



A Defining Moment

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The By-Laws of the WGCSA state: "The purposes of this Association are: to promote research and the interchange of scientific and practical knowledge relating to the care of golf courses and turfgrass operations thus bringing about increased prestige for this association and its members, as well as for the occupation of golf course supervision in general, including the production, maintenance and improve-

ment of turfgrass; to encourage cooperation with other associations and organizations whose interest parallel or compliment those of this association; and to promote justice, benevolence, and education to and for its members." The WGCSA Creed reads: "We the members of the Wisconsin Golf Course Superintendents Association depend upon the unity, as well as the professionalism of our membership, to cultivate and maintain superior golf turf as well as golf atmosphere."

Both of these statements have provided great guidance of this Association since its inception. Over the 78 years of existence, the members of this Association have evolved and adapted to the changes in our industry. Golfer expectations, technological advances, environmental sensitivities and straining economy are several of the influences which have changed our roles as golf course superintendents. These influences have required a re-defining of our job descriptions and our importance to the success of the game of golf. In a GCSAA survey, it has been discovered that 87 percent of those surveyed would play and return to a golf course that was in good condition rather a course that was more difficult but not in as good of condition. In essence better conditions are more important than difficulty or even status of the course, hence our importance.

As the Board of Directors investigates the potential benefits of hiring a Chapter Executive Director, we are accepting that our Industry will continually change and evolve. Therefore, in order to adapt to those changes, we must evaluate how well the current Association's activities reflect the concerns and needs

of the membership. As we continued through this Chapter Executive Director process we learned that the Association was lacking a defined direction to serve these concerns. After several lengthy gatherings, the Board of Directors has developed a Mission and a Vision statement that will provide guidance to develop goals that will better serve the membership. The Board is proud to present:

Mission Statement: The Wisconsin Golf Course Superintendents Association is committed to serve each member by promoting the profession and enhancing the growth of the game of golf through education, communication and research.

Vision Statement: The Wisconsin Golf Course Superintendent Association is dedicated to increase the value provided to its members and to the profession by:

- Enhancing the professionalism of its members by strengthening our role as a leading golf organization in the state.
- Growing and recognizing the benefits of a diverse membership throughout Wisconsin.
- Educating and promoting our members as leaders in environmental stewardship.
- Offering affordable, high value educational programs at the forefront of technology and service.
- Being key to enjoyment and the economic success of the game of golf.

The Mission and Vision statements will allow future Board of Directors the opportunity to review and alter as necessary to reflect the latest changes to our industry.

In addition, a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis was performed to identify the WGCSA strengths, weaknesses, opportunities and threats. Goals can now be developed to reflect those concerns identified in the SWOT analysis. This process was very eye opening and accomplishing these steps is very rewarding. However, utilizing these results will help the WGCSA to better serve the membership, which is our mission. 🌱