



Visions of PDI Dancing in Your Head?

How to Cast Your Vote

December is the best month of the year. If you are lucky enough to be in the family way, it's just golden. The kids behave, at least until Christmas morning. The golf course is quiet. The boss is busy with his/her own holiday preparations, and you can burn some of that accumulated vacation time. I love December. It's a chance to kick back, reflect on blessings and thank the powers that be for the good fortune that put you in the driver's seat of running a golf course without having to worry about the cash register. Here's hoping your holiday season is filled with joy.

The MAGCS is fortunate to be one of the largest voting blocks in the GCSAA. Our chapter delegates, Don Cross and Don Ferreri, carry a big stick when it comes to leveraging candidates on our behalf, so while it is completely acceptable to vote individually, it erodes our collective strength.

On to business—the PDI initiative is coming to a vote in Dallas. The final version is significantly different from the rendition we learned about last January at Arrowhead. The MAGCS Education Committee is putting together an update for those of you who will be attending our January meeting so you can make an informed decision when it's time to vote. Following the presentation, we will be polling the voting members in attendance and our chapter delegates will divide the MAGCS voting block along the lines of this poll at the GCSAA Annual Meeting. Make plans to attend this important meeting.

Since this issue has generated so much attention, both pro and con, and is soon coming to a head, here's a brief review of some of your rights as a voting member of the GCSAA.

There are three ways voting members can cast a ballot at the GCSAA Annual Meeting:

- **Individually**—You, as a voting member, must attend the annual meeting and election and cast your own vote. You must also check in at the voter check-in booth at the Dallas Convention Center.
- **By Proxy**—This means a GCSAA member in good standing who is eligible to vote will attend the annual meeting and election and will cast an individual vote on your behalf. To designate a proxy, you must complete an official proxy form. The proxy holder must hand-carry and present the original with your ink signature on it at the voter check-in booth at the Dallas Convention Center.
- **With the MAGCS Chapter**—This means that the MAGCS voting delegates will attend the annual meeting and election and will cast all

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quently having a direct impact on the golf course's economic success.

To effectively reach employers, GCSAA will target the publications they read and the Web sites they access. We will send press releases and articles to golf trade and consumer publications and Web sites about PDI's approval, and what it means to the business of golf, the golfer and the employer. In addition, we will work with our allied associations to get the message out through their publications, such as NGCOA's *Golf Business*, CMAA's *Club Management*, the NGF's *Golf Market Today*, their Web sites and in other appropriate venues.

GCSAA also uses many publications and materials today to market the golf course management profession. We will continue to use those vehicles. Information

will be placed in *Golf Course Management*, *Leader Board* and on our Web site. Other resources that support the profession, such as standard job descriptions, information on certification, the benefits of joining the association and materials that employers use in hiring superintendents, will include information on the competencies of superintendents. In other words, the message that PDI allows us to develop about the superintendent profession will become a standard business practice for GCSAA materials and resources.


Members' Marketing Responsibility

Members have the opportunity to prove and communicate the benefits of PDI to their employers. Demonstrating effective management of the golf course is perhaps the most important validation of competence. Discussing with your

employer your commitment to continuing education, achievement of proficiency and, if certified, use of the Professional Development Resource (PDR) is strong support during your annual performance review.

GCSAA will also provide you with the resources to help you communicate the value of PDI to your employer. We will develop a package of information in an easy-to-understand format, with suggestions on how you can present the specific benefits of PDI to your employer on a continuing basis.

A "No" Vote

If the vote does not support PDI, an identity around the commitment of golf course superintendents to competency-based education and professional development will be created and promoted to employers. 

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individual votes assigned as part of your chapter's voting block.

If you have any questions about your rights as a voting member or want the necessary forms to vote as an individual or by proxy, contact our executive secretary, George Minnis.

The MAGCS is fortunate to be one of the largest voting blocks in the GCSAA. Our chapter delegates, Don Cross and Don Ferreri, carry a big stick when it comes to leveraging candidates on our behalf, so while it is completely acceptable to vote individually, it erodes our collective strength. Both the PDI and annual elections are tied together from the standpoint that if you want to vote individually for/against PDI, you must vote individually in the election. Again, regarding the PDI, the Board of Directors has authorized our voting delegates to split our block

according to our voting members' poll at the January meeting. You make the decision.

One other thing I want to touch on while I'm on the soapbox is our education sessions at our monthly golf meetings. Our survey responses overwhelmingly supported continuing our education at these meetings, so we will. As Education Committee chair last year, it was my responsibility to arrange these sessions, with the following strings attached. No infomercials, keep it less than half an hour, free or nominal fees (i.e., expenses and printing charges for handouts), and a topic of interest for all membership classes, not just supers. Last year's golf event education topics included collective bargaining issues, investing and the stock market, plans for research at the Midwest Golf House, and an interesting presentation on watershed issues and an innovative idea on capitalizing remediation efforts. All

of the speakers took time out of their schedules to be with us for little, if any, remuneration.

I've talked with other education chairs and they all agreed that planning these talks was their biggest pain, because of the above conditions, and the fact that you can't please all of the people all of the time. However, it just makes the job that much harder when you have to run around and try to gather a large-enough audience to prevent embarrassment to the speaker. In the spirit of the season, and on behalf of my successor as Education Committee chair, I would implore you to remember that if you come to one of our monthly golf meetings, please don't consider the education session optional. After all, the survey was clear that it's wanted—please be courteous enough to show up for it.

Okay, I feel better now. Happy holidays, everybody. 