

Public Relations Initiatives

One of the primary objectives for GCSAA is to enhance the image of the superintendent and "brand" the GCSAA superintendent as the key to the economic vitality of the golf course and enjoyment of the game.

Even educated, experienced superintendents and their good work may go unnoticed unless their stories are told and are told to golfers, employers and co-workers. GCSAA

"We must educate golfers and our employers. If we don't promote our profession and ourselves, no one will."

— David W. Fearis
GCSAA President

President David W. Fearis, CGCS, says, "We must educate golfers and our employers. If we don't promote our profession and ourselves, no one will."

GCSAA CEO Steve Mona, CAE, attributes three current trends with providing an opportunity to GCSAA members to elevate their position in the golf world:

- The growth and development of golf courses
- The popularity of the game
- High golf expectations

"Therefore, it's the opportune time to make substantial gains in positioning the golf course superintendent as the key to facility profitability and golfer enjoyment," Mona says.

The public relations initiative provides the association and members with different ways to tell this story utilizing traditional PR methods. Within the short span of six months, the campaign will leverage the contributions of superintendents to the game of golf using publicity, television commercials, magazine advertisements and a nationwide sweepstakes.

MEMBERSHIP REPORT

NEW MEMBERS: OCTOBER 11, 1999

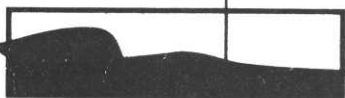
	Class
Michael Carlson Green Lea Golf Club A — GCSAA 101 Richway Dr., Albert Lea, MN 56007 W: (507) 373-1061	
Joseph A. Stelzer Eagle Ridge Inn & Resort B — GCSAA 537 Wann St., Galena, IL 61036 W: (815) 777-0745	
Christopher Rick Golf Course at Newcastle C 780 Front St., So., Issaquah, WA 98027 W: (425) 255-1910	
Jon F. Sass Bunker Hills Golf Course C 2626 9th Ave., No. 13, Anoka, MN 55303 W: (612) 755-4150	
James Suomalainen Fiddlestix Golf Club C 10575 360th St., Onamia, MN 56359 W: (320) 532-3618	
Benjamin D. Just University of Minnesota — Hazeltine National Student 1946 Park Ridge Ct., Chaska, MN 55318 W: (612) 448-3626	
David Lee Forsting Anoka Hennepin Tech College — The Preserve Student 9115 Shoestring Loop, Rice, MN 56367 W: (218) 568-7388	
Ryan M. Hamers Anoka Hennepin Tech. College Student 15059 165th St., NE, Foley, MN 56329 H: (320) 355-2844	
Steven Roxberg Anoka Hennepin Tech. College — Wayzata C.C. Student 126 Courtland St., Excelsior, MN 55331 H: (612) 471-8227	
Matthew Schmid Anoka Hennepin Tech. College Student 301 7th Street N.W., Sebeka, MN 56477 H: (218) 837-5575	

RECLASSIFICATIONS

Jeffrey C. Anderson
Lester Park Golf Course B to A—GCSAA

—Tom Meier
MGCSA Membership Chairman

Williams-Gill



& Associates Golf Course Architects

Office (715) 425-9511
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Williams, Gill of Wisconsin

Garrett Gill, Principal

122 N. 2nd St.
River Falls, WI 54022

• Services •

- New Course Design
- Master Plans
- Golf Practice Center Design
- Environmental Planning
- Irrigation Design
- Renovation & Restoration
- Site Planning

**PLAN TO ATTEND
THE
MGCSA ANNUAL
BUSINESS MEETING
AT 4: 45 P.M.
THURS., DEC. 9
MINNEAPOLIS
CONVENTION CTR.**