

Today I had a great meeting with my staff. We all assembled in the break room to discuss ways that we could improve our operation. I also wanted to remind everyone of what I expected of them and re-enforce my goal of having everyone look forward to coming to work.

**Communication
is the KEY
to SUCCESS**

I have this revolutionary notion that there is no good reason that one shouldn't happy at his job. If your staff doesn't enjoy it, then why would they do it? Please don't say it is for the money because there are way too many jobs out there that your staff members could be doing that pay as much

— if not more than

— golf course maintenance.

I have staff members from Mexico, Nicaragua, Cuba, Dominican Republic, Columbia and even such exotic places as Buffalo, NY. Even with our language barriers we are able to communicate. Sometimes our communication is not always the best but we know how important it is to effectively communicate. It is the common thread that binds us together and allows us to accomplish our task; which is to produce a well-maintained golf course with an emphasis on environmental stewardship.

Yes, even in this time-starved and information-overloaded era, communication is more important then ever. It is even more important today to effectively communicate with your staff, your green committee chairman, general manager and most important – your members.

But I'm always amazed when I talk with fellow superintendents about how their course is doing. I will talk about mole cricket problems or fairy ring that I have on my greens and it will just happen to be the same problem or problems that they have. It is from this communication that I often find a new control strategy or product to assist in my pest problem. If nothing else, I find out that I am not alone.

Well tomorrow I head down to the Loxahatchee Club for the Blue Pearl Charity golf tournament hosted by the Treasure Coast GCSA. The Blue Pearl raises funds for children and environmental awareness in the Treasure Coast area. While I am pleased to be able to support one of the many fine charitable golf events

Good communication takes effort, but the rewards are worth it... I'm glad I had the opportunity to communicate the issues and our goals and accomplishments with you in these messages. Thanks to the board for its support and our staff for their hard work. See you at the Florida Turfgrass Conference in September where we can do some more communicating one on one.

that superintendent's host throughout the state, I look forward most to the communications I'll have with other golf industry professionals.

The point is, what they say is true; growing grass is sometimes the easy part of our jobs. Communication is the key to being successful over the long run. And my run as FGCSA president will be coming to an end on July 29 at the annual meeting in Orlando. In my president's messages I've tried to communicate the importance of your participation in the association and what we are doing on the issues facing our industry.

Good communication takes effort, but the rewards are worth it. From a crew working together to groom a golf course to building cooperative turfgrass research efforts with our allied associations, we'd be nowhere without communicating effectively.

There is always room for improvement in the association and we can make it better with your input, so won't you please communicate with us?

It's been a privilege to serve as president of the Florida GCSA this past year. I won't miss the publication deadlines in the Florida Green and the Green Sheet, but I'm glad I had the opportunity to communicate the issues and our goals and accomplishments with you in these messages. Thanks to the board for its support and our staff for their hard work. See you at the Florida Turfgrass Conference in September where we can do some more communicating one on one.

PRESIDENT'S MESSAGE



Craig Weyandt
FGCSA President