



## ON COURSE WITH THE PRESIDENT

Donald S. Ferreri, CGCS *Seven Bridges G.C.*

*What is a mission statement? Everyone should have one; it is truly what gives us purpose for our actions. If you do have one, what is it? We have a mission that simply reads, "Seven Bridges Golf Club will be one of the top-rated public golf courses in the country, to create and provide a 'your club' experience through innovation, commitment to excellence and diligent attention to detail." This is our continued goal as a golf facility.*

As an Association, we have adopted *"to provide affordable and environmentally sound golf course conditioning that results in the highest quality and playability possible."* It is very important to remember your mission and, from time to time, evaluate your progress in achieving and sustaining your goal.

*An interesting statistic I learned is that only 60 percent of the nation's golf courses employ a superintendent who is a member of the GCSAA. We actually stand in better numbers than the PGA, but we have a lot of work ahead of us.*

In January, Luke Strojny and I attended the Chapter Strategic Planning Conference in Lawrence, KS. We opened the meeting by defining a new mission statement for the GCSAA. It now reads: "GCSAA is dedicated to serving its members, advancing their profession and enhancing the enjoyment, growth and vitality of the game of golf." Along with the new mission statement, we discussed and agreed upon a vision. The vision should focus on the direction where an association is heading and the desired long- and short-term results. Some of the highlighted visions to be completed by 2005 include:

- Employers will recognize golf course superintendents as the key to the economic vitality of the facility.
- Golfers will recognize golf course superintendents as the key to their enjoyment of the game.
- The general golf public will recognize and view GCSAA as among the top organizations in American golf in terms of importance to and influence on the game of golf.
- The golf community, environmental community, public-policy makers and society will recognize GCSAA as leading the golf community's commitment to a positive environmental impact.

Some of these visions may seem a bit lofty, but in considering the vast advances of our industry in the past decade, they might not be. There is a document entitled *Association Plan 2005*. If you are interested, contact GCSAA for your copy.

*(continued on page 28)*

harder to control at Cantigny. A dollar spot fungicide trial that was conducted on the Pennlinks portion of the green in 1999 showed how certain fungicides could increase or decrease algae infestations. The plot was part of the annual fungicide tests conducted by Dr. Hank Wilkinson from the U of I, and his able assistant Shelby Henning. In short, it was apparent that frequent treatment with DMI fungicides can gradually increase the amount of algae on treated turf, while applications of chlorothalonil containing fungicides (e.g., Daconil Ultrex) can suppress algae significantly. In

this study, application of 3.8 ounces/1,000 square feet of Daconil Ultrex 82.5 DF and 3.5 ounces/1,000 of Echo 90 DF on a 14-day schedule significantly reduced algae (and dollar spot).

To conclude, here is a note on L-93. Although I stated that Penn A2 is my favorite variety in this trial, when pressed I have to admit that L-93 is probably the best all-around variety. L-93 is not quite as fine-leaved and dense as the Penn series, but has superior resistance to dollar spot, good resistance to brown patch, no evidence of other major disease

problems, has excellent heat tolerance and a nice dark green color to boot. That is probably why L-93 was the #1 ranked variety in the 1993 NTEP trial that concluded in 1997 (data published 1998).

### Acknowledgements

I would like to thank the MAGCS, Cantigny Golf and the CDGA Foundation for their several years of support for this work, including financial aid to provide for summer internships and scholarships to deserving students.



### On Course With the President (continued from page 4)

We had a great deal of discussion concerning the day-to-day operations of local affiliate chapters. The topics included education, volunteerism, participation and our executive secretary, to name a few. I must confess that I felt like the cat that ate the canary. We, as the MAGCS, are most definitely leaders in the industry. I was very proud of the fact that our foundation is strong. We are a positive example in many areas, a role model to be followed. To this end, I commend the Board of Directors, past and present.

An interesting statistic I learned is that only 60 percent of the nation's golf courses employ a superintendent who is a member of the GCSAA. We actually stand in better numbers than the PGA, but we have a lot of work ahead of us. A GCSAA program to identify the most influential golfers and employers is underway. Reaching these individuals will enable them to spread the message of our visions. This program will most likely come out in survey form. Other GCSAA statistics for your information are as follows. They have 115 full-time employees serving 20,000 members. Staff is

working with a budget of \$20 million and 101 affiliate local chapters.

Discussion of the Professional Development Initiative was lively and interesting. As we stated at Arrowhead Golf Club in January, I believe everyone needs to understand the plan individually and we will address the final version of the program before Dallas in 2001. The First Tee program was outlined as well. This involves the supply of new and used equipment and consultation on a local level. As an Association, we have taken a secondary role in the program to date. Although GCSAA is involved in all the discussions, we are not a major monetary contributor.

Currently, four strategic objectives are ongoing and are deemed the priority goals. First is the goal of enhancing our image in the industry by using the media. The thought here is this will ultimately encourage career development and compensation. Second is the environmental movement. We hope to communicate golf's positive impact on the environment and establish a reserve of goodwill for any future backlash on the industry. Third goal is to serve the members

through their chapters, strengthening the ties between GCSAA and the local chapters by using the magazine, educational opportunities and television shows. Again, this involves reaching out to influential golfers and educating them on our worth. Finally, the fourth goal involves the issue of career opportunities. At present, the average superintendent spends seven years at a particular golf course. The GCSAA is looking to discover the reasons for this tenure and identify the needs of the superintendent, while putting programs in place to help the superintendent expand his/her career opportunities if so desired.

This is a good overview of topics and conversations Luke and I pursued at headquarters. Many more issues were communicated, so please feel free to call Luke or me for further insights on this strategy meeting. I would encourage all of you to get involved on GCSAA committees or visit the GCSAA headquarters on your own to experience the magnitude of our national association. Enjoy the beginning of a new season—God bless.

