

# Delegates Discuss Proposed PDI And Other Association Issues

*(Editor's Note: The MGCSA sent Jerry Murphy, CGCS, Somerset Country Club, St. Paul, to the 1999 Chapter Delegates Meeting from September 10-12. The following information was discussed.)*

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Representatives from GCSAA's 101 affiliated chapters met at GCSAA headquarters, in Lawrence, Kan., Sept. 10-12, for the 1999 Chapter Delegates Meeting. The focus of the meeting was the Professional Development Initiative (PDI). Delegates listened to presentations and discussed the development of the PDI for six hours.

During the discussions, membership standards resource group (MSRG) members briefed delegates on the history of PDI and its developments since its inception at the 1996 Chapter Delegates Meeting. MSRG members also shared a proposed model for a new classification system, including potential Class A entry-level and ongoing requirements. These requirements would be integrated with education and certification programs to support members' professional development. (Franklin Covey Co. representatives are assessing GCSAA's educational offerings and identifying additional opportunities to deliver education to members.)

Franklin Covey representatives demonstrated software that assesses the knowledge, skills and abilities superintendents need to be successful. Following the demonstration, MSRG members facilitated a question-and-answer session to gather members' input and ideas on the direction of the initiative. Delegates were also informed of a plan to communicate the goals and concepts of the PDI with members. Presentations with affiliated chapters are scheduled from October 1999 to May 2000 in order to collect feedback about the PDI that will be used to help construct the final proposal to be discussed at the 2000 delegates meeting next September. Information about the PDI is available on GCSAA's Web site at [www.gcsaa.org](http://www.gcsaa.org).

The following issues were also discussed at the meeting.

## **GCSAA's Mission and Vision**

President David W. Fearis, CGCS, and Chief Executive Officer Stephen F. Mona, CAE, presented a draft of GCSAA's vision and mission for 2005. The statement focuses on strengthening the association's relationship with the golf community, environmental community and public policymakers.

## **The GCSAA Foundation**

Vice President R. Scott Woodhead, CGCS, and Mona provided an update on The Foundation's programs, such as an online auction and continuing the "Investing in the

Beauty of Golf" campaign. The Foundation's board of trustees, established in 1998, is identifying new opportunities for GCSAA to secure financial support for these and other research and education programs.

## **Voting Delegate and Candidate Relationship**

Secretary/Treasurer Tommy D. Witt, CGCS, shared ideas on how candidates running for the 2000 board of directors and chapter voting delegates can strengthen their communication throughout the campaign and election process. For the second year, a listserv is available for candidates and voting delegates to discuss campaign issues.

## **Chapter Meeting Attendance And Member Participation**

Delegates discussed the lack of participation and attendance at chapter meetings. A number of success stories and potential opportunities to strengthen chapter involvement were identified.

## **Limited Budget Outreach Program**

Delegates learned about a proposed program designed to support superintendents at limited budget facilities. Members and chapters are being encouraged to support superintendents at limited budget facilities by mentoring them and inviting them to chapter meetings.

## **Media / Public Relations Opportunities**

An update on GCSAA's public relations activities was provided, and opportunities for members and affiliate chapters to become involved in local public relations efforts were presented.

## **Membership Growth Strategy**

GCSAA has a goal to increase its membership to 30,000 members by 2005, which includes a focus on recruiting members from golf courses not currently represented. Delegates shared ideas on how affiliated chapters may become involved in recruiting members and participating in this strategy.

## **GCSAA's 75th Anniversary**

Plans are under way to celebrate GCSAA's 75th anniversary in 2001. The year-long celebration will begin at the 2001 conference and show in Dallas, include a ceremony prior to the 2001 Chapter Delegates Meeting and conclude with a celebration at the 2002 conference and show in Orlando. Throughout the anniversary year, affiliated chap-

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# GCSAA Redirects Television Public Relations Strategy

After a successful six-year run, GCSAA's "Par for the Course" television show will not return for a seventh season. Instead, the association is looking to expand GCSAA's television presence through video news releases, television commercials and short 30- to 60-second informational segments designed for networks such as ESPN.

For the last two years, GCSAA has worked with Mullen, a Boston-based public relations firm, to develop a strategy to reach golf enthusiasts and the general public with the message that superintendents have an effect on golfers' enjoyment of the game, and that they play an integral part in maintaining and increasing the economic viability of golf course facilities. Mullen's research determined that the 30-minute magazine-format of "Par," while effective during its run, had served its purpose and was no longer a cost-effective public relations tool.

"GCSAA is refocusing its public relations efforts," says Ken Mangum, CGCS, communications committee chairman. "Par for the Course" gave GCSAA a foothold and television presence that we hadn't had before. With the new public relations and professional development initiatives, the association will be taking different avenues to maintain its presence and move to the next level."

For instance, to extend GCSAA's television reach, the association plans to continue looking for opportunities to air television commercials such as the one shown during the PGA Tour's John Deere Classic last July.

"The message was good and I think any time we can get in front of that many people it has to be positive," Mangum says. "We didn't have that much exposure with The Golf Channel."

"Par for the Course," which originally aired on the Prime Network in 1994, moved to ESPN for the 1995-96 seasons and to The Golf Channel in 1997. During its run, the show received several honors, including selection for the American Society of Association Executives (ASAE) Associations Advance America Awards honor roll.

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ters will be invited to participate in the celebration.

### Association Naming and Positioning Study

Delegates participated in an exercise to identify a list of criteria for selecting a potential new name for the association, the profession and a title that best represents and identifies superintendents.

### Compensation and Benefits Survey Coordination

Delegates discussed ways to increase participation in completing the compensation and benefits survey to ensure that it is statistically valid and best represents superintendents' compensation levels.

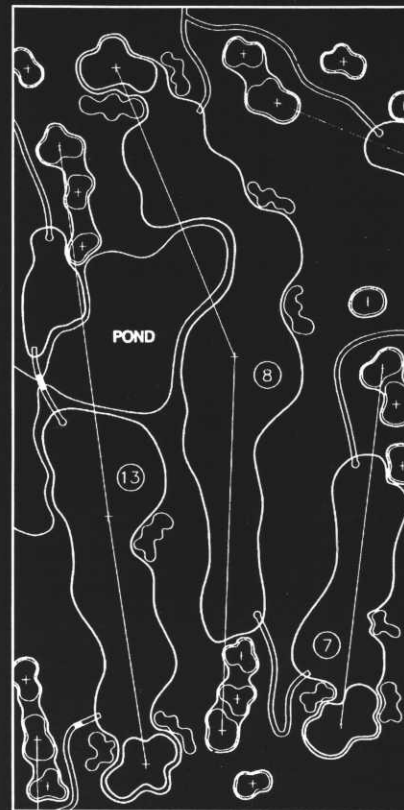
### Food Quality Protection Act

Delegates learned about a grassroots campaign that is encouraging members and affiliated chapters to send letters about pesticide use on golf courses to their state senators and representatives in Congress.

### Leadership Institute

Delegates supported the implementation of a Leadership Institute in 2000 at headquarters. This 15-month intensive program will train and prepare superintendents for future local and national leadership positions.

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