



Kevin Czerkies, CGCS Sportsman's C.C.

The business for GCSAA's 1998-99 fiscal year has just been released. They are concentrating their efforts on career development, membership standards, and achieving greater efficiencies throughout the entire operation. The budget reflects just under \$400,000 net profit. That profit will be used for capital investments in technology, retiring long-term debt, and building a reserve equal to one-year operating costs.

The 1997-98 budget will show a net profit better than their \$300,000 target. This is a result of a good conference and show, advertising sales, and an extended stay of the GCSAA headquarter's tenant.

While I reviewed the plan, several points of interest caught my eye. The following are some of their goals and objectives.

- Develop a cooperative relationship with local chapters to enhance employment opportunities.
- Offer information and resources to members to help them enhance their employment situation.

- Develop the *1999 College Guide*, expanding its information to include details on internships, graduate programs and careers in the green industry.
- Arrange a minimum of 50 media interview opportunities for GCSAA staff, directors and members.
- Develop an initial plan to celebrate the association's 75th anniversary.
- Develop 8 to 12 new seminars focusing on management skills and new agronomic advancements.
- Develop and promote a model curriculum for turf equipment managers to various education institutions.
- Explore new ways to financially support education to reduce the cost of programs to members.
- Discontinue the audiovisual library and develop alternative sources for users.
- Reach an association membership of 20,500 members of which 10,350 are superintendents.
- Improve GCSAA's governance process by increasing participation at the annual meeting and the number of board candidate nominations.
- Improve the code of ethics compliance.
- Participate in five regional trade shows.
- Continue the marketing programs to CGCS and certification applicant employers to increase the value of certification.
- Publish technical aspects of golf course management, including foundation-supported research projects.
- Develop additional sponsorships, licensing agreements and other revenue-generating opportunities.
- Coordinate, administer and conduct computer training.
- Produce 13 episodes of "Par for the Course" television show.

These are just a fraction of the goals and objectives for GCSAA during 1999. As one of the largest chapters, we play a large part in the success of GCSAA. The MAGCS also has goals and objectives outlined in our Long-Range Plan. This plan is updated annually, however, it's not as complex as GCSAA's.

My wife Peggy has asked me to relay to everyone how much she appreciated the phone calls, letters, and kind words about her article, "The Ultimate 'Golf Widow,'" which was published in the July issue of *On Course*. It meant a lot to her because she was the first spouse of a president to write an article, and she wasn't sure how it would be received. Thanks to everyone for their support.

We are all busy now during certification season, but don't forget to get your registration in early for the annual tournament at Settler's Hill. I hope to see you all there.

Kevin Czerkies, CGCS President, MAGCS