

**New Year!
New Deal!**



**GREEN SIDE UP
BY JOEL JACKSON**

First, greetings to one and all and our wishes for a Happy New Year as we welcome in 2009. While we certainly have legitimate concerns over how the economy will play out in the coming months, it will be interesting to see if we witness the 21st century's version of the New Deal Era of the Roosevelt years.

Belt tightening and budget cuts are a given, but show me a solid superintendent and I'll show you an expert at adaptation and survival. There will be unforeseen ripples across our industry, our association and our chapters as we all

adjust. But in tough times superintendents have always been masters at doing more with less.

During times of adversity, people of action with character and leadership and communication skills will be looked up to. Be one of those types of people and your chances of survival will be maximized. Embrace change as it will be coming, and use change to make improvements in your operations. No time for doing it the same old way.

With tighter budgets, I can foresee a dip in attendance and participation at many of our events – nationally and locally. It is important now more than ever that everyone doesn't just go to ground and hole up for the next year or so.

It may be time to cut back a little, but you should still go to as many meetings as you can and even pick up some of the cost if that's what it takes. It's time for clubs to welcome superintendent meetings and outings at rates that generate a modest profit so the superintendent's education and problem-solving networking can continue for the good of all golf courses.

It's also a time to be

very thankful for those individuals, companies and golf courses that have always been there for us. I fully expect many of them may have to scale back on their time and support, but we are all in this together, so we shouldn't just shut down, but rather keep moving forward with a new viewpoint on what's most important and cost effective.

Do we really need to buy more "stuff" for people to win at our fundraisers? How many DVD players and TVs do people need?

I'm sure they didn't sign up just to play for prizes, but rather to support the cause like charity or research. So maybe we could re-evaluate those expenses and return more to the bottom line for donations.

I don't mean to sound like a kill-joy or scrooge; we just need to look at our own operations and associations to see how we can maximize our effectiveness during this recession.

On a more upbeat note, I'm pleased to report that the new magazine format without the gatefold cover and a change in paper weight resulted in significant production cost savings. The

resulting lighter weight of the issue also resulted in lower postage and handling costs even though we had a postal rate increase at the same time.

Thanks to Secretary/Treasurer Gary Myers, CGCS's employee discount, we have been able to move our board meetings traditionally scheduled in Orlando to Walt Disney World venues at a substantial saving from previous locations. That's just another way we are making changes to keep costs down as we go about the business of the association.

And out on main street, the FTGA launched nine regional seminars around the state in January. We don't know the attendance figures since our deadline is before the seminars will be held. The point is that the core principles of member service and continuing education are still in place and functioning.

According to the calendar in the Spotlight section, it appears that most chapters plan on having a full slate of the traditional meetings and events in 2009. So it's good we will have some sense of normalcy as we cinch up our belts and head into the new year. Good luck, everyone.

Tifton Physical Soil Testing Laboratory, Inc.

Accredited by the American Association for Laboratory Accreditation (A2LA)

Specializing in:

- Testing All Materials for USGA Golf Green Construction.
- Developing Putting Green Rootzone Mixtures that meet USGA Specifications.
- Recommending Topdressing and Bunker (Trap) Sands that meet USGA Specifications.
- Developing Sportsturf Rootzone Mixes with Optimum Physical Properties for Athletic Fields.

1412 Murray Avenue
Tifton, Georgia 31794



www.tiftonsollab.com

T. Powell Gaines
(229) 382-7292