



President's Message By JON CHRISTENSEN

Having been a past Chapter President, I had a good idea of the things I would like to have accomplished during my tenure as President. As I sat down to look at a recap of 2013, I was amazed at how things have differed so much from my goals and agenda set forth at the beginning of the year. I am sure I would not be alone in saying the driest year on record has made for the toughest season I have ever experienced in my 24 years as a Golf Course Superintendent. These challenges with a difficult season in my "day job" meant having to adapt some of my best laid intentions as President of the GCSANC. Having said that, there are a few things I would like to highlight as successes in 2013.

We did a member survey for the first time in a few years so we could take a hard look at our event schedules and how we could improve our networking and educational offerings. The survey provided us with some very valuable information that led to the resurrection of the "regional" events. There are many ways one can get education with the internet and such these days, so we decided to forgo the Institute this year in favor of these networking events. They were a hit. We had four events with a total attendance of 110 people at these events. The format of the events varied, but the general hope of the regional events was to provide an opportunity to network with

as many of your peers as possible, without necessarily having to take an entire day from your schedule. We are hoping to build on the success of these events moving forward, and appreciate your feedback on the format. In addition to these new events, we had our annual events such as the USGA Regional, Field Day, Scholarship and Research Tournament, Holiday meeting, and the Annual meeting. We had almost 400 people attend these events throughout the year, making them all a success. Our Education Committee, chaired by Gary Ingram, and our Programs and Golf Committee, Chaired by Brian Boyer, all did a great job in planning and implementing these events. Without the efforts of the Board of Directors and our Committee Members, which come from the ranks of our GCSANC membership, these events could not happen as they do. Due to these successes, the GCSANC was able to award \$8000 in scholarships to deserving turfgrass students as well as to children or grandchildren of our members through the Legacy Scholarship program. Our Clifford and Myrtle Scholarship and Research Tournament continues to grow each and every year, especially with our great donated auction items. Also as a result of our programs, the GCSANC is able to support much needed turfgrass research in the state of California through a donation to the California Turf and Landscape



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Foundation in the amount of \$10,000. In 2013 we saw the completion of Turf Colorant use in Northern California, as well as Wetting agent research. These programs continue to give us some great feedback and useful information, which I am sure will continue in 2014.

Another “new” success in 2013 was our first ever affiliate breakfast. We held two different opportunities for the Board of Directors to sit down with our Affiliates to discuss our “hits and misses” as an association. The support of our Affiliates is amazing, and a major factor in what makes our Association tick, which was the main reason the board felt it would be a good idea to have some open and frank discussions about the future. The feedback was great, and we are working on some changes to help strengthen this relationship going forward. I cannot say enough thanks to this segment of our membership. Your sponsorship and meeting attendance is appreciated by all.

One thing that has made some of the above items successful has been our “new” focus on social media. Kyle Marshall was the man in charge of this for 2013, and has done an amazing job finding interesting content for us to all see. During the past year, our page “likes” have doubled, average daily page views from 1 to 9, people looking at our posts from 8 to 43, and “likes and shares” from 3 to

27! Great job Kyle! Social media seems to be everywhere today, and is an easy way for us to communicate with our membership, so if you haven’t “liked” us, please do so.

Finally, I want to say thanks to you, our membership, for the support of the GCSANC. This includes our Superintendent and Affiliate members. Without any of you, the GCSANC would not be held in high regards like it is today. Also, thanks to the Board of Directors for your time and efforts. It is not easy squeezing time into your already busy schedules, and your dedication to your profession is admirable. Lastly, thanks to Barbara for all you do for the Association. You are an asset to us all, and the glue that holds everything together. Thanks for the opportunity to serve as your president in 2013.

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