GCSAA Web Site Evolves To Meet Members' Needs

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Something's happening every day on GCSAA's Web site. From weekly updates of items such as the Employment Referral Service job listings, to monthly updates of the *Golf Course Management* magazine section, GCSAA programs and services are available at the click of your mouse.

GCSAA has also added several major features to the site — and more are planned in the year to come. Developed in response to committees' and users' feedback, these new features are designed to keep you better informed about your profession and the industry, help you stay in touch with your peers around the world and expand your educational horizons.

What's New

• **Research database:** This database of virtually all known turfgrass research currently taking place can be searched by investigator, institution or key words. You'll also find a list of the institutions submitting research information as well as year-end reports on all turfgrass research programs funded by The GCSAA Foundation.

• **Conference proceedings:** If you missed the Las Vegas conference and show or couldn't make it to some of the presentations, you can review all the proceedings from the more than 70 forums, sessions and workshops. The proceedings will remain posted until the Anaheim material is placed online.

• **Scholarship applications:** Student members can apply for the GCSAA Foundation scholarships through online applications.

• **"Par for the Course":** To accompany the fourth season of "Par for the Course," this section highlights each episode's featured course, offers an interactive presentation of the weekly rules question and provides links to other resources on the topic. In the future, short video and audio clips may be added.

• **Suggest-a-link campaign:** By completing an interactive form suggesting your favorite Web sites, you can help GCSAA Online create links to other sites and become a more comprehensive information resource. Dozens of members have made suggestions, which can be found in the link sections.

• **Discussion forums:** Because of the overwhelming popularity of the discussion forum, GCSAA Online has recently added an "equipment and product use" forum and an "agronomic practices" forum. The original forum is now the general forum, where you can find discussions ranging from professional issues, to recreational information, to GCSAA politics. And, in response to user suggestions, GCSAA has made the forums more user-friendly by rewriting the instructions, making the input fields easier to use and taking advantage of new software add-ons.

• **Industry Links:** This section brings you closer to those who do business in the golf course management industry. Superintendents can link to company pages that may include distributor information, e-mail addresses, links to companies' own Web sites and even specific product pages.

In addition, last winter GCSAA Online included three short-term features that will be returning next year:

• **Exhibitor Locator:** By providing a list of selected companies' booth numbers in chronological order, the locator helped conference and show attendees make their routes of the trade show.

• **Golf Asia:** This section detailed GCSAA's Golf Asia educational program and offered links to seminar descriptions and instructors' biographies. Plans next year call for online registration for this event.

• **Program Call:** With this interactive form, you could submit ideas for GCSAA education programs or offer to be an educational program presenter.

What's Next

• **MSDS database:** This comprehensive electronic database will be available only to members and will be searchable by common name, brand name or any set of words you enter in the search engine.

• **Online bookstore ordering:** With a few clicks of your mouse, the new bookstore ordering system will allow you to choose items, add up your total and figure your shipping and handling fees. All transactions will be completed over a financial server, so credit card information will be secure. GCSAA is also exploring the feasibility of adding online merchandise ordering.

• **Committee communications:** This section will allow you to contact committee members directly with your suggestions or questions. Members will be listed by committees, and those with e-mail will have an automatic e-mail form linked to their names.

• **Correspondence course:** GCSAA will be formatting one of its correspondence courses for the Web site, where it can provide an interactive learning environment for members around the world.

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If you have a question, or a suggestion on how GCSAA can make its Web site a more useful and user-friendly tool, contact the information services department at 800/472-7878.