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**PROGRESS
NEEDS
PARTICIPATION**



**GREEN SIDE UP
BY JOEL JACKSON**

As the new year begins and I look back on 2011, it is obvious to me that the progress we made was due to the participation of our members who volunteered to serve on state and local chapter boards and committees, and to the companies new and old that sponsored and supported our programs, publications and events. Given the tough times all sectors of the golf industry have faced the past few years,

I'm even more impressed by the progress we continue to make.

If we're smart, we will continue to maximize our working relationships and work together as much as possible so we can all take turns blazing the trail and make our journeys as enjoyable as possible for all. The most important factor is that we all participate in the process, and not hang back and make just a few do all the work all of the time.

The golf boom is over and it's a new world out there. We all must manage our resources as efficiently as possible and that's true for individual golf clubs, superintendents, vendors and associations. To that end we need to involve new members and new sponsors and make sure our programs are effectively meeting and respecting everyone's needs.

I'd like to thank personally all our current advertisers and Industry Partners for their support of this magazine and our FGCSA events. They help make our communication, government

relations and public relations efforts possible. In addition their support is essential for the success of our local chapters' charitable, social and research fund raising events. In return, I urge our members to return the favor by making sure they fully support all of those vendors. The loyalty the vendors have shown over years of sponsoring our events needs to be returned by doing our business with them.

Just as we need to bring new members into our chapters and to our meetings, we also need to encourage new vendors and supporters to the table. We invite you to share the names and contact information of suppliers you might do business with that have not been active supporters of your chapter or the industry. We have several programs that can help them get the word out about their businesses and we'd love to send them our materials so they can join a stronger two-way partnership. In the coming year I will be looking for stories to share in the Industry News section that will include the people and

businesses that have helped to make our chapters and associations successful.

One last area of participation I'd like to mention is our efforts in building and maintaining good working relationships with regulatory agencies at the state and county level. Evidence of some of that success can be seen in the letter concerning our current Golf BMP certification program and previous efforts in voluntary environmental stewardship efforts from DEP Secretary Vinyard in the Stewardship section of this issue. Across the state, local chapters have engaged their water management districts in discussions on water-use permitting and water-shortage restrictions. This interaction has had a positive effect in our favor on how restrictions are managed.

To make continued progress in the operation, effectiveness and financial future of our associations, we need participation by everyone from all sectors of the industry. Happy New Year to one and all.



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