



President's Message By JON CHRISTENSEN

Are You Being Social?

Social Media. For some this may be two strange words to be mentioned in the same sentence, for others, this may be commonplace. In this day and age of social media, it is hard to not be inundated with messages from so many different avenues such as Facebook, Twitter, Foursquare, LinkedIn, etc. We may be resistant in some cases to use social media and the advantages (or sometimes disadvantages) it offers, and some may see it as a passing fad so they are hesitant to use it.

However, it has been here for quite some time now and doesn't appear to be going away. How does this all matter to the GCSANC and you, our members? It is another avenue to open the lines of communication from your Board of Directors to our membership about coming events, industry related news, association members doing special things, etc. If you have any ideas of what you would like to see us post on social media, we are all ears, just let us know. Our main avenue of social media communication is Facebook and Twitter, so please be sure to "like" our Facebook page and "follow" us on Twitter. I would really like to see us double our numbers in both these areas by the end of the year, so please add us to your list.

On another note, I would like to thank those who participated in our surveys recently. The information gained from these is very valuable to the Board as we make current and future plans. The re-

sponse rate to these surveys is above the normal average response rate, which makes us an envy of other associations. Thanks again for your help!

Lastly, I would like to inform you of a change being discussed by the Board of Directors for our annual awards. In the past, all of our award nominations came from the Awards Committee, which is comprised of past award winners and Association members, and also peer nomination from other GCSANC members. We would like to increase the field of nominees by including other club officials in the nomination process. There are multiple ways we would communicate the nomination process, but basically our club managers, greens committees, club professionals, etc., would also have the ability to nominate a Superintendent for the Turfgrass Excellence Award in the both the Public and Private categories. Many of those we work with on a daily basis are more aware of how Superintendents goes above and beyond more so than our peers may be, so increasing those who can nominate makes sense. We would insure the integrity and history of the award through our Committee process. The board discussions have been very positive in regards to this change, and I too would love to hear your thoughts. Feel free to e-mail me at Christenson.j.m@gmail.com if you have any opinions on this possible change.

Happy Aerification season!



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