



*Nancy Miller, CGCS
President*

well. If your chapter would like to sponsor a certification class and exam, please contact Jennifer and we'll set one up. The current mission of the FGCSA is to unify the Florida golf course superintendent chapters. A large part of our unification mission these days is governmental advocacy. As a group, our voices are heard louder and more clearly than as individuals. When local individuals speak up to be heard concerning local ordinances, we will group together to support you. While I was trying to decide on a personal note to add to my message, I was bemoaning to a friend that I was stuck finding a topic. He suggested that since it's the holiday season I write a letter about thanks. As he listed the things in his life that he's thankful for, I caught on. You've seen a hundred Hallmark Christmas movies and read a thousand sentimental holiday books, poems, cards and stories. No matter what our religious beliefs, this season infuses our spirits with hope. Hope for a peaceful world that brings our military men and women home for good. Hope that our loved ones are healthy and safe. Hope that our own lives will be better, more prosperous, and happier next year. But we also should look back with gratitude on the year that passed. As golf course superintendents, we make our livings executing our passions: fresh air, Florida sunshine, warm temperatures. Literally and figuratively, we are growing a greener world. Our workplace is a living, breathing holiday card. So, take a minute to fish, golf, sit back, crack open a beer, uncork a bottle of wine, sip a hot toddy or relax for just a minute and count the good things in your life. I wish you Happy Holidays.

President's Message

A new year is on the horizon. The FGCSA Board of Directors has a full docket for the coming year. We met in early December to discuss the long-range plans of the Association. On the agenda were hiring an executive director, a review of publications, the Industry Partners program, Golf BMPs, Rounds 4 Research, government relations, chapter communications and membership dues.

As you know, Joel Jackson is cutting back his responsibilities to the FGCSA as of January 1 and will remain as director of communications. The board is revising the executive director job description and salary requirements. With Joel's assistance, the board will share the executive director's responsibilities until we can hire a professional. In conjunction with a new ED, we need to determine a business model that will carry us forward as a viable trade association. As you all are adapting to the new economic realities, our association must also adapt to fit "the new normal." Finding the right person to guide us will take some time and money. Funds may be needed to hire a search firm and set up the new executive director. It will take time to get through the process, make him/her familiar with the issues and find solutions. As a board, it is our duty to provide the association with a strong leader. A sound state association strengthens and unifies the local chapters. Publications are the backbone of the FGCSA. We depend on advertising sales as well as membership dues to fund the benefits that we provide our members and chapters. Advertisers are feeling the same economic pinch that golf courses are. The widespread use of digital media has had a significant effect on the impact of print media and we are examining all ways to strengthen our financial position. The Industry Partners program seems to be a good fit for our major sponsors, but we are looking for more sponsors. Small or large, we have an advertising package to fit any budget. Please contact Jennifer with prospective advertisers that service your course. We need your help! The Golf BMP certification is progressing

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ON THE COVER: *View from the 13th Green, Isla Del Sol Y&CC, St. Petersburg. Photo by Joel Jackson.*