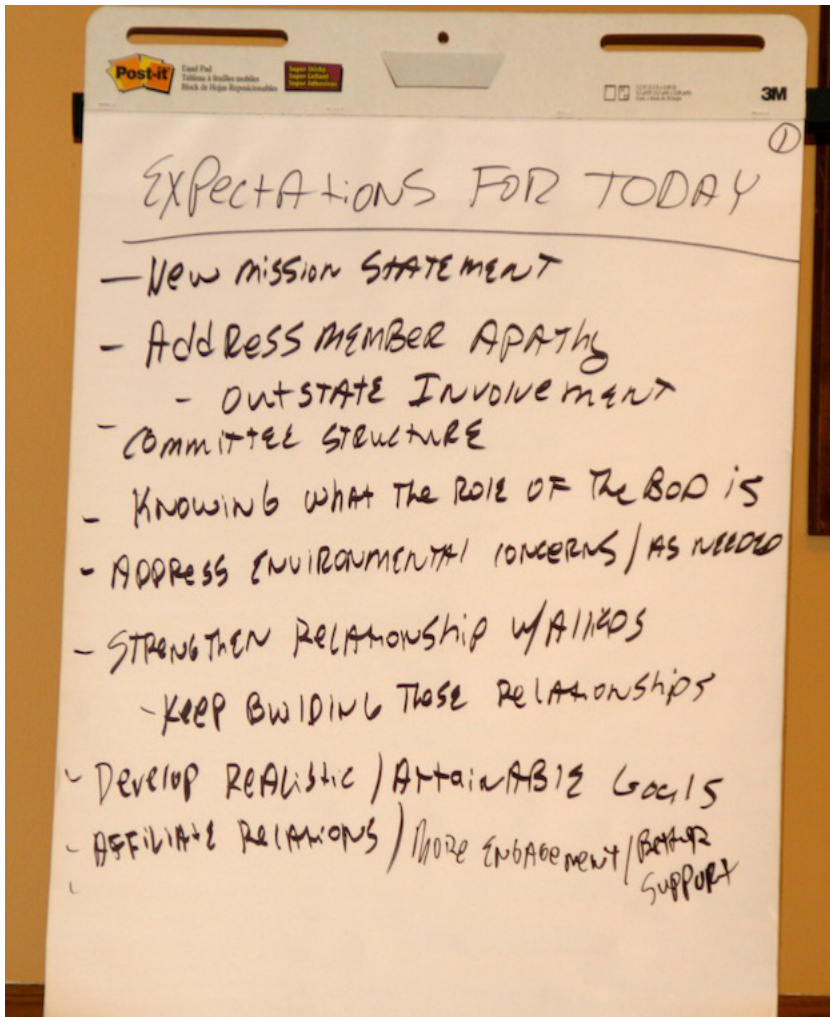


MGCSA Board of Directors



action plans to guide the MGCSA for the months and years to come.

For Randall, the MGCSA was not unlike many regional associations he has helped guide in this manner. At the end of the session, the goal is always the same.

“Everything done at this meeting is done to provide leadership and value for members of this association,” Randall said.

The first course of action was to try and define what the board was looking to get out of the meeting. The expectations were:

- New Mission Statement
- Address member apathy, including more out state involvement
- Look at committee structure and standard operating procedures
- Knowing what the roles of the board is
- Address environmental concerns as needed
- Strengthen relationship with allied organizations with a focus on building these relationships
- Develop realistic/attainable goals
- More engagement with affiliate members/get better support/build rela-

In an ever changing world, an operation that has forward thinking and a solid plan to realize the advantages of that thinking can and will succeed. That was the overall goal of the MGCSA Board of Directors who met at Cragun’s Resort February 17-19 2013 for a strategic planning session.

Guided by Steve Randall, the GCSAA Associate Director of Chapter Outreach, the board spent two days of discussion and analysis addressing strengths and shortcomings of the association, and coming to agreement on

ers Crafts New Initiatives

By Dave Kazmierczak CGCS

tionships

- Look at web site and overall communications
- Demonstrate the value of membership



Steve Randall from the GCSAA facilitated the event

Once the collective figured out what areas they wanted to address both short and long term, the team underwent a SCOR (Strengths, Challenges, Opportunities, Risks) analysis. From this analysis, a narrowing of focus on key issues was drawn. The analysis came up with the following:

Strengths:

- Education – provide several offerings and speakers each year
- Networking
- Availability of communication, including the MGCSA web site, Hole Notes, the Stimpmeter
- Strong executive staff
- Engagement of board – looking to move forward
- Golf-rich state where superintendents matter
- Solid percentage of members that participate (10%)
- New research initiative with the University of Minnesota/Overall relationship with the U of M
- Environmental stewardship committee
- Solid financially

Challenges:

- Geography
- Member apathy
- Vendor apathy
- Board apathy
- Generational gaps – a tie in to social media, etc.
- Outreach
- Self-promotion
- Career training/advancement
- Loss of golf facilities
- Regulations – water, pesticides, others
- Time



Hard work made for hearty appetites!!! The MGCSA Board of Directors feasted on home-made lasagna.

- Following up with new members
- Perception of the board as “Good Ol’ Boys”

Opportunities:

- Equipment techs/education
- Outreach
- Students
- Interaction with turf clubs
- Self-promotion
- Advocacy
- Web Site – as a revenue source, a

library, a solid form, etc.

- Board Transparency

Risks

- Fear of Failure
- Financial
- Legislation/Regulation
- Reduced membership/member loss

Through the SCOR analysis, it was apparent that improving the chapter’s relationship with affiliate members, and environmental stewardship were key

issues the board needed to address. Outreach was also a huge opportunity. It was decided that direct personal contact was important to help address this issue. The chapter is providing solid educational opportunities. Members also have numerous ways to receive information. With the generalities identified, it was time to get down to specific actions, and the first was to tackle a new mission statement.

In reviewing the previous mission statement, it was very lengthy. Executive Director Jack Mackenzie created a possible mission statement to address the existence of the chapter which related to today’s conversation. The result, with the urging of Randall, was agreed upon by the board and reads in this manor:

“Advancing the art and science of golf course management and promoting the welfare of its members and the pro-

fession.”

This short, concise and to the point statement will serve as a guideline for all members and potential members as to the reason why the MGCSA exists well into the future. With that defined, the board then looked to the future. What vision does the board have for the future and how will it get there? This was the question posed, and after much discussion, the board decided on five important points to include in their vision statement. They are:

- Provide top-notch quality education
- Be an organization encouraging input and quality information exchange

- Provide responsible environmental leadership
- Be leaders in advocacy and outreach within our profession
- Promote and support research efforts to benefit the game

With the important matters defined and discussed, it was time to figure out what goals the board wanted to accomplish and, more importantly, how to accomplish them in a set time frame. Once again, Randall helped guide the board through the many thoughts and ideas, to come up with specific action plans and dates to ensure completion and implementation of the solid ideas presented in the meeting. The goals the board came up with are as follows:



Focused on advancing a great Association!

1) Finalize and implement Best Management Practices (June 2014)- Environmental Stewardship Committee to execute this goal

a. Currently chapter one of three has been worked on

b. Refer to current time line to accomplish this goal

2) Develop a clearly defined governance model (November 2013) – Executive Committee to execute this goal

a. Development of SOP's and policy guidelines

b. Research templates from other organizations (ongoing)

c. Look at current SOP's (ongoing)- committee chairs will be in charge of their own committee SOP

d. Look at committee structure

i. Have president and executive present recommendations to the board – this is being discussed during Feb. 19 meeting

e. Advocate the development of an outreach committee

3) Create a two-way strategy to enhance our relationship with industry (vendor) partners (September 1)- Communications committee to execute this goal

a. Personal 1 on 1 conversations with affiliate/industry partners

i. Engage current affiliate board members

b. Split board members up with affiliate – make phone calls – complete an introductory call after assignments are made by March 1

c. Match members with vendors who have a business relationship as possible

d. Craft White paper so message is consistent

Action Item:

- Execute recently developed research initiative (ongoing)
 - o Develop on-line library
- \$20,000 committed annually for research
 - o Being refined by committee March 5
 - o U of M will provide reports to six regions
 - o Specify research topics
 - o Work with allied golf organizations to execute the message
 - o Promote Current research with the U of M

The board also discussed ideas and concepts to engage equipment technicians and possibly consider special education sessions to focus on this in the future. Continuing the efforts to establish and maintain relationships with allied golf organizations was emphasized.

Once these outlines were achieved, the board concluded that it was satisfied with the progress made during the session. Everyone reviewed our objectives for the meeting, and it was agreed they had been met.

With continued support from Randall, the GCSAA and the MGCSA membership, the board is looking forward to taking these concepts and ideas to produce viable results benefiting the membership for years to come. It is hoped that these accomplishments will open more opportunities to lead and advocate for the very members that have entrusted the board with these duties, further strengthening the MGCSA, and providing leadership beyond the foreseeable future. It was agreed by all who attended, that this kind of forward thinking will produce these desired results.



FORE!!! New Board member Casey Andrus shows some finesse during a brief respite from the business meeting.