



Mark J. Woodward, CGCS, becomes the first superintendent to become permanent CEO.

Woodward Named GCSAA's New CEO

Mark J. Woodward, golf operations manager for the city of San Diego has been selected chief executive officer for the GCSAA.

His selection by the GCSAA Board of Directors came after conducting a national search to replace Steve Mona, who became the chief executive of the World Golf Foundation March 3. A familiar face to GCSAA, Woodward has been active as a committee participant, a director and 68th president of the association in 2004. He is in his 30th year as a GCSAA member and became a certified golf course superintendent in 1986. He is the first superintendent to serve as GCSAA's permanent chief executive.

"We were extremely pleased with the quantity and quality of candidates that were interested in the position. Without a doubt, Mark presented the best fit for the association," GCSAA President David S. Downing II, CGCS said. "He is a talented individual with myriad skills that will serve him, the membership, the association, the industry and the game well. He has a strong track record of service to GCSAA and success as a golf course superintendent and an administrator. His efforts have earned him rave reviews in bolstering golf operations for the city of San Diego."

In San Diego, Woodward developed a five-year business plan that generated an additional \$3 million in revenue from 2006 to 2007, including the implementation of the Advance Tee Time program that added \$500,000 in the first year. His department has hosted many high-profile events, including three junior world golf championships, three city amateur championships, three PGA Tour events and the upcoming U.S. Open – on top of the three golf facilities annually hosting 260 golf outings. His plan resulted in creating 20,000 additional tee times for the public golfer. Woodward implemented a management plan that has produced drastically improved course conditions and enhanced environmental stewardship.

Woodward did not assume the job until July 1 because, Downing said., "It was important that he saw to completion the U.S. Open. It is a wonderful celebration of the game and it was only fitting that he finished his integral role in conducting the event."

Woodward came to San Diego in January 2005 after serving 31 years in various capacities with the Phoenix suburb of Mesa, Ariz. His last position there was parks and recreation administrator, which included the oversight of two golf courses, a tennis facility, the Chicago Cubs spring training home, a minor league baseball training site, a park ranger program and a cemetery. He is a 1974 graduate of Arizona State University with a degree in environmental resources and holds a master's degree in business administration from the University of Phoenix.

In addition to his past volunteer service to GCSAA, Woodward is active in the National Institute of Golf Management sponsored by the National Golf Foundation. He joined the NIGM board of regents in 1992, serving as its chair in 1999. He was a trustee for the Environmental Institute for Golf, serving as secretary in 2004.

Woodward has a strong golf-course-management background. He began his career as an assistant

golf course superintendent at Mesa's Dobson Ranch Golf Course, helping to construct the layout. Two years later he became superintendent and in 1987 assumed the additional duties of managing Mesa's Riverview Golf Course. His grandfather Jay is one of only three superintendents to have been inducted into the Arizona Golf Hall of Fame and was one of 11 GCSAA members to be recognized for outstanding service at the association's 50th anniversary celebration. Other family members to have served in the superintendent profession include his son Matt, son-in-law Cody Swirczynski, a cousin, Mike Pock, and Pock's sons, Ernie and Jay.

Woodward, 55, is a native of Phoenix. He and his wife Amy have six children including Mark's son Matt and his daughter Erin and Amy's daughters, Rachel, Christine, Nicole and Jessie. They currently have seven grandchildren.

USGA UPDATE

One Season Ends, Another Begins

By John Foy

DIRECTOR, USGA FLORIDA REGION

Traditionally in South Florida, the winter golf season comes to an end shortly after Easter and subsequently there is a fairly rapid decline in play and the summertime course maintenance season begins.

With a very early Easter this year, moderate to heavy play continued through April, but it is also being reported that total winter season rounds were reduced relative to previous years. The current state of the economy is definitely having an impact, and when combined with significant increases in fertilizer and other basic material costs, course managers will be challenged to continue to provide a level of overall conditioning and quality in keeping with golfer expectations and demands.

As discussed in Web updates, the prolonged drought continues to be