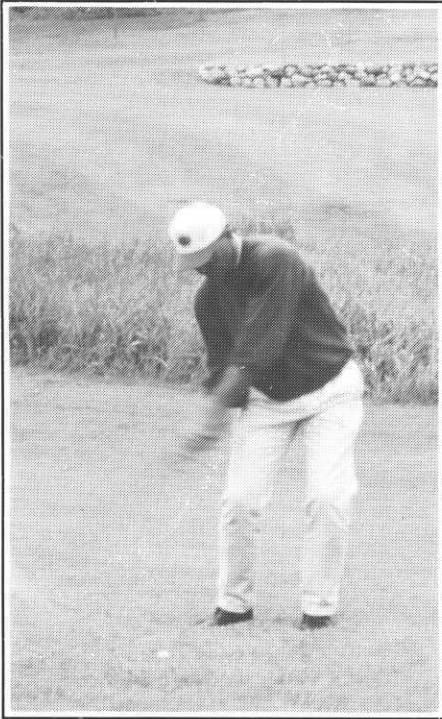
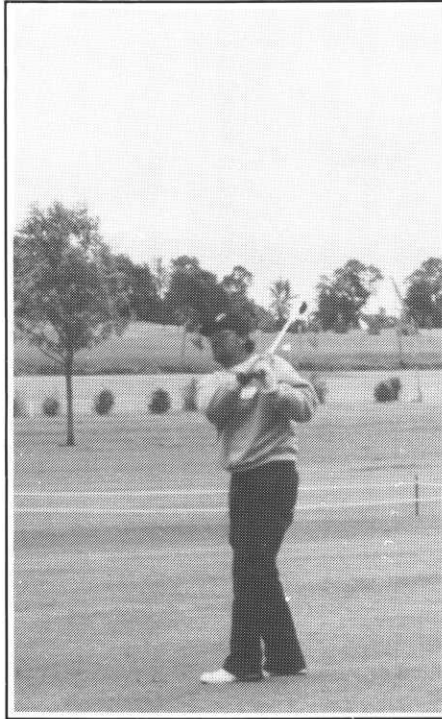


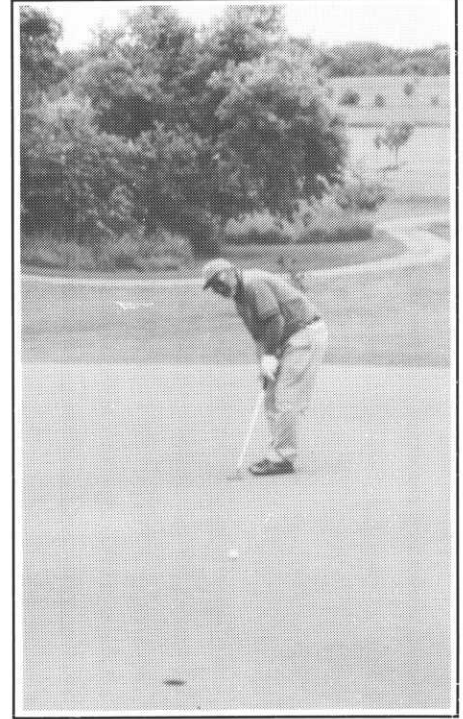
Sweet Swings at Creeks Bend



MIKE BROWER
Hillcrest Country Club



BOB ADAMS
New Prague Golf Club



CARY FEMRITE
Pebble Creek Country Club

New Department to Focus On GCSAA Membership Standards

In an effort to better serve its membership and the game of golf, the Golf Course Superintendents Association of America (GCSAA) is in the initial stages of a membership standards initiative, an organization-wide research, development and communications effort to advance the golf course superintendent profession.

Last year, GCSAA formed a membership standards resource group comprised of 13 association members to provide direction to the initiative, which focuses on the knowledge, skills and abilities necessary to meet the needs of the golf course superintendent profession. Two consulting firms — SRI International (formerly Stanford Research Institute) and Mullen, a communications firm — have been retained to conduct ongoing research. SRI is examining membership educational needs and learning preferences. Mullen is analyzing the current perceptions of golf course superintendents and developing communications plans and programs.

The most recent development of the membership standards initiative has been the creation of GCSAA's Learning Systems Innovation and Design Department. Under the leadership of former education director Deena Amont, this unit will concern itself with education development and delivery issues such as new curricula, introducing distance learning programs, Web-based training and creating faculty internship programs, among other concepts.

An Open Letter to Affiliate Members:

I sit here writing this letter as a venting mechanism. For the last three days I have tried to contact a vendor to purchase some product. I have called, voice mailed and called a cell phone number only to be shut out by this individual. Normally I would just call someone else that carries this product or something similar, but in this case this vendor is the only place I can get what I really want.

I am frustrated because I have been taught and firmly believe that the customer always comes first. Certainly where I work we go out of our way to make the customer happy. That's how you keep them coming back to buy more of your product. In this day and age of cell phones, voice mail, pagers, e-mail and all other manner of technology you would think that someone would at least have the courtesy to take two minutes and return my phone call.

I don't mean to pick on only the vendors because we are all guilty of this at one time or another. The professional way to handle others is to treat their time as being as valuable as your time. Since they took the time to contact you, you should take the time to contact them back. If you receive a page, call the person back as soon as possible or throw out your pager since you are treating the call with the same urgency as an answering machine. On the other hand don't page people unless you really need to talk to them; voice mail works great for those non-urgent calls.

So here I sit with money to spend and no way to spend it. At least no one can say that I haven't voiced my frustration.

—Sincerely,
A Concerned Member