

IAC Report

Communication, Communication, Communication

First of all, I would like to thank my fellow commercial representatives for electing me to the IAC. I appreciate your confidence in my abilities and I look forward to a new challenge.

The challenge, as I see it, is the increased communication between the superintendents, their assistants and the commercial representatives. I've had the advantage of serving on the Mid-Atlantic board as a superintendent for eight years. As a superintendent, I often wondered why the different sales institutions did things the way they do. Why do they support some things and not others? I also thought it would be helpful to have commercial input to the MAAGCS Board of Directors on an ongoing basis. As a commercial representative for the last thirteen years, I'm glad I can be of help to an association that I truly enjoy, and have a vested interest in as well.

Three years ago the MAAGCS addressed this situation by forming the Industrial Advisory Committee. Dave Cammarota, Harry Fridley, and Lance Ernest were appointed to the committee for three-year terms. The MAAGCS Board directed this committee to: find ways the Class F members could help in the future direction of the Association; to bring the views and ideas of the Class F members to the attention of the Board so that they 1.) Feel they are an important part of the Association; and 2.) Feel they receive real value and benefits from their membership and support of the Association. The IAC will be comprised of MAAGCS commercial members, who assist the Board of Directors in better formulating policies as they relate to the operation of the Association.

Last fall the IAC sent a questionnaire to all Class F members. We asked for opinions, from the members, ranging from the use of nametags to how we should introduce guests. We also asked the commercial members what committees they would like to serve on. We, on the IAC, felt that our response to the first mailing was somewhat weak. We sent the same mailing again in January to those

who didn't respond and received a better response. By combining the two we felt that we got excellent feedback.

All of our Class F members felt that membership in the MAAGCS was an excellent investment. Every Class F polled said they would continue to support the MAAGCS by participating in tournaments and golf outings. Likewise, most said they would continue donations that ultimately would be used for scholarship and research. These members also felt that they would expect local superintendents to support those institutions that support the MAAGCS.

We, on the IAC, are asking the general membership for their input as to how the commercial representatives can help the Association. Both the superintendents and Class F members need to communicate

their wishes. Please be candid in your questions, opinions, and suggestions. Please feel free to call on any of us, anytime, with your input.

This April, I will celebrate thirty years as a member of the Mid-Atlantic. Although I'm now considered one of the "Old Guys", I pride myself in not thinking about "Old Days" and longing for how it used to be. The golf industry is changing every day. The MAAGCS is a "Professional Association" and should operate as one. Networking at monthly meetings or going on-line to work through numerous websites is a must. Classes A, B, C, and F members should work together to strengthen the MAAGCS, the superintendent's profession, and the golf industry. We Class F members want to help. We are the best conduits the superintendents have to the local and national industry changes. Tell us how we can help.

Wayne Evans

Minding To
Mother Nature
TURF QUALITY
 Photosynthesis
 Chlorophyll
 Phytochemistry

Biostimulants **Foliar Nutrients**

FLORADOX **PROTESYN/PHOTOSYN**

Oxyflor **CalpHlex**
Terrabact **Pervade/Retain**
SMS **Maxiplex**

MICROBIAL **CHEMICAL**
SOIL HEALTH
PHYSICAL

Perm **O₂** Pore
 CERAMIC GRANULES

Distributed by
Sleepy Hollow Enterprises
Turf Management
1-800-958-2913

FLORATINE
 Measuring our success by the turfgrass
 quality of each of our clients.

