

GCSAA Chapter Delegates Meeting Report

by

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During the first session of the meeting chapter delegates expressed their concerns about meeting attendance and participation on the chapter level. Some of the points brought out were:

- \*The average attendance at a majority of affiliated chapter meetings is 30%-35%
- \*Higher profile courses don't want to host meetings because they need to keep the course available for members
- \*There is a lack of interest by members to serve on local boards
- \*The same core group attend meetings
- \*Superintendents are expected to attend more club board meetings, committee meetings and have family responsibilities that make it difficult to schedule chapter meetings

Some of the success stories and potential opportunities to strengthen chapter involvement/participation and increase meeting attendance are as follows:

- \*Hold joint meetings with other chapters
- \*Survey members to identify their needs, particularly regarding education

\*Appoint a committee to visit inactive members, ask why they are not attending meetings and participating in chapter activities, and ask how the chapter can better serve them

- \*Focus on providing the highest quality education possible
- \*Mix up members when doing pairings for chapter golf outings so they will become better acquainted
- \*At chapter meetings, encourage members to share problems and solutions they are experiencing at their golf courses and focus on geographical issues
- \*Invite superintendents to share ideas on recent projects they have completed

Chapter meeting attendance is a problem everywhere, but the Mid-Atlantic is on the right track to resolving the problem.

The Membership Standards Resource Group and consultants from the Franklin Covey Co., presented the voting delegates with a history of the Professional Development Initiative (PDI), the goals,

mission and concepts of the initiative, progress since the initiative was first introduced to the chapter delegates at the 1996 meeting, current projects, and future plans to advance PDI.

The Professional Development Initiative is being undertaken to improve the knowledge, skills and abilities of the Professional superintendent that will contribute toward improved playing conditions and the enjoyment of the game. The success of the PDI will be measured by achieving the goals of:

- \*Increased salaries of golf course superintendents
- \*Enhanced job security of golf course superintendents
- \*Intensified recognition by employers and influential golfers of the golf course superintendent as the key member of the golf course management team
- \*Improved job opportunities for golf

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## Delegate Meeting

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course superintendents

\*Substantiated credentials that can be marketed to employers through improved playing conditions

Franklin Covey representatives also demonstrated the HR Software, a tool that supports and measures superintendents' professional development. Through the use of this software, individuals complete a competency-based performance assessment that measures their proficiency in golf course management. This software should be available for demonstrations at the Conference and Show in New Orleans in 2000.

The Membership Standards Resource Group (MSRG) then presented a proposed model for a new classification system. The association will remain inclusive for all individuals who wish to be members. However, there is a need to develop a BRAND that can be marketed

to employers.

The table on page 8 shows that model and the PDI Grandfathering Considerations. There will be a lot of questions and I will try to answer them, but the best answers will come from the representatives attending the March 2000 MAAGCS Chapter meeting.

Other items that were discussed were:  
**The Public Relations Initiative**-An update on GCSAA's involvement in public relations programs and efforts. These included the leadership survey that was conducted at the 1999 show and published in several national golf magazines in a fold out brochure., the 30-second TV spot during the John Deere Classic (which received a lot of criticism from the members, but accolades from the golfing public), and the developing of a PR tool kit.

**The Renaming of the Association**-Superintendents around the country and all the delegates at the meeting participated in

an exercise that listed names that best describes what we do. GCSAA is trying to come up with the name that best describes our profession NOW and can get the most recognition for the position.

**The Leadership Institute**-Delegates reviewed a plan to implement a Leadership Institute. This fifteen month intensive training program will train and prepare golf course superintendents for future leadership positions both locally and nationally. Participants will learn how to: be mentors, facilitate effective meetings, communicate effectively, utilize data to make decisions -(assess trends that affect chapters and GCSAA), create effective networks and lead strategic planning. Affiliated chapters will be encouraged to provide funding for their members to attend and participate in this program. Some funding assistance may be provided through GCSAA. An individual who participates in the institute will complete the five-year requirements for re-certification. The estimated cost will be \$1,000 to participate.



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