

# GCSAA Plans To 'Raise The Bar' For Class A Superintendents

GCSAA is planning to "raise the bar" for those golf course superintendents who want Class A membership, according to CEO Stephen F. Mona, CAE, and President David W. Fearis, CGCS.

Mona and Fearis spoke about the state of the GCSAA during a press conference Feb. 13 at the 1999 conference and show.

"There is a day in the not too distant future when a superintendent who has a Class A designation will have to have specific educational and job experience credentials," Fearis said.

Fearis added that there is still a lot to do before the new program is implemented, but the plan is to have the membership standards initiative ready to unveil at the Chapter Delegates Meeting in September.

Membership in GCSAA has reached a record-setting 19,000, Mona said, and by the end of the calendar year should top 20,000. The organization is involved with several programs that link to other golf industry associations, including The First Tee. The First Tee effort is one way GCSAA can help make golf more affordable and more accessible, Mona said.

"I believe Joe Beditz (CEO of the National Golf Foundation) said that hitting the ball is only one element of the game," Mona said, "and we believe that the whole environment of golf is equally important. What our golf course superintendents do impact this experience."

The 70th conference and show set records across the board, including total attendance, exhibitor space and education seminar attendance, exhibitor space and education seminar attendance.

Mona reported that GCSAA has launched an inaugural golf management program with Kansas State University that will increase the technical and management skills of future superintendents and will serve as a model for other universities.

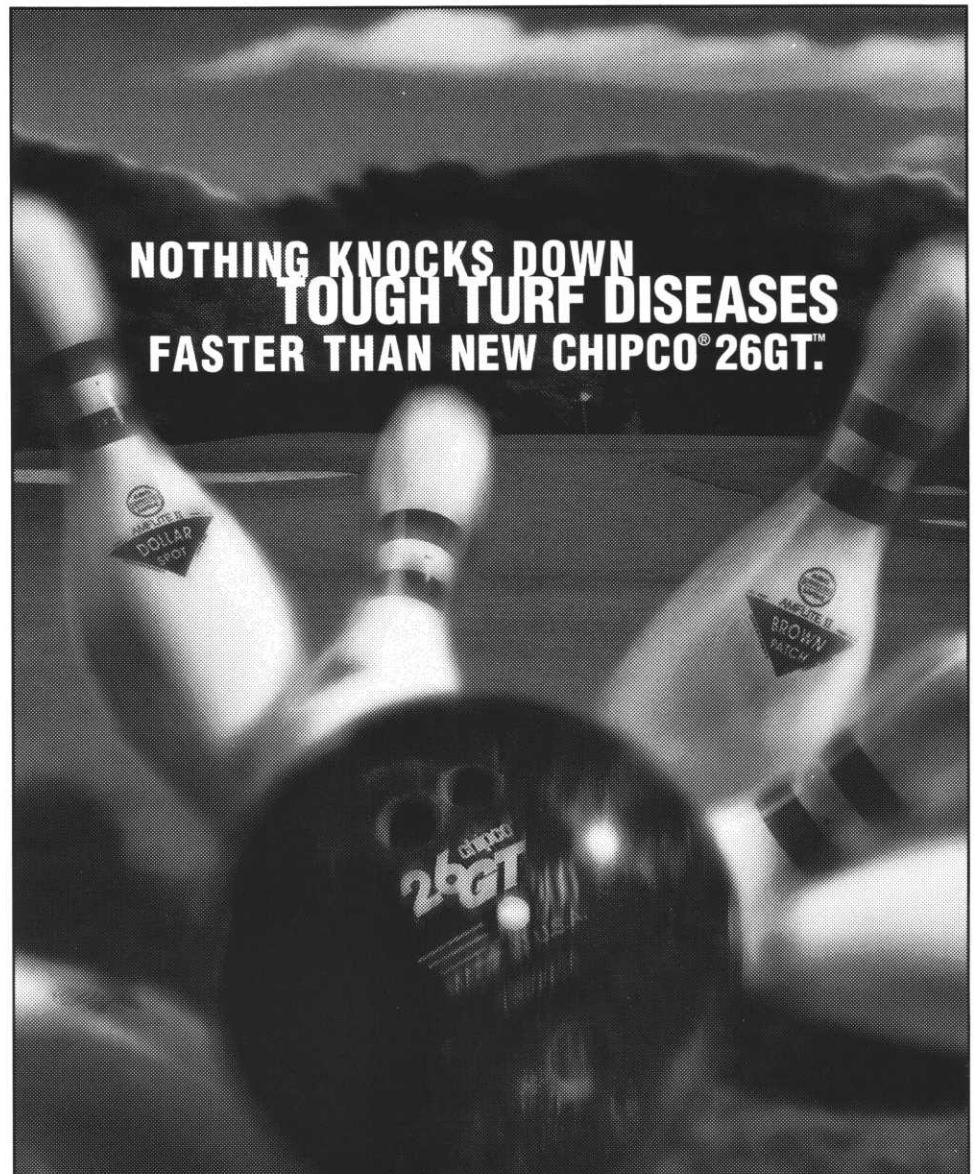
Additionally, GCSAA's new public

relations program kicked-off with an insert in issues of *Golf Magazine* and other publications. The insert explains the superintendent's profession to others in the world of golf.

## Board Embraces Media Guidelines

Recognizing the important role of the media, the GCSAA

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# GCSAA—

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Board of Directors has adopted a list of standard operating procedures for the association, chapters and members in guiding their media/public relations activities.

These guidelines came as a recommendation for the 1998 communications committee, which over the past 18 months sought input from GCSAA staff, members of the media and numerous other associations.

"The media is an important constituency for GCSAA and its members," says Mike Wallace, CGCS, 1998 communications committee chairman. "The media serves as the conduit for communicating messages of the association, its chapters and members. The communications committee and the board felt very strongly that GCSAA should have guidelines that will assist in developing and maintaining a professional relationship with the media."

Wallace noted the media is the vehicle for communications that may come in the form of policy statement announcements, availability of products and services offered or information aimed at generating public awareness about the association, its members, the golf course superintendent profession and the industry. By adopting the policy, he said the board is sending a message to the membership that the media should be an important constituency on an individual and chapter basis, if it is not already.

Wallace said the board encourages all GCSAA chapters to adopt such guidelines in their day-to-day activities.

## GCSAA Media Guidelines

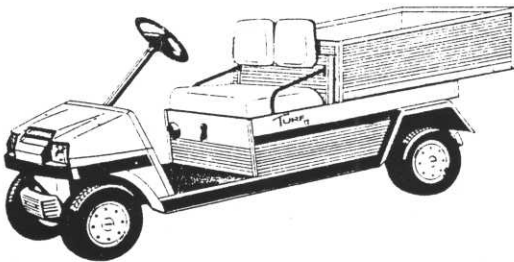
### Introduction

The media is a vital audience for GCSAA to work with in communicating policy, promoting association causes and generating funds. GCSAA is available to provide services/information to assist the media in their efforts to cover the game and the golf industry as a whole. GCSAA will operate a user-friendly organization for the media.

### Guidelines

- GCSAA must communicate its message to the public to tell who it is and what function it serves.
- GCSAA will treat the media with respect and in a cooperative spirit, regardless of the story they are pursuing. GCSAA will be available to respond to the media when requested.
- Requests for information will be handled efficiently and professionally.
- Every effort will be made to respond to the media with accurate information and the appropriate spokesperson(s).
- GCSAA will make every effort to provide the media services and access that enhances its ability to cover the association, the profession and individual superintendents.
- GCSAA will foster coverage of the association and its members on a local/regional basis. GCSAA encourages its chapters and members to include the association's perspective or policy, when appropriate, in communicating with the media.

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