org.

As always, I appreciate the opportunity to serve your chapters and if I can be of any assistance, please don't hesitate to contact me at jjensen@gcsaa.org. I look forward to seeing you at upcoming events.



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