

Limited Budget Outreach Program

By Bruce E. Cadenelli, Member
Limited Budget Outreach Group

GCSAA's Limited Budget Outreach Program, the brainchild of Immediate Past President Dave Fearis, CGCS, is set to roll by late summer. The goal of the program is to reach out, identify and better serve those golf facilities that many times, until now, have not been part of our family. The program is intended to offer friendship and support to those facilities where many of us learned the game, and where many of today's new golfers receive their first introduction to the sport. This is GCSAA's and its member Superintendents' effort to assist in growing the game. These limited budget facilities are vital to the continued growth and prosperity of golf, and need to be recognized as such and assisted wherever possible.

What the program is not is a recruitment drive by GCSAA. In our resource group meetings, we stated clearly that many of

these clubs, for various reasons, would never join the national. If they join an organization, it will most likely be their local chapter. Being part of the local allows for increased visibility and bonding with local superintendents. It also limits their economic exposure. Regardless of whether they join any group, the outreach program is intended to contact them, offer assistance and make them feel more a part of golf's family.

As always, the local chapters will be instrumental in getting out the word, and working to ensure the program's success. Local chapters will be asked to identify limited budget facilities in their areas. They will be asked to develop lists of superintendent volunteers who will contact these clubs and arrange visits. GCSAA's role will be to assist chapters with printed materials in the form of a resource kit, which will aid in the

exchange of information. As this is a new venture, responsibilities will shift, change and grow as the program evolves.

Steve Mona, Chief Executive Officer of GCSAA, will be attending the Golf 20/20 Conference in November. He will be bringing this program and its message to that meeting. Again, this is one way we, as superintendents, will be assisting in growing the game and working toward ensuring its bright and prosperous future.

This is a great time to be involved with golf and with GCSAA. As the Association approaches its 75th Anniversary, this outreach program will be one of our more important efforts. In working toward assisting limited budget facilities, we are working toward the continued growth for golf and the superintendents' profession. As the program unfolds, assist on the local level to see that we all succeed.



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