

WANTED: EDUCATION DIRECTOR FOR GCSAA

A giant step forward in GCSAA growth and development was made when the Executive Committee voted unanimously at its Spring Meeting this year to add an Education Director to the GCSAA Headquarters staff.

The decision was not made overnight — it stemmed from suggestions from members over the years, evaluated and refined by several Association Planning Committees in recent years and further reviewed in the context of the overall Association operation, with particular regard for future plans, by the Executive Committee itself. However, without the whole-hearted support of the membership through its approval of the dues increase at the last annual meeting, plus the financial support of the Association exhibitors at the annual Conference and of advertisers in the Association magazine, the ambitious new program would not be possible from a financial standpoint.

Logical Investment

In voting the addition of an Education Director, the Executive Committee fully realized that this would mean a substantial increase to the Association budget with prospect of further increases as the function of this new department broadened to include almost all areas of Association activity.

To most GCSAA members, the move is eminently logical — to the Executive Committee it is a move that has been long overdue, delayed only by lack of available funds.

While it has been discussed and anticipated that the influence of the Education Director will eventually extend to every area of Association activity — since the Association itself is dedicated to the continuing professional improvement of its members — the Committee defined the basic function of an Education Director as follows:

Areas of Responsibility

1. To determine and define the basic and continuing education and information needs of GCSAA members to achieve and maintain a high level of professional competence in the many special areas in which they are required to function — golf turf management, budget planning and control, labor relations, mechanical, hydraulic and agricultural engineering, business administration,, crew recruitment, training and management, etc.
2. To assemble, evaluate and organize all useful information available from all sources and in all forms and to seek out and recruit competent assistance for its presentation to the membership.
3. To make this instruction available to all members in the most effective, most convenient and most economical manner . . . using all advanced techniques and equipment of modern education and communication.

It has become obvious to the Executive Committee that the education needs of the golf course superintendent have become too highly sophisticated and diversified to be met by committee "part time" action as in the past.

Additional Benefits

It can also be seen from the definition, that the scope of the Education Director's activities will broaden as an organized education program for the Association, with long-range goals, develops. By-products of his basic function as described in the three point outline above will include development of articles for THE GOLF SUPERINTENDENT, special "educational workshops", a speakers' bureau for Chapter meeting programs, etc.

When a much-discussed and long-awaited certification program for GCSAA members becomes fact it will naturally evolve upon the Education Director to organize the practical details of such a program and to operate it.

Application Invited

GCSAA members are urged to "pass the word" about the GCSAA's search for an Education Director to prospective candidates whose educational background, experience and other personal qualifications indicate their eligibility for the new post. Anyone interested in applying for the position of Education Director of the Golf Course Superintendents Association of America should write directly to GCSAA Headquarters, 3158 Des Plaines Avenue, Des Plaines, Illinois 60018. They will be sent full information, including a job description, duties and responsibilities. They will be asked to submit personal resumes and photographs for preliminary review by the recruitment committee.

October 1st has been set as a target date for final screening of applicants in order that the actual appointment of an Education Director can be made at the Fall Executive Committee Meeting.

NEW MEMBERSHIPS and REINSTATEMENT

For reinstatement:

Mr. Edward Braunsky	Class A
Mr. Fred DuBeau	Class D

For membership:

Mr. Robert L. Shields	Class A
Mr. Raymond Noesges	Class EE
Mr. Larry K. Runyon	Class A
Mr. Avery Edward Harris	Class EE
Mr. Roy W. Scherdin	Class E
Mr. James W. Kingsfield	Class A
Mr. Joe Williamson	Class D
Mr. James T. O'Connor	Class D
Mr. Doug Lamb	Class D
Mr. Wayne Allen Peil	Class D

Voting Delegate and Advisory Delegate for the MAGCS

Mr. Adolph Bertucci will serve as Voting Delegate and Mr. Oscar Miles will be the Advisory Delegate, each serving as alternate and assistant to each other.