

It has been a tremendous privilege to serve as your president for the past year! The year got off with a real bang, experiencing such an unusual and crippling amount of hurricane activity throughout the entire state.

Early on, I said to myself, "How in the world are we going to get anything accomplished with so many of our members having to focus on their own personal and facility clean-up

Strategic Plan is Key to Future

and rebuilding processes?" As expected, we got off to a very slow start to the year. But, like any great organization, the members help assure great success. After a few

expected board member changes during the stormy season, we settled down and made a very productive year of it after all.

I am very proud of all of your board members and their committees! They have all withstood the rocky start to the year, participated well, all culminating with our hosting of this year's Golf Industry Show in Orlando. It was a tremendous privilege to represent our industry and show them how valuable golf is in Florida.

When reviewing the performance objectives for the year, we made nice strides forward and I am sure that future leaders will further enhance these objectives. While all of the objectives were important: 1) Increase turf research funding; 2) Improve communication/coordination throughout chapters, GCSAA and allied associations; and 3) Improve and coordinate educational opportunities throughout the state, it wasn't until just recently at the Poa Annuu weekend that we addressed our final goal of 4) Ensuring our association is functioning efficiently and directed appropriately to the future.

PRESIDENT'S MESSAGE



Joe Pantaleo
FGCSA President

We have talked a great deal during the year, pondering our future as an association. We dealt with our issues head-on by enlisting Hannes Combest from GCSAA to lead us through a half-day strategic planning session recently. Hannes was a wonderful facilitator with plenty of experience to draw on especially as it relates to similar associations around the country.

One of the underlying goals of this session was geared to the eventual retirement and replacement of our most valuable staff assets – Marie Roberts and Joel Jackson. Their tireless efforts are appreciated by all every day, but their imminent replacement could cause much uneasiness if we don't think ahead. Hannes began by allowing us to redefine our mission, which will be to promote golf course management as it pertains to golf course superintendents and to further unify superintendents in Florida.

The next portion of the session was to identify a 5- to 10-year vision of what our ideal association will look like. With input from all of your current and past leaders, we have tried to describe your association for future years to come.

- We will represent the interests of our members in the

legislative and regulatory areas and with help from allied organizations, elevate the professionalism of golf and our members.

- Communicate effectively with our members and other appropriate stakeholders in an effort to enhance our image as superintendents.
- Provide support to our local chapters, enabling them to grow and serve their own members.
- Provide quality education to our members and their staff, ensuring they continue to provide quality golf conditions in an environmentally safe manner.

Like any good vision, a plan to activate it is the real challenge for the future. Hannes helped us establish a set of goals to begin realizing our vision for the future. These immediate goals will be broken up into individual task groups made up of current board members, past presidents, staff members or any persons interested in growing our association stronger for years to come. The goals we have identified are:

- Develop an infrastructure to support the long-term vision of our association. Some of the discussions will center on what the responsibilities of the state and local chapters will be and how they integrate in the future.
- Develop a publications plan to lead the FGCSA into the future.
- Develop an educational plan that addresses leadership training, as well as regional turf related experiences.
- Develop a representation plan that will encompass advocacy, allied organization relations and public relations.
- Develop a membership plan and structure for the future.

There will certainly be a lot of soul searching during the next year, as we want to have this plan in motion by the spring of 2007. We will begin to make strategic planning a part of our regular board meetings, enlisting current and past leaders for their ideas and support.

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