

## Board Approves Media Director Hire

Pending a formal contract signing the Board of Directors has approved the hire of Greg Crawford, who will serve as the GCSANC Media Director beginning January 1, 1999. The two year deal will charge Crawford with the responsibility of increasing the exposure of Northern California Superintendents and heightening the awareness of golfers, the media and employers to the superintendent profession.

Crawford, who currently serves as the Media Director for the Northwest Turfgrass Association and the South Texas Superintendents Association plans to get right to work on the Pebble Beach ATT Pro Am this February. "Certainly some of my attention and focus will be directed at major events such as the ATT," Crawford said, "but there are numerous other opportunities to promote the contributions Northern California Superintendents make to the game." Crawford's expertise will be instrumental in the inaugural media tournament being planned for July. "What's important for the membership to understand," says Crawford, "is that we can't expect to be successful overnight. One of the keys," Crawford continues, "is the input I receive from the public relations committee."

The newly re-formed GCSANC committee will be chaired by Bob Costa and include all members of the board in some

capacity. "I believe the board realizes that we have taken a bold step that's likely to shape the future of our Association," said Costa. "Each of us are committed to the concept and to Greg and we're anxious to get the membership involved. One of the responsibilities we share as a committee is to feed Greg public relations ideas, we're hopeful the membership will respond with their personal experiences and stories. The other service that Greg provides will be assistance in quelling negative stories. What the membership needs to understand," Costa continued, "is that in order for Greg to take action he'll need the information — we really need their help."

Although Crawford's commitment with the GCSANC will not begin until January 1, 1999, he has agreed to attend this year's Institute in Santa Cruz. "We thought inviting Greg to the Institute would be an effective way to informally introduce him to the membership," said current GCSANC President, Dave Davies, CGCS. "He will be available both days to answer questions, meet our members and maybe generate some ideas."

Crawford's imminent hiring makes the GCSANC just the third chapter nationally to employ a Media Director. "It's an idea that I think more and more Associations will begin to consider in the future," said Davies. "The Board looked at this concept carefully for more than a year and we are confident that down the road we will collectively realize the benefit."

## Board Gives Final Approval To Advertising Program

In a recent special session the Board of Directors approved the final draft of the new Advertising/Sponsorship program. Business's looking for marketing opportunities with the GCSANC will find packaged plans that offer flexibility and savings, a payment schedule that's easy on the budget and fresh new alternatives, for both advertising and sponsorship.

Once they receive the introductory information, they can choose a plan, or select individual activities that suit their budget and marketing needs. By return the order form by January 1st with a partial or full payment they are done for the year. It's that simple.

Members can expect to receive the information packet by early November according to Barbara Mikel, Association Executive Secretary. "We expect there will be quite a few questions initially," said Barbara, "that's why we decided to mail the packets so early." For those members with questions, feel free to direct them to Barbara Mikel or Bob Costa.

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