



CHARTER

# Mid-Atlantic Newsletter



Published by:

Mid-Atlantic Association of Golf Course Superintendents to aid in the Advancement of the  
Golf Course Superintendent through Education and Merit

Volume XXXII

May 1979

Number 3

## George Cleaver

### **“A Past President’s Reflections on GCSAA”**

The opportunity to interview an immediate Past President of GCSAA isn't likely due to this elite group of gentlemen being spread thinly across the country. We of the Mid-Atlantic are especially fortunate in having George Cleaver in our Chapter. All of us are proud of George's work with GCSAA. My day to day contact with George allowed me a special insight into GCSAA and I hope the following questions and answers might tell you readers some things you might not have known.

#### **1. What are GCSAA's strong points and their immediate goals?**

“Undoubtedly, GCSAA's strongest point is our Conference. The Conference is the key of GCSAA's monetary success. Individual dues make up only a very small percentage of GCSAA's operating income. Furthermore, the Conference is a jam packed week of information to the Superintendent, 50% of which are the educational sessions and 50% of the

benefits come from exposure to the manufacturers exhibits. It would sound better if I put more emphasis on the education aspect, but I sincerely believe the exposure to new products helps keep us up to date on the latest procedures in our business.

As far as their immediate goals, I guess the most important would be GCSAA's study on sectionalizing the membership. This is an idea I believe in, but there are so many ways this can go it is hard to even begin to describe it adequately.”

#### **2. What might be some of GCSAA's weaknesses?**

“At this time the most prominent item is to get more *Superintendent* members that are not from private clubs. Presently, GCSAA is made up almost entirely of Superintendents from private clubs. This majority has been an excellent majority membership throughout GCSAA's history, but the time has come to seek out our fellow Superintendents who are not from the private, exclusive club. There are two simple reasons for this: one, the number of new private clubs is on a downswing, while the daily fee and public course is the majority of new golf course construction. Second, if the situation ever arose where the private clubs refused to pay their Superintendent's dues, we would undoubtedly lose a substantial number of members. Now is the time to seek out those professionals who are willing to join out of their own pockets, it can only help to improve the character of our membership.”

#### **3. What direction is GCSAA heading and what is your opinion of this direction?**

“GCSAA is an ever-expanding professional association. Let me say again that to me the immediate need is for more *Superintendent* members. If a majority of members become commercial people, what good is it? Don't get me wrong, the commercial people are a definite advantage for GCSAA for obvious reasons, but we are an organization created for the advancement of the professional golf course Superintendent.”

#### **4. Does GCSAA relate more towards individual membership or Chapters? What benefits do each receive and who has more influence collectively?**

“GCSAA definitely relates to the advancement of the individual professional. However, Chapters do have more

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## **President's Message**

The attendance at our first meeting was very encouraging to say the least. It was great to see so many old and new faces. It is the responsibility of the membership to welcome the new members and to make them feel a part of the group. We also need to encourage those that aren't too active.

Clean the dust off of your clubs and get out and practice. The Superintendent/Pro Tournament is always a lot of fun for those who participate. This year's tournament at Hog's Neck will be no exception. Hog's Neck is a great layout, with more sand than the Sahara desert and the hospitality is always great.

I hope to see everyone there.

*Sam Kessel*

P.S. The return reservation card worked very well for the meeting at my club. Do the host a favor and send your card in early. They are a big help.