

If GCSAA were an NBA team, I'd put a few dollars on them to take down the Miami Heat next month in the playoffs. Because in case they don't realize it, the crew at 1421 Research Park Drive in Lawrence, Kan., is on a roll.

Here are a couple moves the GCSAA has made recently that, in my book, are as deft as drafting Kevin Durant at No. 2 overall:

Condensing the GCSAA Tournament schedule:

It would be totally uncool of me to gripe about the GCSAA Tournament three issues ago and then not tip my cap to them for making one of the much needed changes to the format.

GCSAA CEO Rhett Evans told me that they were working on condensing the schedule of the Golf Industry Show in order to keep the show viable. He's delivered.

GCSAA recently announced that the tournament will now begin on Sunday and conclude on Tuesday. Previously, the tournament started on a Friday and ended on Monday. In both incarnations, the GIS concludes on a Friday.

In the old format, players could arrive as early as Wednesday for practice rounds, if they wished. That meant to also attend the GIS, it could be anywhere from eight to 10 days away from your course, and most important, your family.

For most of us, eight to 10 days away from both work and family is a deal-breaker.

There is some overlap with the educational conference now. But superintendents are adults; they can make educated decisions on what's best for them, their careers and their facilities.

Next year's GIS is in San Diego. The courses haven't been announced yet. If GCSAA keeps the golf in San Diego so superintendents don't have to travel twice for the same event, expect to see a big bump in tournament numbers.

Bringing the print GCSAA directory back to life:

Forgive me for making a big deal about a little book, but a tangible GCSAA directory is one of the better benefits of GCSAA membership. By show of hands, how many of us have been clinging to the 2008 membership directory, the last one they printed before the

Three Cheers for GCSAA

BY SETH JONES



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GCSAA decided to go on-line only?

Finding a member's contact info at GCSAA's on-line membership directory is at times like trying to solve The Da Vinci Code. Course names can be confused, and what if you don't know the name of the super at the course in the first place? Plus, there's the overall convenience of just picking up the book and looking at the listings state-by-state. You can't do that on-line.

The print version is going to be produced every other year, and is available only to Class A, SM and Superintendent-Retired members. Which means an affiliate member like myself, unfortunately, is left flailing in GCSAA's on-line directory.

But now you have an idea of what you can give me for Christmas 2013.

Hiring David Phipps as the Northwest field staff representative:

Whether you like GCSAA's field staff program or deplore it, you have to admit that Phipps is a natural for the position. He's got a giant territory — from Alaska to Colorado — but there might not be a better person suited for such a job. (Check out our interview with Phipps on page 9.)

If you only know Phipps from his repeated GCSAA accolades (no more of those now, David!) trust me, he's the kind of guy you want representing your profession and your association.

Things I don't have space for: A new partnership with BIGGA; another successful National Golf Day in Washington, D.C.; GCSAA staff volunteering at Lawrence (Kan.) CC for the Big 12 Women's Tournament.

Don't look now, GCSAA, but you just might be in the zone.

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