

# THE MGCSA OFFICE

*(Editor's Note: This article is the beginning of a series that will profile various members of the MGCSA. We will begin with the MGCSA office and Executive Director Scott Turtinen.)*

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It may be an old phrase, but, in this case, it certainly is true. Your MGCSA office is as close as your phone or, for that matter, your e-mailing capabilities.

Located on the receiving end are Executive Director Scott Turtinen, 44, and his brother, Jeff, 41, who have been conducting the administrative and publication duties of the association for nearly 13 years.



Scott Turtinen

Their responsibilities and activities are manyfold, and these duties have been growing continually ever since the two men became involved with the superintendents' association in 1989.

That's when the firm of Turtinen Communications, Inc., started by their father, Ralph, in 1964, became the headquarters of the MGCSA. Previously the administrative work had been done by the Minnesota Golf Association, but the two groups parted amicably in 1989 when it became apparent that the growth of the

MGA didn't leave that organization the necessary time to devote to the MGCSA, which also was growing rapidly and needed much more done.

After interviewing others, the MGCSA selected the Turtinens, primarily because of their association management experience, their knowledge of the game, their interest in the sport, their ability to organize competitions and conventions, their business and production capabilities in their already established office and their ability to wear well with people.

Both Scott and Jeff grew up in the family business, which included weekly newsletter for the Western Collegiate Hockey Association when Turtinen Communications handled the publicity and statistics for that league in the 1970s and the *Minnesota Golf Scene* -- a golf publication the Turtinens produced for about 10 years.

Since the early '80s the Turtinens have been the business office for the Trans-Mississippi Golf Association. That association, now 100 years old, is composed of approximately 200 member clubs and is recognized as one of the most prestigious golf organizations in the United States.

Its primary purpose is to advance interest in the true spirit of amateur golf by encouraging friendly competition and cooperation among members of the association.

One of the first golf organizations to recognize the necessity to educate qualified men and women in golf course management and turf research, the Trans granted its first turf scholarship for \$700 in 1953. That went to Colorado State University, then known

as Colorado A&M. Since then the Trans has provided 1,038 scholarships totalling more than \$825,000. Currently, the Trans awards more than \$50,000 annually.

\$45,750 goes to 34 students at the agronomy schools of 14 universities, \$8,000 is given to the "Following in the Footsteps" program of the Golf Course Superintendents of America and other grants go to various individual chapters of the GCSAA, including Minnesota.

Both Scott and Jeff earned letters in golf and hockey at Wayzata High School where they were graduated, Scott in 1976 and Jeff in 1978. Both spent their college days at the University of Minnesota, where Scott was graduated with a degree in marketing and graphic arts and Jeff pursued his education in journalism. Following school, they began working full-time in their family firm and later took over its overall operation.

**In 1989 they became immersed in MGCSA business.** Both make it a point to be aware of what the other is doing and, in that fashion, are prepared to back each other up.

Scott attends Board, committee and convention meetings, follows up on what develops in such areas as environment, government relations, research, scholarships, education, industrial relations, membership and public relations as well as golf competitions like the Garske Scholarship Scramble, the Stodola Research Scramble, the MGCSA Championship and monthly meetings.

While keeping abreast of those activities, Jeff took a number of computer classes to ensure the MGCSA would "keep up with the times." Jeff keeps the association's website up-to-date, creates printed pieces for association mailings, and produces *Hole Notes*, a 40-page, 10-times-a-year monthly publication.

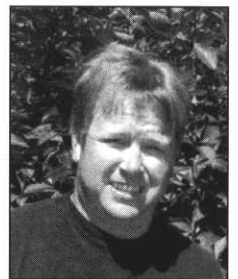
Their basic philosophy is rather simple: Get what needs to be done quickly and efficiently, answer calls and respond to requests with a good attitude.

Their approach has produced results. When they started, the association had 585 members. Now there are 930. MGCSA conferences grew in booths and attendance annually when the superintendents had their own session before merging with the MTGF for an annual conference in December.

**Want to contact them?**

The MGCSA office is located one block north of Lake Minnetonka at 240 Minnesota Avenue South, P.O. Box 617, Wayzata, MN 55391. They can be reached by phone at 952-473-0557 or toll free at 800-642-7227, by fax at 952-473-0576 or by e-mail at [scott@mgcsa.org](mailto:scott@mgcsa.org).

You're welcome to visit. Office hours are 8:00 a.m. - 4:00 p.m. (most times earlier and sometimes later.)



Jeff Turtinen

