

President's Message

BY RODNEY MULLER



Notes From a Successful 2012

Are you ready for all the "Year in Review" shows that are produced this time of the year? I like to go back and recap the past year so that I can reflect on what has had meaning in my life. This time last year when I became President of the Association, I had both goals and a planned agenda. I had a strong idea of my duties and what was expected of me to lead our Association through another year of a poor economy and budget cuts, but as we Superintendents know, even the best laid plan can not be executed alone or without modifications. I think three significant factors contributed to our association's success in 2012 and I would like to recap those successes. Specifically, I have seen (1) social media, (2) Scholarship and Research Tournament and (3) our members' resolute support as defining contributions to 2012.

First, I want to point out how social media has played a part in last year's success. Brian Boyer, Dave Proctor and Barbara Mikel expanded our Associations visibility using Facebook and Twitter as tools. Through Twitter '@GCSANC' has had over 411 tweets, 551 following and 238 followers. Through Facebook GCSANC has 14,002 "friends of fans" who receive status updates concerning the

GCSANC, events and GCM industry news— all in real time. Many of the shared photos and updates came directly from you... our members. It's nice to see how many members are utilizing social media to stay involved in our association and events.

Next, I would like to share the success of our Scholarship and Research Tournament. Affiliate members Dave Wilber and Jim Sherman and Programs and Golf Committee members Tim Powers, Brian Boyer and Nick Checklenis proved again what it means to set the standard for this tournament. Through donations and auction items (and maybe a little competitive bidding on my part) we set a new record for revenue at this event. We also gave out \$7,000 in scholarships and donated \$6,000 to Dr. Jim Baird of University of Riverside for turf research in Northern California.

Of course we have to give thanks to host Superintendent, Jason Goss, and Sonoma Golf Club's General Manager, Mike Kosak along with their staff for supplying us with such a great venue. And additionally...was that the BEST sandwich you have ever eaten?

But the essence of 2012 was its members' unyielding support for the GCSANC. This Association could not survive on the support of



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the superintendent alone. That is, our Affiliate members and Sponsorship package holders continuously provided financial support and committee participation to our Association. Thank you for making our sponsorship program packages successful. Also, our Superintendent members sacrifice being away from work to attend meetings and events that help guide and strengthen our profession. And for that, I say thank you too.

Finally, I want to say THANK YOU for allowing me to serve the Association. Although it was a challenge at times to balance family, friends, and work with this service, it was truly an honor to be part of the history and legacy the GCSANC holds. Through serving the Association, I have learned new skills and now have the confidence to apply them to our profession.

Thank you,
Rodney Muller



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