



On Board and Ready to Go!

By **Brett Grams**, Chapter Manager, WGCSA

Editor's note: This month we welcome Brett as our Chapter Manager and a new regular feature in The Grass Roots. As Chapter Manager Brett's columns will feature association news and happenings.

As most of you know the WGCSA Board of Directors have spent a considerable amount of time and effort over the past few years reviewing the best way to lead our storied and renowned association. The WGCSA board has created Mission and Vision statements, benchmarked and researched what other chapters have done to gain membership and exposure, and worked extensively with the staff of the GCSAA. This work was done to ensure the chapter maintains its high level of prominence in the golfing world both in WI and beyond. When the board came to the conclusion to hire management services I was very happy to provide my

ideas and interview for the opportunity to offer these services. It is exciting to be working with the WGCSA in offering the management services the board has requested and I want to assure the membership that I will do my very best in representing our organization while carrying out the directives of the board and the rest of the membership.

Those of you that have served on the WGCSA board or been a part of a committee understand the huge time commitment and dedication that is spent serving our association. For as long as I have been a member I have seen this type of dedication year in and year out and that is one of the strongest parts of our successful organization. On my first day working with WGCSA, the board asked me to begin working on the following projects. I wanted to give you an update as to our progress (in this first week of July).

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1. Improve and recreate our Website. Simply stated the www.wgcsa.com was a very good website when it was first created in 2004. Now, five years later it needs a facelift and needs to offer more services and timely information for our members. We want to offer all members one of the best and easy to use sites in our industry. Our goal is simple in concept but challenging in execution. To date I have spent considerable time and effort identifying all things important to our members for our new website. We will be offering all the features of the present site but with more streamlined navigation and more content that will always be current and managed weekly. We will soon have the ability to register for meetings and events online, make payments for dues, advertising, donations, and other items via credit card. The member's only area will also be enhanced with more articles, more information, and a much improved online directory. These changes and goals need the best technical and web industry professionals to implement. We are extremely lucky to have such a company on our membership roles. Epic Creative out of West Bend, WI has been selected to create our new website. Our very own Chad Kempf is our websites project manager. As most of you know Epic has been a part of our industry for many years by offering their SVW video series and their latest work by supplying the industry with GCSAA.TV services. In addition they also offer web design and management to many large companies in our industry and beyond. Epic's generous discounting of services has allowed the WGCSA to contract with the great company at a very reasonable price. I will be working closely with Chad and his team in the next several months to have the site completed and fully functional by this fall.

2. Improve database records and membership information for the chapter. The chapter has been keeping records on members for many years but the multiple systems used by our chapter and also the services we receive from the WSGA have allowed for some "holes" from time to time. I have created a new database record system containing all the current and former member information from multiple lists and people that have been involved with this large task over the past few years. This work is not glamorous or much fun but is very important for the communication to all members going forward. Thanks to the help of Jim Vanherwynen, David Brandenburg, and Linda Scheffler at the WSGA I am happy to say that this time consuming task is complete. However, a database like this is never truly finished, members move, people change positions, change member status and the list will hopefully continue to grow. As you have changes to your membership status, or have

a change to your information please contact me (see information following). I would also like to ask you to help me grow our membership! Do you know of a superintendent not currently a member of our association? Do you have a deserving assistant that could benefit by joining the WGCSA? Make sure to ask your favorite sales people if they are supporting the WGCSA by being a member as well. I will be working on a new membership campaign in the coming months and your help now can help start this effort.

3. Create a comprehensive and streamlined Industry Partners Program for the WGCSA.

This has been my latest effort and will allow the WGCSA to capitalize on the many great affiliate and vendor members who graciously make our chapter stronger in numbers and finances. The WGCSA needs to improve our partnerships by allowing the vendor members more exposure to showcase products and build relationships within our industry. The board will be reviewing several versions of the plan but through expanded advertising opportunities and streamlined agreements plan lasting a full year our affiliate members will have the ability to choose the appropriate level of participation that is best for their particular company.

4. Assist David Brandenburg with the business management of the Grass Roots. We all know the success and proud history of our association's trade journal. I am proud to learn from and work with David in making sure *The Grass Roots* meets the needs of our membership now and in the future.

I am also working with the board and all committee chairs learning how I can help with the many behind the scenes duties and day to day functions of an organization of our size. I look forward to working with all of our members in the months and years to come. Please contact me if the WGCSA can be of any help to you and your career. N1922 Virginia DR, Waupaca, WI 54981, Phone 920-643-4888, Fax 888-790-7492, Email bg.wgcsa@charter.net.

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