

Delegate Meeting Summary – 2017

Ninety-three individuals attended the 2017 Chapter Delegate Meeting recently held in Kansas City, Mo. and Lawrence, Kan. Every hour of the day-and-a-half meeting was packed with something useful for all the delegates. Upon arriving in Kansas City, we attend an introductory meeting with all the delegates, field staff, GCSAA Board of Directors and staff.

2017 has been a busy year for GCSAA, moving forward with some initiatives and helping superintendents around the country dealing with hurricanes and wildfires.

BEST MANAGEMENT PRACTICES (BMP)

The BMP Initiative is on plan to be completed in 2020 and looks to be making great progress as all states have a date for when their BMPs will be complete. This initiative is going to be huge for our industry in that it shows forward thinking from our association in regard to tighter regulations on pesticides, water, and other legislative handcuffs.

MEMBERSHIP DRIVE

Shelia Finney is working hard with the staff at GCSAA to get to 20,000 members by 2020. It's a lofty goal that will help keep us at the forefront of innovation in golf and financially soluble as an association in the years to come. GCSAA is working hard to create new ways to reach students enrolled in college and younger, in efforts to bring more people to the industry. A large part of this drive involves getting members their Class A credentials.

Equipment Managers also are a big push for membership. Encourage your EM to sign up for membership.

GOVERNMENT ADVOCACY

Chava McKeel and her Government Advocacy staff are simply fantastic. The GCSAA has formed a PAC (political action committee) that gives us more clout to talk to the people in the Capital who can help have our voice heard. You will soon be able to donate to the PAC on GCSAA.org. Golf Day is happening April 24-25 in the nation's capital again in 2018. A project on the National Mall will help keep 'America's Front Lawn' looking great. On April 25, there will be face time with members of Congress, getting the voice of golf to the decision makers. If you want to attend this event, check out the GCSAA website for more information.

GRASS ROOTS AMBASSADOR

The Grass Roots Ambassador Program has been a huge success so far and the GCSAA would like to continue pushing this initiative. This program pairs a superintendent with a member of Congress from their state. Relationships are being formed around the country to get our voice to the forefront. If you want more information regarding this program, check the website or reach out to Ryan Semritc at ryan.semritc@golfagm.com

ROUNDS FOR RESEARCH

Rounds for Research had a 33 percent increase in revenue in 2017 compared to 2016. Local chapters are pushing this as their primary initiative. I have reached out to Paul Carter, from Tennessee, to help us understand how they have been so effective in their efforts and hopefully grow our contribution in 2017. A seat at a PGA meeting would be huge exposure for us and Rounds for Research. We need them to help us and support the program.

CERTIFICATION PROGRAMS

Certification programs are being rolled out for both Assistant Superintendents and Equipment Managers. These programs will have six to eight different competency tests available online that either Assistants or EMs can take to prove competency in certain areas and to help with their education and hopefully their retention. There was a very positive vibe around this initiative amongst the delegates.

BYLAWS & CODE OF ETHICS

There are proposed changes to the by-laws and Code of Ethics. These are not major overhauls as we have seen in past years, but more a recommendation from the new law firm GCSAA headquarters has retained to help streamline the legal language. I see all these proposed changes being passed at the Annual Meeting held in San Antonio at GIS 2018.

The trip to headquarters was very educational and reassured me that the staff of GCSAA and its Board of Directors has our ship headed in the right direction. If you have any further questions on any of these topics, feel free to contact me (sean@aldarragc.com) or 425.677.4027

Thank you

Sean Reehoorn