

Front Nine News

A publication of the Northwestern Pennsylvania Golf Course
Superintendents Association, Inc.
Volume 22, Issue 1 - January 2019

No January Party in 2019

Due to declining attendance, there will be no Ladies Day Party in January this year. The party was held for ten years straight and wonderful times were had, but the board of directors decided it had run its course. The board welcomes any and all ideas of future January social events.

The schedule of meetings for 2019 will be as follows with dates to be announced:

**March Business Meeting
Venango Valley Inn & GC**

**June Golf & Dinner Meeting
Whispering Woods GC**

**August Social Event
(if there are scholarship winners)**

**October Golf & Annual Meeting
Cross Creek Resort**

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Justin V. Sudo
The Kahkwa Club of Erie

Guy H. "Buddy" Stallone
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Michael S. Henderson
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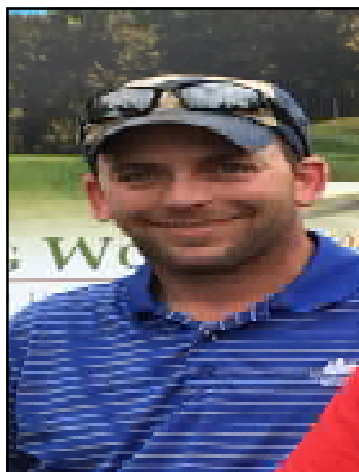
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Venango Valley Inn & Golf
Course

Executive Secretary/ Newsletter Editor

Julie Powell
(724) 421-7588
nwpgcsa@zoominternet.net
www.nwpgcsa.com



Kyle J. Woodfield
NWPGCSA President
Supt., Whispering Woods GC

President's Message

I would like to start out by thanking Mr. Mike Bochert. Mike has served on the board for many years keeping our association up and running as president. Mike will continue to serve on the board as our past president. Thanks again Mike, for everything that you have done for us throughout the years. I would like to welcome Mike Masterson of Grove City CC, Buddy Stallone of Cross Creek Resort, Mike Henderson of Sleepy Hollow GC, and Rob Goring of Weaver Golf & Turf to the board. I am honored to now serve as your President and hope to see the association move forward and strengthen in this challenging and constantly changing industry.

2018—what a year! I don't know about you guys, but I am glad that year is over and on to 2019. The late snow and abundance of rain this past spring really slowed us down and gave a delayed start to the golf season. It felt like it went from winter to summer without much of a spring putting some extra stress on the turf. Whispering Woods had about 5-7 weeks of optimal conditions where I was able to control the amount of water that was being applied to the golf course.

Then came the fall, WOW, so rainy! We recorded the wettest year to date in our records since Whispering Woods has been open. The total was almost 20 more inches of rain than what the annual average is for Erie. Fall aeration was quite the challenge, but we got the job done because that is what superintendents do. Spraying snow mold was also a challenge. Trying to catch a day when it wasn't raining, or it wasn't too wet to get the sprayer out there without causing more damage than good was difficult. Enough of that! Now, on to 2019 and a great year for golf! To mother nature: You owe us a good year after what you put us through.

To all of our members that continue to come out to meetings, I would like to thank you. To all members that have not come out to our meetings in a while, I would like to urge you to try and join us. Good times and great people—that is what we our offering as well as a chance, in 2019, to get some education. Coming up in the October meeting this year, members will have a chance to earn some pesticide credits. Guests are welcome to join you at these meetings. Fellow workers, owners, board members, and family members are all welcome to come and join in on the fun of playing these awesome golf courses we have throughout our area.

Respectfully,

Kyle Woodfield

NWPGCSA News

Raffle Tickets

Included in each dues notice are two NWPGCSA Scholarship Fundraiser raffle tickets for you to either sell or purchase yourself. Since the drawing isn't until June 1, 2019, you have plenty of time to sell those two tickets, and you are encouraged to sell more. Just email or call Julie with the number of additional tickets you would like to sell, and she will get them to you. A big thank you goes out to all the courses who donated rounds of golf with carts as prizes for both this fundraiser and Van Smith's Scholarship Golf Tournament (also held in June). We have had so many members check "Yes" on their dues notice for donating to these two worthy causes, that we were able to expand from 3 chances to win to 5 chances to win with 5 or 6 courses in each prize grouping. This is such a great prize for a \$10 chance, and the board would like to see more tickets being sold. Ask Julie for some extra tickets to sell to your golf league members, if you belong to one, or have them on display at the sales counter of your golf course. If you sell the tickets to friends, neighbors, or golfers, it's a great way to get support for our scholarship fund from outside our membership.

Payment Processing

Our association will continue to use the Square Reader to accept all major credit cards for dues, meeting fees, etc. A percentage of each amount charged (from 2.75% to 3.50%) is deducted from each transaction for the use of these services. The association will continue to absorb these costs when small amounts such as meeting fees are charged, but if you use a credit card to pay for your dues or larger amounts, we will need to add enough to cover the deducted percentage.

Of course, cash and check payments are always welcome.



NWPGCSA Dues for 2019

(All dues notices will be mailed to each individual member within a week.) Dues must be paid by February 28, 2019. A late fee of \$25 will be charged for dues received after the due date.

Class A - Superintendent with 3 or more years experience - \$100/year

Class B - Superintendent with less than 3 years experience - \$100/year

Class E - Associate member (typically an owner/manager where the superintendent is already a Class A or SM member) - \$100/year

Class C - Assistant superintendent - \$65/year

Dues are waived for Class L (life member), Class H (honorary member), and Class R (retired with 15 years or more as a Class A)

Commercial Members:

Gold Patrons - \$680/year

Silver Patrons - \$460/year

Bronze Patrons - \$350/year

(A description of all the patron levels and corresponding benefits will be included with each dues notice)



Justin Sudo accepting his certificate of completion from Stephanie Schwenke, turf market manager for Syngenta

Justin Sudo selected for Syngenta Business Institute

The Kahkwa Club Superintendent Strengthens Business Skills with Colleagues Across U.S.

The Kahkwa Club superintendent participates in ninth annual Syngenta Business Institute
Competitive three-day educational program provides superintendents with key tools for business management

GREENSBORO, N.C., Jan. 4, 2019- Justin Sudo, golf course superintendent at The Kahkwa Club in Erie, Pennsylvania was one of 24 superintendents across the country to graduate from the [Syngenta Business InstituteSM](#) (SBI). SBI is an exclusive professional development program for golf course superintendents hosted by Syngenta and the Wake Forest University School of Business in Winston-Salem, North Carolina.

While agronomic expertise is critical to superintendent success, Syngenta also recognizes the need to provide superintendents with business management skills.

“We offer this program to 24 superintendents as a commitment to our customers and their development in the industry,” says Stephanie Schwenke, turf market manager, Syngenta. “At the Syngenta Business Institute, we focus on the business aspect of superintendents’ responsibilities, and really aim to build on their skills of leadership and employee management, which is just as important as managing turf quality.”

During the three-day educational program, participants gained knowledge in financial and employee management, negotiation skills, effective communications techniques, managing generational differences and more. Classes were led by professors from the School of Business at Wake Forest University, who provided ideas and tools to assist superintendents in their daily management and long-term planning.

Sudo was selected from a talented pool of superintendents across the country based on an application process that reviewed their educational background, professional achievements and an essay that demonstrates why they should be selected for the program.

Upcoming Educational Opportunities



**2019 Golf Industry Show
San Diego, California
February 2-7, 2019**



**2019 Western Pennsylvania Golf, Lawn, Landscape and Sports Turf Conference
Tuesday, February 26th - Wednesday, February 27th
Doubletree by Hilton, Pittsburgh-Cranberry, PA
Go to www.paturf.org for registration information**



**Northwest PA Athletic Field, Turf, Golf & Ornamentals Conference
Allegheny College, Meadville, PA**

Tuesday, March 19, 2019

In 2019 we are excited to once again welcome the Northwestern Pennsylvania Golf Course Superintendents Association (NWPGCOSA) to our list of sponsoring organizations for this event. This organization and our continual sponsors, Allegheny College and the Keystone Athletic Field Managers (KAFMO), make this the premier green industry conference in northwestern Pennsylvania, eastern Ohio, and western New York. World-renowned speakers and more than 30 commercial exhibitors will be present for this day-long green industry extravaganza.

Pennsylvania pesticide certification credits and GCSAA and CSFM continuing education credits will be available throughout the conference.

Make your plans now to attend this outstanding conference and learn about the latest research and management in the green industry.

For more information and to register, visit extension.psu.edu/turf-ornamental/nw or call (814) 345-0691.

Thank You to Our 2018 Commercial Members!

Our Gold Patrons



Our Silver Patrons

BASF
Crop Production Services
Walker Supply, Inc.

Our Bronze Patrons

E-Z-GO, A Textron Company
Harrell's
Hodges Rash Company, Inc.
Irrigation Technical Service Co.
Keystone Turf Products
Select Source
Syngenta
Weaver Golf & Turf Solutions
Yamaha/Nuttall Golf Cars, Inc.

The Data-driven Golf Course Superintendent

Modern superintendents have a wealth of data at their fingertips. Sifting through it and balancing it with know-how is the challenge.

Dec 20, 2018 | Luke Cella, CGCS
[Technology](#)



*In the early days of firmness testing, a steel ball was dropped from about head height onto a putting surface, and the depth of the resulting indentation was measured. **Photos courtesy of Luke Cella***

*Editor's note: This article was originally published in the October 2018 issue of *On Course*, the monthly publication of the [Midwest Association of Golf Course Superintendents](#).*

We live in a data-driven world, and the decisions you make on the golf course are not immune to this influence. How do you sift
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through all the data produced and collected every day from your golf course and use it to make sound decisions?

I recently took part in a meeting where superintendents were discussing their decision-making process when it comes to applying plant protectants. This made me think of some of the tools available to superintendents that enable them to collect data. Whether it be chemical use, green speeds or labor expenses, superintendents are constantly putting numbers to their efforts.

Growing degree days

In 1969, a method to estimate heat accumulation by determining daily maximum and minimum temperatures using a sine curve to approximate the diurnal temperature curve was first published. It underwent several iterations, and in 1983, the concept took hold. Researchers Lloyd Wilson and William Barnett of the University of California stated in the opening paragraph of their [1983 research article on degree days](#), “Questions such as when to plant, whether the crop is developing on time, and when to initiate set control actions are particularly difficult to answer, because the timing it not always the same each year.”

Most superintendents are astutely aware of growing degree days and use them for scheduling applications of plant protectants (including growth regulators for seedhead suppression), some early-spring fungicides and certain insecticides. There are numerous growing degree day calculators out there, and no matter which calculator or model one uses, all of them state in one form or another, “When it comes to growing degree day models, it is important to remember that although they serve as useful guides, they don’t replace scouting techniques or your own observations” (GreenCast, Syngenta).

Soil moisture

The concept of the soil moisture meter has been around since the 1920s, but the development of the system we use today didn’t really happen until the 1960s. In a [patent application from 1964](#), inventor Charles Matlin explained:

“The electrical resistivity of soil is primarily a function of soil density, salinity and moisture content. At any one location, moisture content is the variable of major concern. The resistivity, maximum when the soil is dry, decreases as soil moisture increases until saturation is achieved. Electrical energy, when applied to metallic conductors embedded in the soil, causes an electrical current to flow between the conductors, the amplitude of said current being directly proportional to the soil moisture; minimum current flow in dry soil, maximum current flow in saturated soil. This invention uses a soil moisture sensor consisting, in part, of two metallic conductors electrically separated by insulating material. The external part of the elec-

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2018 Scholarship Fund Prize Donators

Lawrence Park GC
 Tam ‘O Shanter GC
 Black Hawk GC
 Scenic Heights GC
 Elk Valley GC
 Cable Hollow GC
 New Castle CC
 Stoughton Acres GC
 Country Meadows GC
 Downing GC
 Leaning Pines GC
 Lake Shore CC
 Cross Creek Resort
 Wanango GC
 Pine Acres GC
 Venango Valley GC
 The Country Club of
 Meadville
 Whispering Woods GC
 Pine Hill GC
 Green Meadows GC
 Spring Valley GC
 Lake View CC
 Rittswood GC
 Crab Apple Ridge GC
 Strawberry Ridge GC
 Mt Hope GC
 Hartstown GC
 Pennhills Club

THANK YOU!!!

We know that every year you are constantly bombarded with requests for free golf. All the more reason we greatly appreciate your donation to the NWPGCSA Scholarship Fund!

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trodes are in direct contact with the soil under test. Therefore, this soil combines with the soil moisture sensor to become a resistive component of an electrical circuit. The application of electrical energy to this circuit results in a current flow which is translated into either a meter reading or a light intensity of a lite bulb.”

This concept hasn't changed and we still employ it today. Whether it's a handheld device or one that can be installed within the soil profile, a soil moisture meter produces data that superintendents can use to make informed irrigation decisions. As they strive to produce above-average playing conditions, most superintendents are mindful of the fact that plant-available water in a soil is constantly in flux and that the amount a plant needs changes like/with the wind (and many other factors).

Clipping yield

Some superintendents measure clipping yield from their putting greens as a way to track plant growth rate. There is no set industry standard for measuring clipping yield, but all superintendents do it to some degree or another. While most visually inspect the amount of clippings in a mower's basket, some superintendents will measure or weigh the daily amount of clippings collected from a specific green or two.

Adam Moeller, an agronomist with the USGA, has made a [video on the process of measuring clipping yields from greens](#) in which he explains how the practice can help superintendents make more informed decisions regarding fertilization, mowing height and frequency, rolling, and other agronomic programs. Whether one goes through all the steps outlined in the video or just peers into a mower's basket, data is being gathered.

Green speed

One of the simplest and most known data points in the realm of greenkeeping is the Stimpmeter reading. The tool was developed to measure the consistency among greens on a golf course. Many superintendents know what their green speeds are — some post them daily for members, while others have ranges in which they aim to keep them.



Golf commentators like to talk about green speed, but unfortunately never relate it to playability factors such as slope, wind speed or moisture.

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Superintendents know what they can do to speed up or slow down greens, and there is a whole arsenal of processes that can be used, including doing nothing at all. How fast the ball rolls is an important characteristic of most putting greens, and golfers take notice when greens are at either end of the speed spectrum.

Firmness

In the past 10 years, a new data point that superintendents have been paying attention to is firmness. The USGA developed the [TruFirm meter](#) to measure the firmness of a turf surface by measuring the impact of a golf ball-sized steel shaft on the surface.

In 2010, USGA agronomist Stanley Zontek proposed that “these tools (firmness meters) allow every golf course to measure and make their own decisions on firmness.” Since then, I’ve listened to talk on everything from moisture content to sand size/shape to cultivar type when it comes to trying to figure out how to keep things firm on greens and fairways and in bunkers. The discussion on firmness is only warming up, as fairway topdressing programs have taken a foothold and water restrictions will further influence management practices in the future.

Balancing data with knowledge on the golf course

It will be interesting to see what the golf course management industry decides to measure next. Regardless of what that next item is, it will give us yet another piece of data. So, what do we do with it?

A computer algorithm takes input and uses logic to render an output, following a defined path or set of instructions to generate the result. Seems simple, but when we attempt to apply that to something like a golf course, complexity arises.

Golf courses are not static. Most of the things that you manage are variable or in a state of continuous change, such as the weather, soil and plant systems, and, of course, your personnel. Other considerations further affect your decision-making process, such as the perception of the golfing community you’re providing conditions for. Their expectations and what they deem “good” no doubt factor into your management scheme.

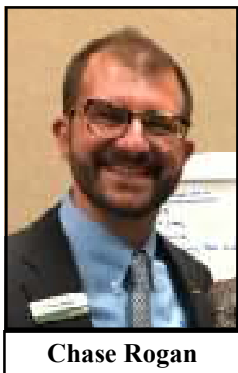
Maintenance standards are the intended output, and how you get to them depends on way too many factors to list. This is where algorithms exit the picture and you come in.

With your knowledge and experience, you can reach your intended output with all the inputs you encounter each day. I wonder how much of the data produced in the golf course world is truly useful, and how much of it might actually cloud the process? To me, it seems that most of the data is good, but it’s still only one small piece of the puzzle that governs a superintendent’s daily decisions.

In that same meeting that made me think about this topic, a superintendent explained his theory on using a growing degree day model to schedule growth regulator applications. His detailed GDD model defines when his next application should go down so that his plants don’t come out of regulation. After explaining his process for tracking GDD and his model, he admitted that it’s still just a guide. The model doesn’t know whether it’s the weekend or whether rain is in the forecast.

It might be impossible — and even futile — to come up with a code that fully creates the ultimate playing surface. Some of the inputs can indeed be defined and placed on paper, but with certain inputs that are always shifting, the complexity becomes too great to clearly define. This is where your experience, your knowledge and your ability to make sound decisions with all the information you have at a given moment comes into play. You’re the algorithm, and you should share it.

Luke Cella, CGCS, is the executive director of the Midwest Association of Golf Course Superintendents, a position he has held for 15 years. He is a 23-year member of GCSAA.



Chase Rogan

SBA Hosts Regulatory Reform Roundtable



I recently attended a Small Business Administration (SBA) Regulatory Reform Roundtable, at which small business representatives were afforded an opportunity to share their stories of how regulatory policy has affected small business. Approximately 50 attendees showed up to voice opinions, heard by a panel of rep-

resentatives from the SBA Office of Advocacy. The conversation was interactive, and the panel listened deliberately, answered questions, and offered insights and follow up on presented matters.

The SBA Office of Advocacy is an internal office of the SBA and serves as the independent voice for small business within the federal government. In a nutshell, this office advocates on behalf of small business to ensure their regulatory feedback is noted. As part of their mission, the Office of Advocacy hosts roundtables across the country to gain valuable insights from small businesses in the field. Through the follow up process, the office has specialists who engage with the businesses that bring forth concerns, making sure that the office understands the concern so that it can be addressed within the context and conversation of regulatory reform.

Industries showed up from manufacturing, transportation, construction, environmental engineering, cyber security, and others. As one individual brought up concerns regarding the WOTUS (Waters of the United States) rule, it provided an easy segue for me to speak of similar challenges within golf, citing the ambiguity of the definition of WOTUS and consequential lack of understanding of how the rule will be enforced. Likewise, I spoke to the industry's challenges with labor shortages across the country, as well as industry use of the H-2B visa program. And one thing is for certain, we are not the only industry struggling to find labor.

The office defines small business as fewer than 500 employees, thereby including nearly all golf course venues. While GCSAA's Grassroots Ambassadors program serves as a voice for representation within regulatory policy, the SBA Office of Advocacy can also help our industry, and have regional advocates across the country with which you can connect. Find more information at the SBA Office of Advocacy website at www.sba.gov/advocacy.

I learned that one of President Trump's early policies on regulatory reform included a mandate to eliminate two federal regulations for every one new federal regulation imposed, which is a strategy to help small business growth. One of the most intriguing concerns that highlighted why the SBA Office of Advocacy is so important for considering the ramifications of regulations on small businesses was concerns over an issue with a change-order for the manufacturing of U.S. Naval Academy pea coats. Turns out, the change-order will switch to synthetic jackets that will hurt U.S. small-business manufacturing, including the production of wool required for the classic pea coats used in the past. Furthermore, the classic wool pea coats worn by officers are much more flame and heat resistant than their incumbent synthetic version, further puzzling the decision to make this switch. This meeting was a great learning experience.



CHAPTER DELEGATES MEETING REPORT



Chapter Delegates at GCSAA Headquarters in Lawrence, Kansas



Vice President, Kyle Woodfield,
represented NWPGCSA

Following please find Kyle Woodfield's personal report on the Chapter Delegates Meeting:

There is just something about being around a lot of Golf Course Superintendents that are just as passionate about the game of golf as you are. It was a pleasure to have the privilege to spend time with all these superintendents from around the country. Canada was represented, and now this year for the first time, a representative was there from Mexico. The candidates for the GCSAA Board of Directors are all really stand up guys, and I appreciated having the time to talk with them.

Having the chance to talk to superintendents around the country, I have learned that even though we may be growing different grasses and our agronomical practices may be different from region to region, we still are having a lot of the same issues outside of turf. Staffing has become more of a national issue for the golf industry than what I realized. This is a huge issue that will be addressed at the Golf Industry Show in San Diego in February. My roll as a delegate is to help keep our chapter connected on what is going on within the industry. This is a 12-month job that I will be fulfilling again this year as our representative. We have the ability to contact GCSAA staff and members of the GCSAA Board of Directors anytime throughout the year to help assist with any problems we may have or may see coming to our industry in the future.

I feel there are three main goals the GCSAA is pushing this year—growing the association to 20,000 members, getting more courses to donate to Rounds for Research, and having all states complete their BMP Implementation. Looking at these three goals, we as members can easily help with attaining 20,000 members and donating to Rounds for Research. Whispering Woods GC, for the first time in 2019, will be donating to Rounds for Research. I hope to have a few of you join me in donating back to the industry that we love.

There are currently 3 director spots on the GCSAA Board of Directors that need to be filled. Jeff White, CGCS and T.A. Baker, CGCS served as directors on the 2018 board. These two guys, I feel, did a fantastic job during their first term. If they were re-elected, they would

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be able to hit the ground running in 2019 because they have the experience. That would leave us with Doug Dykstra CGCS, and Paul L. Carter CGCS as the final two candidates. Information can be found on the GCSAA website about all of these candidates. If you are interested in learning more about these candidates, just e-mail me at kylewoodfield@yahoo.com, and I can forward you their campaign information.

Please read the following article that is in this newsletter discussing the key messages that were discussed at the chapter delegates meeting.

Thank you for your continued support to our association and may everyone have an awesome 2019 golfing session!!

Kyle Woodfield
Golf Course Superintendent
Whispering Woods Golf Club

Following please find the key messages from the 2018 GCSAA Chapter Delegates Meeting:

Association Report – GCSAA CEO, Rhett Evans briefed delegates on the state of GCSAA. GCSAA has over 18,000 members, 97 affiliated chapters and 2 affiliated international chapters. Mr. Evans discussed the development of programs and services for equipment managers and assistant superintendents. These programs and services are aimed at strengthening the golf course management team. GCSAA is increasing its efforts with students as well – all with the intention of building for the future. Membership is the lifeblood of GCSAA and paramount to the advancement of the profession and vitality of the game. Mr. Evans reviewed GCSAA’s total and professional membership trends from 2008 through the present day. The good news shared with the delegates is that total and professional membership is trending upwards. When there are more members to collectively participate in programs and initiatives it helps the profession and industry succeed. Having a louder voice is vital with our advocacy efforts and having more hands to assist with key initiatives or board service provides benefits at all levels, national, local and individual. There is strength in numbers.

Rounds 4 Research – The delegates celebrated the success of the top five-chapter fundraisers in the 2018 Rounds 4 Research Auction. Overall, the auction brought in \$312,239 and saw a 24% increase in rounds donated and a 21% increase in the number of rounds sold. The attendees heard from several delegates who outlined what made their chapter successful. Organization and having a Rounds 4 Research committee at the chapter level were noted as important. Chapters just need to solicit the rounds to donate – the EIFG will administer the rest of the program. The 2019 auction will be held on April 29 – May 5. Call or email Mischia Wright, Associate Director, EIFG at 800-472-7878, or mwright@gcsaa.org.

State BMP Implementation – The delegates received an update on GCSAA’s goal to have all 50 states with a BMP in place by 2020. Mark Johnson, Associate Director, Environmental Programs thanked all the chapters that have been working diligently on making this goal a reality. There are currently:

- 10 states with a BMP in place
- 10 states will finish up in 2018
- 20 states have told GCSAA they will finish up in 2019
- The remaining 10 states are anticipated to be complete by 2020

Mr. Johnson advised that the second phase of the BMP project is facility adoption. Regional and state workshops will start in 2019 to assist chapters in training superintendents on how to write their facility BMP plan. GCSAA asked the delegates to encourage their chapter leaders to complete BMP programs this winter. Reach out to Mark Johnson with questions at 800-472-7878 or mjohnson@gcsaa.org.

Chapter Outreach/Field Staff Initiatives – Steve Randall, Director, Chapter Outreach gave a brief

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overview of the Field Staff program and highlighted several new initiatives. Field Staff live and work in one of the 9 regions which cover the United States and Ontario, CAN. GCSAA strives to support its affiliated chapters and assist in their success through the personalized support provided by the field staff. A few of the priority programs include:

- Chapter Board Orientation Toolkit and Session
- Chapter Executive Regional Conferences
- Strategic Planning Sessions
- First Green Program assistance
- Site Visits/GCSAA Board Outreach

Equipment Manager Task Group Update – Kevin Sunderman, Vice Chair, Equipment Manager Task Group briefed the delegates on current and future initiatives. GCSAA offers education specifically for equipment managers at the Golf Industry Show. There are EM live and on-demand webinars, as well as the popular Five-Minute Fix videos. GCSAA has tools and templates on the website for equipment managers. The Turf Equipment Technician Certificate Program (TETCP) has two levels. Future initiatives include EM First Green curriculum, EM self-assessment tool and an EM certification program.

Candidate Road Map to Board Service – The Nominating Committee recently completed work on a Candidate Road Map to Board Service. The road map will reside on GCSAA’s website and will provide information for individuals interested in running for the GCSAA Board of Directors. The committee asked that delegates review this information prior to the creation of the web page. Suggested experience for candidates included chapter board of director service and volunteering for GCSAA committees. The delegates suggested adding quotes from the employers of board members highlighting the benefits of board service from an employer perspective.

Board Policy Oversight Task Group (BPOTG) – The BPOTG was created to act as an independent task group that meets every three years to address various issues related to GCSAA support of board service. The standard operating procedures document that outlines all the support received by the Board of Directors was shared with the delegates via their GCSAA Delegates Meeting notebook. It is also on the GCSAA website. The 2018 BPOTG offered several recommendations that were shared with the delegates. The GCSAA Board of Directors will consider these recommendations at their next meeting.

CPI Dues Process - GCSAA has a long-term membership dues pricing structure that ties a proposed dues increase to the Consumer Price Index (CPI). The GCSAA Board makes a recommendation to the membership on changes to A, B or C membership dues every two years based on the CPI. The CPI increased by 4.5% over the past two years and this translates to a proposed \$20 dues increase for Class A/B and a \$10 increase for Class C. Bringing the new dues amounts to \$400 for Class A/B and \$205 for Class C. This proposed increase will be voted on at the Annual Meeting.

Government Affairs Update – Chapter delegates learned about the myriad of legislative, regulatory and political issues facing the industry. Delegates heard case studies that demonstrate why “strength in numbers” has a positive impact as GCSAA strives to make sure golf’s voice is heard at all levels of government, including direct lobbying on the Farm Bill, WOTUS and H-2B. Delegates also listened to recent efforts surrounding the GCSAAPAC, Grassroots Ambassadors and National Golf Day.

Membership Retention and Growth Strategy – GCSAA’s strength in numbers would be enhanced by improving membership retention and increasing new member growth. There are approximately 7,500 (out of 15,000) golf courses without a GCSAA member. The delegates listened to several growth strategies to lure new members and a rewards program to help retain existing members. These strategies were:

- Friends of the Golf Course Superintendent** – The Friends classification would target golfers and potential advocates. These individuals would receive limited benefits and content. Suggested dues would be \$50 to \$75. Delegates will vote on this proposed by-

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laws addition in February.

Facility Classification – Is aimed at smaller budget facilities, suggested dues \$200, would not be able to vote or hold office. Delegates will vote on this proposed bylaws addition at the Annual Meeting.

Rewards or Loyalty program for existing members – Items within the program could be crew development plans, savings on CGCS, TETCP and ASCS. Extra perks at tournament and GIS. This program does not require a vote or change to the bylaws.

Incentivizing Members to Add Additional Members –GCSAA is proposing a strategy to incentivize existing members/golf facilities to add new GCSAA members at their facility. Incentives would depend on the number of new members that were added. Delegates would be asked to vote on a proposed bylaw change that would allow the Board of Directors flexibility in creating these incentives. Class A, B and C dues would not exceed the amount that is set by the members at the Annual Meeting.

The delegates discussed these retention and growth strategies in the large assembly and in small group breakouts. A straw poll showed support for all four strategies. However, the Board of Directors would like to host follow-up conference calls with the delegates prior to the Annual Meeting to answer any questions and to provide additional details.

Town Hall – The GCSAA Board of Directors and delegates participated in an open format town hall session.

Candidate Presentations and Breakouts – The candidates for the 2019 GCSAA Board of Directors gave presentations and visited delegates in breakout rooms. The delegates were awarded ample time to interact and ask questions of the candidates. Those running for the 2019 GCSAA Board of Directors are:

- For President – Rafael Barajas, CGCS
- For Vice President – John R. Fulling, Jr., CGCS
- For Secretary/Treasurer
 - Kevin P. Breen, CGCS
 - Mark F. Jordan, CGCS
- For Director (electing three directors)
 - T.A. Barker, CGCS
 - Paul L. Carter, CGCS
 - Doug D. Dykstra, CGCS
 - Jeff L. White, CGCS

If Mark Jordan is not voted in as the secretary/treasurer, he may be nominated as a candidate for director from the floor.

Kevin Breen is in the middle of his two-year term as director. If unsuccessful in his bid for secretary/treasurer, Breen will remain as director to finish his term.

There are three open positions for director, with T.A. Barker, CGCS, Jeff L. White, CGCS and Mark Jordan, CGCS at the end of their terms. All three open director terms will be for two-year terms. If Kevin Breen is elected secretary/treasurer, the remaining year of his director term will be filled through the voting process.

As a reminder the process for electing directors changed at last year’s Annual Meeting. Each director position will be voted on one at a time. Therefore, there will be separate ballots cast to fill each open director position.



Our heartfelt sympathy goes out to our members who recently lost loved ones:

Terry Gwinn, whose mother, Marcia, passed away on June 28, 2018. Terry is the Turf Sales Manager for Fairmount Sports & Recreation.

Michael Bochert, whose father, Lee, passed away on September 13, 2018. Michael is the superintendent at Venango Valley Inn & Golf Course.

Durbin Loreno, whose mother, Martha, passed away on December 5, 2018. Durbin is the owner of Venango Valley Inn & Golf Course.