

New Season = New Opportunities

By Jeff Millies, Certified Golf Course Superintendent, Edgwood Golf Course

Winter never really showed up for most of us this year. It was the second warmest on record. With the above normal temperatures and lack of snow, it allowed many of us to stay busy outside. There were even a few courses that were open every month this winter. Most of us utilize winter as a time to re-charge and prepare for the upcoming season, but with the lack of winter, many have been busier than normal. Let's hope this trend follows into the rest of the season.

I was able to attend the GIS and Wisconsin/Milorganite Room in Las Vegas. I would like to thank all of our vendor sponsors that assisted in the success of our event. It was well attended and enjoyed by everyone. This year a 50/50 raffle took place during the Wisconsin/Milorganite Room to raise money for the TDL. Congratulations to Randy Dupont from North Hills Country Club who won \$565. He then graciously donated all of the money back to the TDL. In this issue of Grass Roots there is a list of those who helped sponsor this year's room. Please thank those industry partners for their support. Their support is vital to the success of the WGCSA events.

GIS seemed bigger and the attendance was better than the last few years. There was without a doubt plenty to see as well as educational opportunities. It is definitely one event I wish everyone could attend. One of the biggest benefits is having the opportunity to look for new trends in the industry as well looking for ways to become a more effective leader. Remember that the 6 most expensive words in business are; we've always done it that way. Just because it has worked in the past doesn't mean it can't be improved. I hope you were able to come away with some new ideas or products that

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would benefit you and your course. If you were unable to attend the GIS this year or missed some of the speakers, take a few moments and check out the recap of the shows events by going to www.gcsaa.tv.

Many times we are so focused on the cost of products/services we forget about the

other bottom line referred to as corporate culture. It is reflected in the methods we use to get the work done, the norms that are established, the leadership tone that is set, and the words and behavior that spread through the work place. Superintendents need to realize they are architects of this culture within their facility. By what they say (and don't say) and do (and don't do), they are shaping the corporate culture of the organization.

As we start the 2012 season, remember that we will probably face new challenges, but this also brings new opportunities to change. Embrace these opportunities and be thankful for the problems associated with these challenges. Remember, if they were less difficult, someone else with less ability might have your job.

Upcoming events include: April 23 – Geneva National GC in Lake Geneva, May 14th – Trappers Turn GC in Wisconsin Dells, May 30th – Super/Pro at Nakoma Golf Club in Madison, and June 25th – WGCSA Tournament at Oshkosh CC. Please make an effort to attend these events.

I look forward to a great golf season and hope to see you out on the course. 

WGCSA 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.

WGCSA VISION STATEMENT

The Wisconsin Golf Course Superintendents 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.