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## Get In Touch With GCSAA

*“Don’t ask what your association can do for you, but what you can do for your association.” That’s a stupid quote; who would ever say something like that? In general we would like to get more than we give. That “ask not” mentality doesn’t work to our advantage very often, but I have had the privilege to serve as one of your GCSAA voting delegates for the past nine years, and I look forward to continuing in the future.*

The MAGCS is one of the finest local chapters of GCSAA in the United States. We should all be very proud of that. It has been the dedication of our members throughout the decades that has accomplished this.

The MAGCS has been a role model for other local chapters for a long time. So, that said, you might ask, what are we getting in return? The short answer is, plenty. We have a national association that is working very hard for us and asking very little in return. We as a chapter need to do a better job in embracing our GCSAA. I will attempt to highlight benefits in which we can all partake. If you are not participating, you need to.

Let’s start with some demographics for our national. There are 104 local chapters that make up the membership’s roughly 17,000 members. We employ 114 people both at the Kansas headquarters and at other locations. We have no debt on our assets and currently are financially solvent—no small accomplishment these days. What could we possibly be doing with all these resources? I want to remind you of our vision statement. The GCSAA vision is quite different from our MAGCS vision statement. We need our national association to fill a completely different role. GCSAA members will be recognized as:

- Key to enjoyment of the game.
- Crucial to the economic vitality of the facility.
- Clear authorities regarding issues related to golf course management.
- Professionals belonging to an inclusive organization that embraces a diversity of ideas and people.

Members will take pride in belonging to GCSAA as the organization that provides them with increased recognition by continually:

- Expanding its role as a leading golf organization.
- Working to improve golf’s positive environmental impact.

As you can see this is a tall order. You should also realize by now, that our profession is advancing by leaps and bounds. This is not an accident. Golf Course Superintendents have made an impact on the game and the environment. We have been given a seat at the table with the industry leaders. More importantly we have placed very committed individuals at the table to help realize our goals.

Much of the work goes unnoticed. I will attempt to touch on only a few of the current topics. To gain a complete knowledge of how your national association works for you and your interests, go online to



www.gcsaa.org. It is one of the most comprehensive web sites available. If it has to do with golf course management, it’s on the website. Keep it book-marked for easy reference.

The Professional Development Initiative (PDI) is moving into its second year. While the premise is strong; the current situation is not as good. To comply with the PDI standards should be quite simple. Here in the MAGCS we are meeting the criteria and gaining Class A memberships at a higher percentage than other areas of the country. The PDI program needs to succeed for the purpose of branding GCSAA Class A, and/or certified members. A campaign is under way to promote PDI compliant superintendents as the leaders in the industry. As members we had made a request for a plan that would enhance our professional image. The PDI is part of that plan and requires a small input on the part of the member. Let’s strive to make PDI a success. The communication efforts related to Class A branding would include, but not be limited to, articles for employers and allied publications, advertising in news releases, tournament fact sheets, and golf channel media events. There will be an on-line toolkit for member use to facilitate professional enhancement and recognition.

The Golf Industry Show (GIS) has taken on a new look in recent years. It is important to remember that we the GCSAA are still the primary organization at the show. We have gained industry partners; this year the Club Managers Association will join the show. Our trade show is the largest fund-raising asset we own. We have not lost our identity as much as we have gained allies for our own cause. The golf course superintendent is front and center as we promote education and professionalism as benchmarks. Our association has raised the bar and will benefit greatly in doing so. The educational and professional development opportunities that will be offered in Anaheim are only the tip of the iceberg. Throughout the year our association offers an abundance of training exercises. Continuing education can be provided at whatever level the individual member requests. There are certification programs to enhance one’s career ambitions. There are turf management refresher courses to stay current. Programs are offered on-line as well as on a local level through the chapters.

Everyone should consider serving on a GCSAA committee at one time or another. There are many oppor-

*(continued on page 24)*





Name: **Brian Mores**  
 Course/Club/Company: **Inverness Golf Club**  
 Job Title: **Golf Course Superintendent**  
 MAGCS member since: **1998**  
 Date of Birth: **1/9/76**

Place of Birth: **Joliet, IL**

Current Residence: **Schaumburg, IL**

College/Degree: **University of Illinois, Ornamental Horticulture**

Spouse/Children: **My wife Amy and our son Hayden (2)**

My favorite childhood memory is: **My dad's red leather shag bag and hitting balls with him and my brother in an open field between Inwood Golf Course and the juvenile detention center across the street. Funny how he always reminded us that that's where bad kids went right about when it was time to pick up balls.**

My professional mentors: **Ken Shepherd, Randy Wahler, Bob Kronn, Mike Bavier**

Favorite Actor: **Morgan Freeman**

Favorite Restaurant: **Lou Malnati's**

Favorite "Pig Out" Food: **Dairy Queen grape Misty Freeze after a long day at the course.**

Favorite TV Show: **Boston Legal**

Favorite Color: **Blue**

Favorite Professional Sports Team: **Chicago Bears**

Favorite Pro Golfer: **Fred Couples. He's smooth... when his back's not locking up on him.**

My Handicap Index: **11**

My favorite place to play golf is: **Shore Acres (what a great guy that Tim Davis is) and Orchard Valley (you're the man Harry)**

The most interesting/exotic place I've ever traveled is: **Riviera Maya, Mexico**

The book I've been recommending lately: ***The Magic of Greenkeeping* (OK, Mike put me up to that one)**

The last great movie I saw was: **The Thomas Crown Affair**

In my spare time, I enjoy: **The indoors.**

Three words that best describe me: **Low key, organized, loyal**

What I enjoy most about my job: **No two days are the same.**

What I dislike about my job: **Time away from my boy.**  
 I'm a Midwest member because: **It really is one big family.**



Get in Touch with GCSAA (continued from page 23)

tunities depending on your particular interest and experience. If you have not been to our headquarters in Lawrence, Kansas, you owe it to yourself to see your association in action. Committee members along with the board of directors and staff are constantly working in our best interest. The tasks range from lobbying Congress, chapter effectiveness, membership marketing, education, golf tournaments, member benefits, and a myriad of environmental concerns. This is a brief description of the hundreds of items GCSAA is attending to on a daily basis. We are quick to identify areas of concern, and that makes for a stronger organization at the end of the day. But do

not lose sight of the positive effect our association has had on our profession. For its constant work and long hours behind the scenes we owe a debt of gratitude. So sit back and ask what your association can do for you. Anyone at GCSAA would be happy not only to tell you, but to accomplish the job as well.

I would like to invite any other questions, thoughts or concerns about GCSAA. If I cannot address the topic I will find someone who will. Please call at (630) 852-1746 or e-mail to dsferreri@cs.com.



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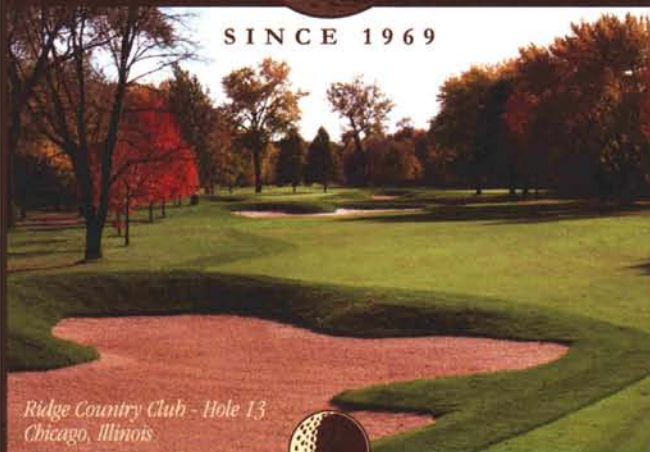
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