



Seasonal Changes and Planning

By **Brett Grams**, Chapter Manager, Wisconsin Golf Course Superintendents Association

I hope the fall months allowed you to complete a successful 2009 Season. For the majority of our members we will soon be entering the slower season. It is my hope that most of you can take a little more time away from your operations to spend with friends and family. For most of us, winter is a time to recharge, plan, and prepare for next year and it's new set of challenges. For most of us, reviewing our successes and shortcomings can help us to try to predict our future needs. The financial challenges have been high in recent years and 2010 appears to be no different.

Just like most of you, the WGCSA Board of Directors and I have been busy planning for 2010. Our great Association is facing the same challenges. The board and I have been very busy in the recent months trying to create new opportunities for growth and to make sure we continue to offer our members and our industry the support we all need.

For those of you that were able to attend our Fall Business meeting on November 17th in Kohler you were able to learn about some of the multiple things our association is implementing for 2010. For starters we will be working out any glitches and bugs to our new website. Our Association is firmly committed to use the website and the advantages it offers to enhance how we communicate with each other. This technology allows for streamlined communications, quicker response times to members needs, the ability to update membership information, online registration for meetings, and to seek feedback from you in a very

inexpensive manner compared to conventional mailings.

Our vendor members and companies will also see changes to our offerings and selections for sponsorship and advertisements next year. We are completing the 2010 Industry Partners Program. Our Affiliate membership has been very dedicated to our Association for many years and we need them to continue to offer this support now more than ever. The Affiliate Companies have requested more ways to communicate their products and offerings to our membership. We have expanded opportunities by creating ad space on our new website and in the "new and improved" Membership Directory and Handbook for next year. These ads are a "win" for all for our members as the improvements we are creating are being implemented without raising any of our member dues.

Anticipated reductions in both State and Federal funding for our own OJ Noer Research Facility, Professors, and Support Staff, along with the studies being conducted at the UW are also a challenge that the WGCSA is committed to improving. The board is working out the details of a new fundraiser that will raise funds for research without relying directly on our members. We anticipate we will be asking all member facilities to consider donating rounds of golf which then will be offered to all golfers via an online auction. These proceeds will be earmarked for turf research. The board and I are very excited to get the details finalized and the specifics to you ASAP. We should be able to have a large positive impact for funding needed research in 2010 and beyond if we

can get the support from our member clubs.

In closing, change is also happening to our hard working Board of Directors. I would like to thank Matt Schmitz and Mike Lyons for the time and efforts they graciously donated to better the WGCSA. Also, Dustin Riley will be handing over the President's Gavel to Brian Zimmerman in January. Dustin has personally championed many efforts in his tenure leading our association. Please join me in thanking them for their efforts.

I wish all of you a successful end of 2009 and even better 2010! 🌱

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