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ATTENTION!

**THIS WILL BE YOUR LAST ISSUE OF
COURSE CONDITIONS IF YOU ARE NOT
A 2010 MIGCSA MEMBER.**

PLEASE FILL OUT THE MEMBERSHIP FORM ON THE BACK OF THIS NOTICE
AND MAIL IT TO P.O. Box 64 IN ST. JOHNS, MI 48879
OR LOG ON TO WWW.MIGCSA.ORG AND RENEW YOUR MEMBERSHIP ONLINE.

MIGCSA ALL DIGITAL AS OF JANUARY 1ST 2010

ON JANUARY 1ST 2010 THE MICHIGAN GOLF COURSE SUPERINTENDENTS ASSOCIATION WILL BE TRANSITIONING TO COMPLETELY DIGITAL COMMUNICATION WITH MEMBERS. WE WILL STILL MAIL OUT THE COURSE CONDITIONS MAGAZINE, AND MEMBERSHIP RENEWALS. ALL EVENT NOTIFICATIONS AND UPDATES WILL BE SENT VIA EMAIL FROM INFO@MIGCSA.ORG. ALL EVENTS WILL STILL HAVE A PRINTABLE FORM LINK IN THE EMAIL AND ON THE WEBSITE WHICH IS THE SAME AS THE FORMS THAT WERE SENT OUT VIA US MAIL; SIMPLY CLICK THE LINK AND PRINT. THERE IS ALSO EASY ONLINE REGISTRATION FOR ALL OF OUR EVENTS BY USING THE LINKS IN THE EVENT NOTIFICATION EMAIL OR AT WWW.MIGCSA.ORG. YOU ARE STILL WELCOME TO CALL OR FAX IN YOUR REGISTRATION TO OUR NEW NUMBER 1-888-3-MIGCSA. THIS NEW POLICY WILL SAVE A SIGNIFICANT AMOUNT OF EXPENSE IN POSTAGE, PRINTING, STUFFING AND POST OFFICE DELIVERY AS WELL AS BEING A MORE ENVIRONMENTALLY RESPONSIBLE WAY TO COMMUNICATE WITH OUR MEMBERS. THANK YOU FOR YOUR UNDERSTANDING AND SUPPORT AS WE CONTINUE TO KEEP THE MIGCSA ON THE TECHNOLOGICAL FOREFRONT OF GCSAA CHAPTERS.



2010 MEMBERSHIP APPLICATION AND DUES STATEMENT

MICHIGAN GOLF COURSE SUPERINTENDENTS ASSOCIATION

P.O. Box 64
Saint Johns, MI 48879
www.migcsa.org

PREFERRED MAILING ADDRESS:

- ☐ Home
☐ Work

DISTRICT:

- ☐ Greater Detroit
☐ Mid
☐ Northern
☐ Western

MEMBER SINCE:

PREFERRED COMMUNICATION:

- ☐ E-Mail
☐ Fax
☐ Postal

WILL YOU VOLUNTEER FOR A COMMITTEE?

- ☐ Yes
☐ No

TYPE OF OPERATION:

- ☐ Private
☐ Public
☐ Municipality

NUMBER OF GOLF HOLES MAINTAINED:

NAME		
CGCS: <input type="radio"/> Yes <input type="radio"/> No GCSAA Member #		
HOME ADDRESS		
CITY	STATE	POSTAL CODE
HOME PHONE	CELL PHONE	SPOUSE
COMPANY	TITLE OF POSITION	
COMPANY ADDRESS		
CITY	STATE	POSTAL CODE
WORK PHONE	FAX	
EMAIL	WEBSITE	

PLEASE SELECT THE APPROPRIATE MEMBER CLASS:

All membership categories will be reviewed by the Membership Committee and approved by the Board of Directors. If needed, check web site for the Detailed Definitions of the following Classes according to our By-Laws.
www.migcsa.org

- | | | |
|---------------------------------|--------------------------------------|--|
| <input type="radio"/> Class AA | Life Member | = \$0 |
| <input type="radio"/> Class A | Golf Course Superintendent | = \$75 |
| <input type="radio"/> Class SM | Superintendent Member | = \$75 |
| <input type="radio"/> Class C | Assistant Golf Course Superintendent | = \$50 |
| <input type="radio"/> Class D | Equipment Technician | = \$25 |
| <input type="radio"/> Class AFF | Affiliate | = \$75 |
| <input type="radio"/> Class H | Honorary | = \$0 |
| <input type="radio"/> Class E | Educator | = \$0 |
| <input type="radio"/> Class SA | Student /Associate | = \$25 (Student or employee that doesn't fit a listed class) |
| <input type="radio"/> Class I | Inactive | = Will be set by the Board per Individual Case |
| <input type="radio"/> Class R | Retired | = \$37.50 |
| <input type="radio"/> Class FM | Facility Membership | = Will be set by the Board per Individual Case |

PAYMENT INFORMATION

CREDIT CARD PAYMENT: ☐ Visa ☐ MasterCard ☐ American Express AMOUNT \$

CARD NUMBER EXPIRATION DATE

NAME ON CARD

SIGNATURE

☐ Enclosed is my check for AMOUNT \$

PLEASE MAKE
CHECKS PAYABLE TO:
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www.migcsa.org

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Steve Fiorillo, Superintendent
Hawk Hollow Golf Course and
Eagle Eye Golf Club



Patrick Sullivan, Equipment Technician
Arcadia Bluffs Golf Club



Ben Walters, Assistant Superintendent
The Whispering Pines Golf Club





COURSECONDITIONS

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MiGCSA STAFF

MiGCSA EXECUTIVE DIRECTOR Donn Eurich	DIRECTOR OF ADVOCACY AND FUNDRAISING Vanessa Crocetto
DIRECTOR OF COMMUNICATIONS AND NEWSLETTER Rebecca Holloway	MEMBERSHIP COORDINATOR Robin Rings
DIRECTOR OF EDUCATION AND EVENTS Jenny Fedewa	

Course Conditions is published 4 times a year by the Michigan Golf Course Superintendents Association. Opinions expressed by guest writers do not necessarily reflect the views of the MiGCSA or Eurich Management. For more information on Course Conditions or the MiGCSA please write to the address below or email: news@migca.org

MiGCSA 3225 West St. Joseph Lansing, MI 48917
Telephone: 517.327.9207 Facsimile: 517.321.0495

WELCOME TO THE MiGCSA BOARD

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PRESIDENT'S PERSPECTIVE



STEVE HAMMON

Hello and welcome to the Holiday Season! I hope you were able to spend some time away from your golf course over the Thanksgiving break relaxing at home with family and friends. With three young children in the Hammon house the entire holiday season from Thanksgiving through the New Year is a wonderful time of year for us.

As this is my last official MiGCSA president's message I have a festival of thank you comments. To my wife Sue, for all of her support while I spent many days and nights away from home attending board meetings and traveling to numerous allied partner events representing the MiGCSA, thank you. Next on the thank you list would be my assistant Kevin Breuker, Dave Ertl my equipment technician and my entire staff for managing the operations at work while I was on the road so much the past few years. My involvement with the chapter would never have been possible without the support of my general manager Jeff Anderson CCM, my green committee and the board members at Traverse City Golf & Country Club.

The MiGCSA board of directors may have appointed me the president in 2009 but these guys are all presidents of their respective board positions and committees. What an amazing group of people, all with their own special talents, skills and desire to serve the membership. It's been an honor getting to know all of you and to have worked with you. Thank you for all of your hard work and hours away from your own families and golf courses. Thank you to the MiGCSA membership and Industry Partners for their support over the past few years. It took an army of people to volunteer their time to serve and merge four separate chapters into one very successful and flourishing statewide association. You all have built one of the best superintendent chapters in the country, membership numbers continue to climb. Thank you to all of the staff at the main office in Lansing for your work managing the details of the association behind the scenes.

It's been a great honor serving the membership of the MiGCSA as president this past year. Thank you for the opportunity.

Merry Christmas and Happy New Year,

Steve Hammon

STEVE HAMMON, MiGCSA PRESIDENT

CHAPTER DELEGATES MEETING OFFERS INSIGHT AND A LOOK AHEAD

CANDIDATE PRESENTATIONS, ECONOMY DOMINATE AGENDA

Ninety GCSAA chapter delegates, representing 95 chapters, convened in Lawrence, Kan., and Kansas City, Mo., Oct. 9-11 to participate in a wide range of discussions, including the state of the golf economy, association governance, golf's relationship with the environment, and membership growth and retention.

"I was extremely impressed by the preparation and engagement of the delegates," said Jim Fitzroy, CGCS, meeting chairman and GCSAA vice president. "The questions asked were appropriate, and the discussions were thoughtful. That makes for a healthy meeting and gives me great confidence that the delegates will go back and communicate to their members so that they have a deeper understanding of what GCSAA is doing on their behalf and on behalf of the game."

CANDIDATE PRESENTATIONS

In addition, candidates for president, vice president, secretary/treasurer and two open director positions met with the delegates. A shortened version of the candidate presentations will be available on GCSAA TV in the near future. Fitzroy, Wollaston Recreational Facility/Presidents Golf Club in North Quincy, Mass., is running unopposed for president; as is Bob Randquist, CGCS at Boca Rio Golf Club in Boca Raton, Fla., for vice president. Current directors Sandy Queen, CGCS at City of Overland Park, Kan., and Pat Finlen, CGCS at The Olympic Club in San Francisco, Calif., oppose each other for secretary/treasurer. Both of their two year director terms expire this year. Four candidates are vying for two open director positions: Bob Farren, CGCS at Pinehurst (N.C.) Resort; Todd Lupkes, CGCS at Palouse Ridge Golf Course in Pullman, Wash; Bill Maynard, CGCS at Milburn Golf and Country Club in Shawnee, Kan.; and Mike Wooten, CGCS at Cedar Ridge Country Club in Broken Arrow, Okla.

"The nominating committee did an excellent job in providing the membership a solid slate of candidates for the election in February," Fitzroy said. The feedback from the delegates is there will be some difficult choices, but all are extremely worthy of service."

ASSOCIATION OPERATIONS AND FINANCIAL UPDATE

Thirty-one of the 39 new chapter delegates participated in an orientation session to learn more about their role and in greater detail how GCSAA functions as an association. The full contingent of delegates heard a state of the association presentation from GCSAA Chief Executive Officer Mark Woodard, CGCS. He noted GCSAA has been challenged financially by declines in industry advertising, trade show space, and conference and show attendance. However, he said GCSAA is in a better position than many associations because of a healthy financial reserve, a supportive industry, a loyal membership and no long-term debt.

Woodward also said the association's solid footing is buoyed by its participation in numerous allied association initiatives and by the importance owners and influential golfers place on the golf course superintendent.

"In my first 15 months on the job I have had the opportunity to travel all over the nation and meet with a broad spectrum of the industry," Woodward said. "Two things stand out: First, golf has never been more unified and committed to strengthening the game; and second, the recognized value of the GCSAA member is at an all time high. GCSAA has its challenges, but the leadership really looks at the situation as one of opportunity. We are in a strong position and much of the credit for that goes to the membership."

SUSTAINABILITY

Delegates were also updated on the work of GCSAA and The Environmental Institute for Golf in sustaining the game. Chief among the efforts is the Golf Course Environmental Profile. GCSAA Director of Environmental Programs Greg Lyman explained that the nutrient survey results would be released in early December, building on the land use and water use/conservation reports issued over the past two years. Lyman noted that the data from the surveys has been crucial in working with lawmakers, media and allied golf associations in detailing golf's environmental footprint. Lyman also discussed the importance of the development of the new superintendent competencies, which will include an element of environmental management.

Perhaps the highlight of the meeting was a presentation on sustainability by University of Kansas Professor of Journalism and Mass Communications Simran Sethi. An internationally respected authority on sustainability and contributor to NBC Nightly News, Oprah Winfrey Show and Planet Green Channel, Sethi spoke about the sustainability with a focus on the triple bottom line: people, planet and profit. She applauded GCSAA, its members and The Institute for their commitment to transparency and continuous improvement in managing facilities.

"It's a challenge for you, and I realize that," Sethi said. "You have to serve your employers and you are pressured by golfers for perfection. You must have patience in this effort. Communications will be important. You will have to demonstrate why a change of behavior is important. Use the tools out there that are available to help. I think what the association and you are doing is wonderful. As long as the association and you are committed to transparency and continuous improvement, then you can be successful against detractors."

FIRST TIMERS IMPRESSED

A format change that focused on creating opportunities for small

group discussions, expanded time with the candidates and more opportunities for networking was well received, especially by first-time attendees.

"I was blown away," said Daniel Salois, GCSAA Class A member at Highland Meadows Golf Club in Toledo, Ohio, and delegate for the Northwestern Ohio GCSA. "This was a great way for me to learn more about GCSAA and all of the resources it provides for the members. We have a very sharp staff that is committed to serving the members. I am going to go back and share with my chapter just how much GCSAA can help them and their facilities."

Jay Eccleton, CGCS at The Emerald at Maple Creek in St. John's, Mich., and Michigan GCSA delegate, challenged his peers: "GCSAA puts it right there in front of us. You cannot blame them. Shame on us the member if we do not take advantage of the resources. I learned a lot about the election process and the association overall. I am impressed."

OTHER DISCUSSIONS INCLUDED:

- GCSAA governance issues, including voting procedures, dual membership and the chapter affiliation agreement, which will be renewed Dec. 31, 2009.
- Efforts by GCSAA to manage its expenses and generate new revenues. While the board will approve the association budget in December, the sentiment is not to raise member dues for 2010.
- The health of the GCSAA Education Conference and the Golf Industry Show, as well as the future rotation of the event.
- GCSAA advocacy efforts with lawmakers, media and other audiences.
- Best practices by chapters to increase effectiveness and engagement.
- GCSAA membership recruitment and retention activities.



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SO – WHAT IS IT ABOUT THE NEW GIS SCHEDULE?

BY STEVE RANDALL- GCSAA CHAPTER LIAISON

For those getting ready to head to San Diego for the Golf Industry Show, we hope you enjoy and appreciate the new schedule. Upon attending the event, we will need your feedback!

The dates of the show are February 8-12. The GCSAA National Championship and Golf Classic will be held in Palm Springs, CA February 5-7 with the entry deadline December 11.

With regards to the GIS, all events are off the weekend. Education will be Monday, Tuesday and Friday. Events are not scheduled to compete against the trade show Wednesday and Thursday. Through extensive research, GCSAA feels this will be the best way to accommodate our members and our industry representatives.

Traveling to various chapters across the country and gaining initial feedback, many members will take advantage of education early in the week, see the show floor, make purchase decisions for the upcoming season and maximize their value with the stay.

Others are planning to arrive mid week, take in the show, then attend educational sessions on Friday. We hope you are able to use the new GIS schedule to your advantage. If you are not able to stay the entire week, consider visiting on the front or back ends of the event and remember, your feedback will be vital in crafting of future shows.

Registration is now open, we hope to see you there!

What's on tap in 2010?

- There will be 19 new seminars, introducing new ways to improve your career and facility.
- Education includes two-hour seminars to provide you up-to-date industry information.
- Attend the show floor happy hour which promises camaraderie, fun, games, drinks and prizes.
- New networking sessions and events to provide you even more opportunities to connect with peers and industry professionals.
- Attend "Celebrate GCSAA." Two events, including the opening and welcoming receptions have been merged. Judy Rankin will accept the 2010 Old Tom Morris Award!

It's about education!

Seminars covering a wide range of topics will be conducted and are a focal point of the event. Visit www.gcsaa.org/conference for all the information you need!

Kick it West To Success – San Diego Style!

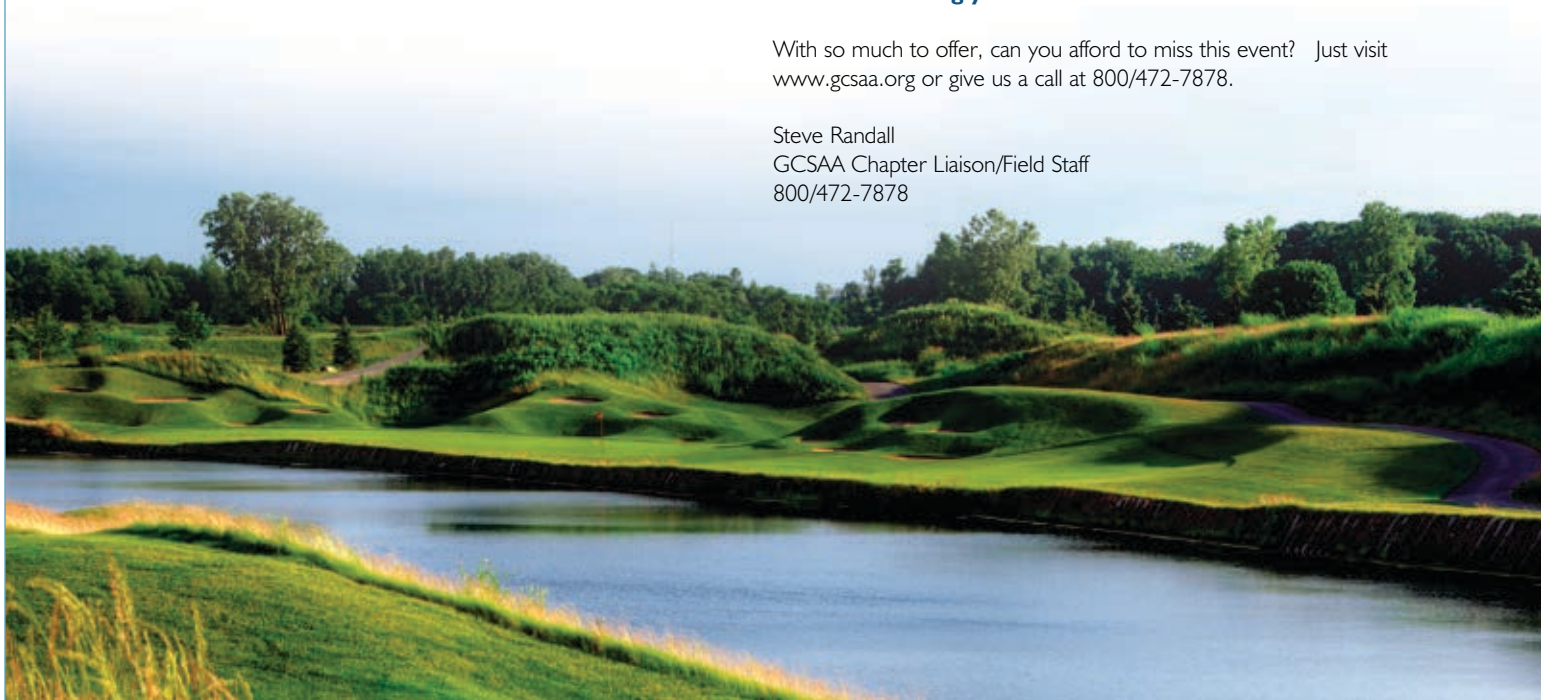
Custom tours for GCSAA attendees will be offered. Those include:

- The Aolani Catamaran Cruise
- GoCars GPS Tour
- "Uncorked" Blend Your Own Wine
- Balboa Park Segway Tour
- Take Me out to the Ballgame
- Southern California Wine Tour
- Midway Tour with Harbor Cruise
- Whale Watching

So what's holding you back?

With so much to offer, can you afford to miss this event? Just visit www.gcsaa.org or give us a call at 800/472-7878.

Steve Randall
GCSAA Chapter Liaison/Field Staff
800/472-7878



John Garlitz of Spartan Distributors

Jeremy Warner from Weingartz

Gene Klinkman from Midwest Golf and Turf

EQUIPMENT TECHNICIAN EVENT RECAP

The second annual MiGCSA FREE Equipment Technician Education Seminar was held on Tuesday the 20th at Crystal Mountain Resort and Spa in Thompsonville. There were 32 in attendance for the 4 hour meeting, including Equipment Technicians, Company Representatives, Educators, and Students from the Traverse Bay Area Intermediate School District Career-Tech Center. We also welcomed 9 new MiGCSA Equipment Technician members.

The day started with Tom Tarr from the Career Tech Center on the value of OPEESA & the EETC certification. He was followed by John Garlitz of Spartan Distributors (Toro) who went over in detail the techniques of hydraulic schematic readings. Gene Klinkman from Midwest Golf and Turf (Jacobson) discussed the techniques of hydraulic schematic reading. And Jeremy Warner from Weingartz (John Deere) finished the education with a hands on demonstration of 2 and 4 stroke leak down testing.

Every speaker provoked lively discussions among the attendees and opinions on what has worked for them at their facilities, and the information exchanged among the Technicians was very valuable. Lunch was provided thanks to Midwest Golf and Turf, and some attendees enjoyed a round of golf for only \$15 after the meeting. Thank you to all who attended coming from all corners of the state, a special thank you to Dave Ertl of Traverse City Golf and Country Club for putting this great program together and supporting the MiGCSA and continuing the education of Equipment Technicians.

2010 CALENDAR OF EVENTS

Monday, September 14	MTF Fundraiser (Egypt Valley CC)
Monday, September 28	Tuck Tate Championship (Robert Trent Jones Masterpiece, Tree Tops Resort)
Monday, October 5	The Big Event (Barton Hills CC)
Monday, October 19	Assistant's Golf Outing (The Emerald)
Tuesday, October 20	Equipment Tech. Meeting (Crystal Mountain Resort)
Mon-Tues, Nov. 2-3	MiGCSA Education (TBD)
Tuesday, December 1	North Christmas Party (TBD)
Monday, December 7	East Superintendent only meeting (Birmingham Country Club)
Friday, December 11	West Christmas Party (Cascade Sports Bar, Grand Rapids)
Saturday, December 12	East Christmas Party (Motor City Casino, Detroit)
Thursday, December 17	Mid Christmas Party (TBD)



A FULL ROUND



STEVE FIORILLO

Steve Fiorillo arrived at Hawk Hollow Golf Course and Eagle Eye Golf Club in 1995. He spent the previous five years working at Timber Ridge Golf Course. Prior to this, Steve attended Michigan State University and received a degree in Crop and Soil Science.

The vision of Chris Lutzke took a completely flat piece of land and with the collaboration of Pete Dye, designed what we now know as Eagle Eye Golf Club. After trucking in more than two million yards of soil, the rolling “links” style course was created and features magnificent shot values on every. Eagle Eye provides a challenge from any of five sets of tees... and the signature “Island Green” #17 is simply not to be missed. Eagle Eye was rated the 5th-best new course in America in 2005 by Golf Digest, and the 4th-best course in Michigan in 2006 by Michigan Golf magazine. GolfWorld subscribers also rated it the 27th best public course in the nation and 4th best in Michigan this past September.

Steve resides in Haslett, Michigan with his wife of 15 years, Susie. They have two children, Maria, 13, Paul, 10, and their dog Pudge.



WHAT IS YOUR FAVORITE SPORTS RELATED MOVIE?
Caddyshack or Hoosier

WHAT DO YOU DO IN YOUR SPARE TIME?
Watching college basketball and football.

DO YOU PLAY GOLF? WHAT IS YOUR HANDICAP?
I do play golf. My handicap is a 5.

WHAT IS YOUR FAVORITE GOLF HOLE YOU HAVE PLAYED?
Crystal Downs Country Club

WHAT GOLF COURSE WOULD YOU LOVE TO EXPERIENCE ONCE IN YOUR LIFETIME?
I would love to spend a couple of weeks golfing in Northern Ireland and Scotland.

HOW DID YOU BECOME INVOLVED IN THE GOLF BUSINESS?
I started working at The Pines at Lake Isabella when I was 10, and then moved over to the grounds crew at the age of 16.

WHAT IS YOUR OPINION ABOUT THE AUGUSTA SYNDROME?
It would be nice to be able to keep your course in that type of condition, but very few have the dollars to do it.

WHAT IS THE BIGGEST ISSUE FACING SUPERINTENDENTS TODAY?
Providing good playing conditions, with more limited budgets.

WHAT PERCENTAGE OF YOUR TIME IS DEVOTED TO NON-AGRONOMIC GOLF COURSE MANAGEMENT?
Probably about 60%.

WHAT IS YOUR BIGGEST PET PEEVE CONCERNING GOLF COURSE ETIQUETTE?
Fixing ball marks. It is an easy thing to do, but too many golfers don't take the time to repair them.

IF YOU COULD CHANGE ANYTHING ABOUT GOLF COURSE MANAGEMENT, WHAT WOULD IT BE?
It would be great if we could start work at 8:00am, instead of 5:30am.

WHAT PIECE OF EQUIPMENT WOULD YOU LIKE TO ADD TO YOUR ARSENAL FOR GOLF COURSE MANAGEMENT?
A maintenance facility for Eagle Eye. We currently work out of a house with two garages.

WHAT IS THE OLDEST PIECE OF EQUIPMENT THAT IS STILL BEING UTILIZED IN YOUR FLEET?
Toro 455-D Rough Mower, which has 7,600 hours on it. We also have a few other pieces of equipment with over 7,000 hours.

WHAT TYPE OF IRRIGATION SYSTEM DO YOU HAVE AND APPROXIMATELY HOW MANY IRRIGATION HEADS?
Toro system with about 1,100 sprinkler heads.

NAME ANY THREE PEOPLE WHO WOULD MAKE UP YOUR “DREAM SCRAMBLE TEAM?”
John Daly, Tiger Woods and Arnold Palmer



QUICK NINE

1. BEEF, CHICKEN OR FISH? Beef
2. FISH, DOG OR CAT? Dog
3. CLASSIC GOLF COURSE, MODERN GOLF COURSE OR MODERN/CLASSIC GOLF COURSE? Classic Golf Course
4. GOLDOM MAGAZINE, GOLF COURSE INDUSTRY MAGAZINE OR USGA GREEN SECTION RECORD? Golfdom
5. DOLLAR SPOT, SNOWMOLD OR PYTHIUM? Dollar Spot
6. DRIVER, WEDGE OR PUTTER? Driver
7. TITLIEST, NIKE OR MAXFLI? Titliest
8. DECIDUOUS TREE NEXT TO GREEN, EVERGREEN TREE NEXT TO GREEN OR NO TREE NEXT TO GREEN? No Tree
9. DIRTY DIAPER CHANGER, TEENAGE TAXI DRIVER OR GRANDPARENTS? Taxi Driver

THE INSTITUTE FOSTERS GOLF'S GREENER SIDE

PRESENTED BY THE GOLF COURSE SUPERINTENDENTS ASSOCIATION OF AMERICA

Acres of grass, majestic trees, tranquil bodies of water. If it weren't for the flags and tee markers, you might think you were in a national park and not on a golf course.

Golf courses offer not just a beautiful place to engage in a family friendly sport, but a variety of benefits to almost any community. Golf courses are also economic power houses. According to Golf 20/20, the nation's golf courses add about \$20.5 billion in direct revenues and \$62 billion total to the economy every year. In addition, the annual impact of golf on charitable giving is more than \$3.2 billion.

Along with the economic benefits, golf courses provide habitat, serve as natural water treatment systems, improve air quality and offer community green spaces.

On the average golf course, more than 70 percent of the area is considered rough and out of play, according to the Golf Course Superintendents Association of America (GCSAA). These areas of natural grasses, trees and shrubs offer appealing homes to species from throughout the animal kingdom. Golf course ponds, rivers and streams also provide aquatic plants and animals and water fowl a place to call home.

Water is a key factor in any golf course operation, and golf courses help retain and filter water in return. Well-conditioned turf absorbs and filters runoff rainwater to the point that in many communities, golf courses have become water recycling sites and use treated wastewater for irrigation. Turf is also conducive to growing microorganisms that cleanse water by digesting and speeding up the normal breakdown of contaminants in the water.

Turf is also a friend of the air. Not only does a golf course provide a large area of flora that takes carbon dioxide from the air and turn it into oxygen, but it also provides a natural "air conditioner" -- particularly in urban areas where much of the land is covered by asphalt.

Even the Environmental Protection Agency has seen the benefit that golf can bring by restoring brownfields into golf courses as part of its Brownsfields Assessment Demonstration Pilots. Currently the program is planning to leverage more than \$33 million to transform 600 acres of vacant and abandoned sites into new golf courses. And as a golf course that stands on once-damaged land matures, its dense root system helps reduce erosion and add organic matter to the soil.

Committed to strengthening the compatibility of the game of golf with the natural environment, The Environmental Institute for Golf provides programs and services for all who come in contact with the game of golf. The Institute is the philanthropic organization of GCSAA. GCSAA is comprised of 21,000 members throughout the world and is the leading professional organization for the men and women who manage golf courses. Superintendents stand as stewards of golf courses and the benefits they provide.

World Golf Hall of Fame Member Greg Norman serves as chairman of The Institute's Advisory Council. "I think the unsung heroes in all this are the superintendents," Norman said. "They're responsible to the local environment. That's why I became involved in The Environmental Institute for Golf."

The Institute is a collaborative effort of the environmental and golf communities. The Institute concentrates on delivering programs and services involving research, education and outreach that communicate the best management practices of environmental stewardship on the golf course. The primary areas of environmental focus are:

- Water management
- Integrated plant management
- Wildlife and habitat management
- Golf course siting, design and construction
- Energy and waste management

The groundwork for the Institute began more than 50 years ago as GCSAA's Scholarship and Research Fund, but has evolved in both name and purpose to meet the changing demands of the golf course industry. Throughout the decades The Institute's accomplishments include:

- Completion of nearly 70 applied scientific research projects funded by The Institute.
- The continuing education curriculum for the golf course management industry has played a key role in delivering practical information to advance the knowledge, skills and abilities of golf course superintendents to manage golf facilities in an environmentally-friendly manner.
- Information, tools and resources have been made available to the industry to continuously advance environmental stewardship practices.
- More than 1,300 scholarships have been awarded to individuals to advance their knowledge of golf course management.

Although The Institute has a rich history, it continues to look toward the future by funding research projects in the focus areas and, in 2006, launching the Golf Course Environmental Profile project.

The goal of the multi-year Environmental Profile project, which is conducted through a grant from The Toro Co., is to collect information from superintendents about their courses. Initially the information will focus on golf features, management practices and environmental stewardship efforts.

But what does all this environmental information, research and support mean to the golfer and the communities in which they live?

"There is so much tremendous value in the green space that we deliver with these golf courses," Norman, CEO of Great White Shark Enterprises, said. "So I am saddened in many ways when people don't understand that because, at the end of the day, the impact that we generate for the community is tremendous."

Research is the cornerstone of continually increasing golf's positive impact on the environment. In the last half century, research has not only lead to turfgrass cultivars that have improved speed and the quality of playing surfaces, but also those that need fewer controls to maintain those surfaces. The Institute is committed to sponsoring applied research projects that result in challenging and enjoyable playing conditions in a manner that is compatible with the environment. Research projects scheduled to begin in 2006 include determining the minimum rate of fungicide required for acceptable levels of snow mold control; the potential use of storm water for golf course irrigation; and developing a biological control options for the Annual Bluegrass Weevil.

So while a golfer may not be concerned about weevils during his or her weekly game, the outcomes of such research are making sure he or she never has to worry.

The Institute is conducting a ground-breaking project, the GCSAA Golf Course Environmental Profile, which is a multi-year series of surveys to determine the physical features found on golf courses, practices used by superintendents to maintain golf courses, and inputs and outputs associated with management of golf courses. The overall goal of the project is to develop an environmental profile of golf courses. The project began in 2006, and the final survey was completed in 2009. It was funded by The Institute through a grant from The Toro Giving Program. It will serve as the basis for "sustainability" within golf by providing the means to measure continuous improvement and provide data to guide industry environmental efforts. The data will provide the means for individual facilities to identify and make improvements, as well as to communicate golf's values within their communities. GCSAA has and will use the data to define the competencies necessary for a superintendent to be successful and then design education programs to support the competencies. The GCSAA Golf Course Environmental Profile reports are available online at www.eifg.org.

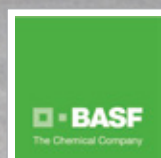




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THE BETTER HALF

BEN
WALTERS

The Whispering Pines Golf Club 18-hole course is located in Pinckney, Michigan. Whispering Pines is made up of 3.5 acres of greens, 2 acres of tees and 16 acres of fairways. The course opened in 1991 and was designed by Don Moon. Whispering Pines is noted for it's 4th hole in the book "1001 Golf Holes You Must Play Before You Die."

Ben Walters attended Spring Arbor University where he received his bachelor's degree in business. He then returned to college at Michigan State University, where he received a two year certificate in Landscape and Nursery. Ben just completed his first year at Whispering Pines under the supervision of superintendent Matt Mader. Ben and Laura, his wife of three years, reside in Brighton, Michigan.



- 1. **WHERE DID YOU RECEIVE YOUR EDUCATION?** Business Degree From Spring Arbor University and 2 year certificate in Landscape and Nursery from Michigan State University
- 2. **WHAT IS THE MOST VALUABLE THING YOU HAVE LEARNED IN THE GOLF COURSE MANAGEMENT PROFESSION?** Due to weather, irrigation breaks, equipment issues, etc it is tough to make solid plans so always be ready to think on your feet and have back up plans.
- 3. **WHAT IS YOUR OPINION OF FLOWERS ON THE GOLF COURSE?** They are fine as long as they well maintained and not neglected.
- 4. **WHAT IS YOUR OPINION OF WALKING A GOLF COURSE VS. RIDING A GOLF COURSE IN TODAY'S GAME?** I don't mind ridding and I think ridding is a part of the game today. Courses are longer and it helps keep up the pace of play.



- 5. **WHAT IS YOUR BIGGEST PET PEEVE CONCERNING GOLF COURSE ETIQUETTE?**
People not respecting roped off areas.
- 6. **WHAT IS YOUR OPINION OF GREEN SPEED AND THE GAME OF GOLF TODAY?**
I don't think faster is better I think green speed needs to be constant through out the course and the greens should be smooth.
- 7. **WOULD YOU RATHER BE A WELL COMPENSATED ASSISTANT SUPERINTENDENT OR A POORLY COMPENSATED SUPERINTENDENT?**
I would rather be a well compensated assistant you are still able to get out and get your hands dirty but you don't have to deal with as many of the political issues.
- 8. **ARE YOU MARRIED? DO YOU HAVE ANY CHILDREN? WHAT ARE THEIR NAMES?**
Yes to my wonderful wife Laura she is an CPA and works for the University of Michigan. No Kids.
- 9. **WHAT IS YOUR FAVORITE SPORTS RELATED MOVIE?**
Rudy
- 10. **WHAT IS YOUR FAVORITE NON-GOLF SPORT?**
Football
- 11. **WHAT IS THE TOUGHEST GOLF COURSE YOU HAVE PLAYED?**
Our course is by far the toughest it is narrow and has a large number of slope changes.
- 12. **WHAT GOLF COURSE WOULD YOU LOVE TO EXPERIENCE ONCE IN YOUR LIFETIME?**
Augusta
- 13. **WHAT IS YOUR FAVORITE GOLF CLUB IN THE BAG?**
7 iron
- 14. **WHO MAKES YOU LAUGH THE MOST ON YOUR CREW?**
We all have a great time together but we always have fun with Sweet Bobby he has a great sense of humor.
- 15. **IF YOU HAD A MULLIGAN IN A TOTALLY DIFFERENT CAREER CHOICE, WHAT WOULD IT BE?**
I would love to be teacher.
- 16. **IF YOU COULD CHANGE ANY GOLF HOLE ON YOUR GOLF COURSE WITHOUT REPERCUSSION, WHICH ONE WOULD BE THE FIRST?**
Hole #4 it is a tough up hill hole to a long narrow green.
- 17. **WHAT IS YOUR FAVORITE FOOD OR RESTAURANT?**
I can never pass up a Whopper from Burger King.
- 18. **WHAT VEHICLE WOULD YOU DRIVE IF YOU HAD A MONEY TREE GROWING IN YOUR YARD?**
2010 F-350 Lariat with a Power Stroke.



QUICK NINE

- 1. **I-POD, CD PLAYER OR 8 TRACK TAPE?** I-Pod
- 2. **LIONS, TIGERS OR RED WINGS?** Red Wings
- 3. **TITLIEST, NIKE OR MAXFLI?** Titliest
- 4. **BEEF, CHICKEN OR FISH?** Beef
- 5. **SPORTS CAR, PICK-UP TRUCK OR WATER CRAFT?** Pick Up Truck
- 6. **SPRING, SUMMER OR FALL?** Fall
- 7. **FISH, DOG OR CAT?** Dog
- 8. **SODA, COFFEE OR TEA?** Soda
- 9. **THE MASTERS, U.S. OPEN OR BRITISH OPEN?** The Masters



FROM NATIONAL



STEVE RANDALL

MAXIMIZE YOUR MEMBERSHIP – USE GCSAA AS A RESOURCE

BY STEVE RANDALL- GCSAA SENIOR MANAGER, CHAPTER OUTREACH

How do you define value? In today's times of tight budgets, trimming your line item for MiGCSA and GCSAA membership might be a quick fix. Is it the best idea? How can you gain the most from your membership dollar?

Value is being engaged with product and service offerings. Value is to know the GCSAA, along with the Michigan GCSA, are here to help you in your profession. Both the GCSAA and the MiGCSA have programs in place to serve as your guide. It is a vision and privilege to serve your profession.

What are your local and national organizations providing on your behalf?

Let's start with advocacy. The GCSAA is working with state and national agencies to fight for facilities across the country. Whether it is water rights, the economic impact of golf, worker's rights or other legislation key to the vitality of the game and the economic success of the facility, GCSAA, along with local chapters, are there for you. The MiGCSA has been active in Lansing working in allied partnership with various golf associations to prove the impact of the industry. These efforts are designed to advance your profession.

How about outreach? In the past year, over \$1 million has been put in to promote the Class A superintendent by targeting employers and avid influential golfers through promotional efforts on the Golf Channel, influential employer magazines, among others.

Remember, data gained through surveys issued by Golf Digest and Links Magazine indicates a well maintained facility is far more important than the difficulty of the course.

As a superintendent and member of both the GCSAA and MiGCSA you drive success. Research proves you are likely the most educated member of the golf course staff. You are responsible for the highest budget at your facility and the golf course drives the revenue of the pro shop, golf cars, driving range and food and beverage.

Your efforts in participating in various GCSAA surveys are vital. This data is being published in various mediums and points out the overall importance the golf course superintendent has within the industry. The golf course environmental profile project includes everything from turfgrass, landscape and environmental stewardship to water and nutrient use, along with pesticide use. Looking ahead, GCSAA is also working to provide tools your can use to enhance environmental sustainability.

Data drives information. It is proof that superintendents work together, share resources and help provide relevant data crucial to the success of the industry.

Membership recruitment and retention is a major focus. New members may become future leaders. Retained members synergize efforts at both the national and chapter levels. Remember, your efforts can drive future success of the profession.

As we look toward 2010, one constant remains. Golf course superintendents and managers drive avid golfers to enjoy the game. Take note that your hard work is noticed. At the same time, consider becoming more engaged with GCSAA and MiGCSA activities. A successful 2010 will take effort from everyone, not just one organization or one person. To a great 2010 and hope to see you in San Diego!



HOLIDAY PARTY RECAP

Thanks to the 30 plus members from the Mid District who joined the MiGCSA at the Mid Holiday Party. This event is held annually at Bottoms Up in Holly.



Dave
Makulski,
Bill Carrie,
Damon
Murphy,
Chris Sobek,
Randy Enicks



Jim Moore, Barry Beard, Doug Spiller,
Johanningsmeier



John
Schrieves,
Chris Sobek,
Phil Owen



Phil Owen,
Steve Rose,
Jim Naugler,
and Squirrel

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The 44th Annual Big Event was held on October 5, 2009 at Barton Hills Country Club. Approximately 119 golfers joined our host Superintendent Tim Dark at this Greater Detroit district golf fundraiser to benefit the Michigan Turf Foundation ("MTF"). The fundraiser goals were successfully met through our attendees and the IPP sponsors including the Vegas Hole. Special thanks to Sue Shockey, Erin Greibe and Turfgrass Inc. for sponsoring the Vegas Hole and raising \$1,100.00 for the MTF.

The low net scramble winners included the team of Tavis Horton, Andy Keilen, Tim Johnson and Brad Anderson with a handicapped score of 46. The low gross scramble winners were the team of Carey Mitchelson, Russ Cunningham, Kathy Shagena and Bob Matese with a score of 60 (-12 under par). The longest drive contest on hole #12 went to Dave Norris with a 306 yard drive and the closest to the pin contest on hole #8 went to assistant superintendent Jason Zaleski from Country Club of Detroit.

Our traditional skins competition was won between three groups, on holes #4, #9 and #11. The team of Rob Pylar, Dave Pollen, Andy Thoresen and Perry Stevens won the skins on the par-4 hole #4, the team of Jay Eccleton, Jeff Harry, Troy Looney and Kevin Luchetti won the skins on hole #9 with a great second shot for a 2 on a par-5 and the third skins on the par-3, 216 yard hole #11 went to the team of Steve Rebhan, Lee Collins, Jim Dart and Joe Jehnson who returned their winnings back to turf research.

The highlight of the evening was presenting the \$750 Heritage scholarship award to Katie Ford. Katie was unable to attend due to being at school. Her father Scott Ford was proud to accept it on her behalf.

This event would not have been as huge of a success if it were not for the members, management team and staff at Barton Hills Country Club. The MiGCSA's Board of Directors commitment to making this event unforgettable was the reason it was such a huge success and talked about for days and weeks after the event. Special thanks go out to our event volunteers Ron Murdock and Tim Johnson who gave their time and effort to assisting us in making this event a tremendous success.

Lastly, we would also like to thank all of our IPP sponsors, prize donors, and Eurich Management for helping make this event possible. Our IPP sponsors included:

- Bayer**
- Syngenta**
- Midwest Golf & Turf**
- BASF**
- Weingartz**
- Automatic Supply Michigan**
- Great Lakes Turf**
- Quali-Pro**
- Turfgrass Inc.**

Thanks again for your support and we look forward to seeing you next year!

Sincerely,

Tavis Horton, Gregg Matthews and Tim Dark, CGCS
The Big Event Committee Co-Chairs

*The Big Event Committee, Volunteers and
MiGCSA Board Members
Jay Eccleton, Ron Murdock, Tavis Horton,
John Fulling, Gregg Matthews
Tim Johnson and Ron Dahlin.*



*Low Gross Champions
Bob Matese, Carey Mitchelson, Russ
Cunningham and Kathy Shagena*



*Low Net Champions
Brad Anderson, Tavis Horton, Tim
Johnson and Andy Keilen (missing)*



*Tim Dark,
CGCS
and his
assistants.*



*Jay Eccleton and Scott Ford.
Scott Ford accepting the
Heritage scholarship award for
his Daughter Katie Ford.*



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GREEN SIDE UP

THE START OF SOMETHING BIG

BY KATE M MOORE, EXECUTIVE DIRECTOR, MICHIGAN GOLF COURSE OWNERS ASSOCIATION

The golf industry's education experience, the Big Ideas Conference, proved that the best ideas come to those who wait. Our industry waited long enough to realize the impact each of the segments has on one another and the continued success of the golf business in our state. As the Michigan Golf Course Superintendents Association endorsed and participated in the Michigan Golf Course Owners Association's annual conference and vendor fair, it became evident that being together at this and other events is tantamount to the continued strengthening of our industry and positions us as a leader in Michigan's economic recovery. With golf being a major segment of the tourism industry, and that industry being the 3rd largest in the state, it is imperative that the allied associations not wait any longer to develop programs and events for and with each other.

Leading the way to this collaboration was the 2009 Legislative Day, held in March. Golf course owners, operators, superintendents and professionals all descended on the state capitol to deliver the news about our economic position and what legislative actions affect us. With approximately 150 in attendance at the luncheon with state representatives and senators, the message was clear that our industry, while made up of a wide variety of facilities, suppliers, employees, and budgets, is strong and ready to lead into the next decade.

This year, the golf industry's Legislative Day will take place on March 3rd in downtown Lansing. We will again create a position paper for distribution to legislators, and visit most, if not all, offices. Owners, operators, superintendents, pros and industry suppliers are urged to attend this important event.

Meanwhile, as the winter chill has ushered us indoors for a few months, take time to set your sights on industry wide collaborations. What can we do together, better? Don't wait.



MGCOA president Bob Koutnik (left) presented Brad Dean, director of golf and Rick Schmidt, vice president of Crystal Mountain Resort and Spa with the Golf Course of the Year Award.



MiGCSA president Steve Hammon took his turn at the "Friendly Feud" held after the Awards Banquet. "Name something you find on a golf course..."



Superintendent and owner of Gull Lake View Resort, Charlie Scott was presented with the Distinguished Service Award by brother and co-owner Jim Scott.

The MiGCSA sponsored the turn-down gift provided to all overnight attendees at the conference. This beverage coaster boasts the Education Partnership of the MGCOA, MiPGA and MiGCSA.



ASSISTANT UPDATE

BY TAVIS HORTON, ASSISTANT BOARD LIAISON

ASSISTANT GOLF DAY

Many thanks to everyone who made it out October 19, 2009 for the 2nd Annual Assistant Golf Day at The Emeralds Golf Course in St. John's, Michigan and to our host Superintendent, Troy Looney, and the Director of Club and Golf Operations Jay Eccleton, CGCS. The course was in great shape, the greens were fast and everybody had a great time!

The 2nd Annual Assistant Golf Day attracted 30 assistants and several vendors for an afternoon of golf and education. It was a day to network with fellow assistants from across the state and to learn about the industry. All four districts within the state were well represented.

The following assistants finished the afternoon with bragging rights:

- Low Gross Champion: Matt Suzio with a 6-over par 78
- Low Net: Jason Zaleski, Assistant Superintendent, Country Club of Detroit, 78
- Longest Drive: Jeff Smith, Assistant Superintendent, Cascade Hills Country Club
- Closest to Pin: Jim Higgs, Spartan Distributors on hole #8 & Tavis Horton, Assistant Superintendent, Birmingham Country Club on hole #12

The golf day started with an educational seminar lead by Oakland Hills Country Club's Golf Course Manager Steve Cook, called "Selecting for Success - Building a Championship Team through the Interview Process." Steve gave assistants some insight into the hiring process at Oakland Hills and explained his process for identifying key attributes of candidates and that he believes that team involvement in the recruiting process ensures team investment.

After the presentation and Q & A session, Steve Cook along with John Fulling, MiGCSA past president, answered questions from the group of assistants on the current challenges within the golf industry and the impact to current and future superintendents. Steve and John outlined the importance of developing leadership qualities and encouraged assistants to become engaged in networking and developing quality resumes, web sites, portfolio's and references.

Educational Portion of Golf Day



2009 Assistant Golf Day Group Picture



Guest Speaker - Steve Cook, CGCS, MG Oakland Hills Country Club

Many thanks again to our guest speaker Steve Cook and John Fulling for dedicating their morning to the education portion of the golf day event. Also, many thanks to this events IPP sponsors, Weingartz, Midwest Golf & Turf, Quali-Pro and Automatic Irrigation as well as our many prize donors.

ASSISTANT SYMPOSIUM – JANUARY 5, 2010

The annual Assistant Superintendent Symposium is on Tuesday, January 5, 2010 from 8:00 to 10:00 a.m. at the Great Lakes Trade Expo in Grand Rapids.

The MiGCSA Assistant Superintendent Committee, in partnership with the MiGCSA and the Michigan Turf Foundation, has designed an information packed event for Assistant Superintendents this year. We have a great line up of guest speakers that include:

- Matthew Burrows, director of Golf Courses from Winged Foot Golf Club who's presentation title "Climbing the Ladder of Success" will provide strategies and advice on how to successfully plan and attain career objectives.
- Todd Beals, chief operating officer / general manager at Detroit Golf Club who's presentation title "Bullet Proofing Your Career" will provide insight on how to get promoted, prove yourself invaluable to your employer, get and keep your dream job and how to have some fun along the way.
- Raymond Hearn, president and founder of Raymond Hearn Golf Course Designs, Inc. who's presentation title "Enhance your Marketability by 200%" will provide insight on some hot topics in the golf industry related to Master Plans, provide strategies for reducing fairway and primary rough acreage and how committing 2 years of your life to industry hot jobs will enhance your future marketability by 200%.

The 2nd Annual Assistant Symposium promises to be a great educational event for all in attendance. Please mark your calendars and join us on January 5, 2010 for a great day of education and networking along with a roundtable discussion at the close of the symposium for those interested in networking and meeting new people. I promise you won't be disappointed!

GREATER DETROIT DISTRICT

HOLIDAY PARTY RECAP

The holiday season is a magical time of the year. It is easy to encounter happy strangers and fellow colleagues, as well as friends and loved ones, who greet one another with the joy and goodwill. All of these feelings of fun, festivity and fellowship create the perfect backdrop for the Greater Detroit holiday gathering.

The party venue this year was Bailey's Pub & Grille in Troy. Almost 40 guests attended the holiday gathering and had a terrific time, many attendees stayed for the entire 1:00 to 4:00 p.m. gathering. There was a great variety of vendors, superintendents, assistants, crew members, and Greater Detroit board members that enjoyed the great food and impeccable service. Of course, there were also some who enjoyed trying their luck at the pool tables. Tim Dark, CGCS held court and allowed many to try and best him but he was able to defend his table.

Thanks to everyone who attended, we missed all of you that could not make it and hope you will come next year. We will keep the holiday gathering a tradition for years to come and have decided to move it around so members, friends and colleagues from other areas of the Greater Detroit district can take part and enjoy this great event. Spread the word about next year's holiday gathering, it is scheduled for Friday, December 10, 2010 in the private room at Gus O'Connor's Irish Pub in Novi.



Clem Wolfrom, Doug Johanningsmeier, Mark McKinley and Tavis Horton

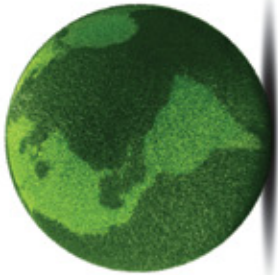


Scott Troblich, Fritz McMullen, Bob Unger and Brian Schweihofner



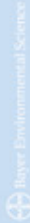
Tim Dark, CGCS holding his own at the tables

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A CALL FROM CAMPUS

THIS IS A PROJECT THAT DR. KEVIN FRANK AND DR. KURT STEINKE ARE PUTTING TOGETHER TO SUBMIT TO MSU’S PROJECT GREEN FOR FURTHER FUNDING.

Turfgrass areas have been perceived to require excessive amounts of water for maintenance and to contaminate surface and ground water supplies. Careful nutrient and water management of creeping bentgrass should be a top priority for turfgrass managers as water restrictions for amenity landscapes will soon impact water-rich states (i.e. Michigan) and accompany in-place precautionary P restrictions. Traditional recommendations for irrigation have been to irrigate deeply and infrequently to promote deeper roots. Problems associated with frequent irrigation include increased disease occurrence, frequent algae formation, and thicker thatch layers. All of these can cause an increase in pesticide use and the need for additional cultural practices to reduce thatch and promote gas exchange. As economic and regulatory concerns force additional mid-western golf course managers to consider lower-input maintenance approaches, more data pertaining to maintaining acceptable quality putting green surfaces are required for developing environmentally sustainable turf landscapes. Scientific validation of the water requirements and nutrient fate of golf course putting greens is critical for developing science-based legislative approaches towards water conservation and sustainable turfgrass systems.

OBJECTIVES: 1) quantify seasonal soil water depletion patterns between two cultivars of creeping bentgrass (i.e. A-4 and Pennncross), 2) assess the effects of irrigation scheduling strategies on nutrient leaching, water use, and creeping bentgrass performance, and 3) assess the impact of three N fertilization regimes on annual leachate volumes and annual total NO3, soluble P, and total P nutrient loadings from two creeping bentgrass cultivars.

Eighteen irrigation zones will allow three irrigation treatments to be replicated three times across two cultivars. Irrigation treatments will be similar to the following: 1) daily at 100% ET, 2) Rooting Depth Adjusted Irrigation: this method considers the rooting depth of the turfgrass and plant available water (PAW) in the soil, and 3) when soil moisture at a 3 inch soil depth is about 15%. Irrigation amounts in treatment 3 will recharge soil water volume to about 20% at the 6 inch depth.

Wireless soil moisture sensors will be placed at specific soil depths within irrigation treatments to assess soil water depletion patterns and seasonal water use of creeping bentgrass. Creeping bentgrass performance will be assessed visually based on quality, density, disease incidence, and algae occurrence. Digital image analysis will also be used to assess density along with periodic destructive measurements of shoot and root density. Plot arrangement will allow for a fertilizer variable to be replicated within irrigation treatments and between cultivars for leachate collection and analysis. The fertilizer variable will consist of either a low, medium, and high N input rate OR consist of a 100% slow, 100% quick, and 50/50 fast-slow N source. All data will be subjected to analysis of variance for determination of treatment effects. Linear or non-linear regression will be used to analyze soil moisture depletion patterns.



IN THE NEWS

MICHIGAN GCSA AWARDED A 2010 CHAPTER OUTREACH GRANT

The Golf Course Superintendents Association of America (GCSAA) has awarded a 2010 Chapter Outreach Grant to the Michigan Golf Course Superintendents Association.

The Michigan GCSA will receive a \$2,000 grant through the program, which was designed to assist GCSAA-affiliated chapters in communicating with key constituents, primarily golfers and employers. In the last two years, GCSAA has distributed more than \$50,000 to chapters across the country to help with outreach efforts on a local and regional level.

With its Outreach Grant, the Michigan GCSA plans to expand on its long-term strategic plan by launching a campaign promoting the golf course superintendent as a key-decision maker to members of allied associations. The plan will include print advertising through association with the Michigan Golf Course Owners Association, the Golf Association of Michigan and Michigan Golf Magazine. Web advertising will also be included.

In addition, the MiGCSA plans to establish a business certification program to assist chapter members, through education and training, to promote the superintendent profession at the facility level. For more information about the GCSAA Chapter Outreach Grant program, visit www.gcsaa.org/chapters.

MGCOA 2009 AWARDS

A new award of appreciation was given to George Zimmermann, Vice-President of Travel Michigan for his agency’s efforts to promote

golf in the state of Michigan. The Merit Award was presented to Zimmermann from Michigan Golf Course Association, Executive Director, Kate Moore during their annual meeting on December 2, 2009.

Moore cited the award winning “Pure Michigan” national advertising campaign Travel Michigan placed earlier this year as an extraordinary achievement. “There are very few state funded programs that return money to the state” Moore said. Studies show for every one-dollar invested in the ad campaign the state realized \$2.86 in tax revenue.

MIGCSA ON YOUR SOCIAL NETWORK

Did you know the MiGCSA can be found on both Facebook and Twitter. Search for the MiGCSA on either platform and keep up to date with events, education, and all the MiGCSA has to offer.

MIGCSA CONTACT INFORMATION

Please note the change of contact information for the MiGCSA. Our new phone number is 1-888-3-MiGCSA. This number can receive faxes and will convert voicemail into email and forward them to the board of directors. Please be confident that all messages will be responded to in one business day. You can also contact us at info@migcsa.org this will be the only email address for the MiGCSA. Any postage mailing can be sent to P.O. Box 64 in St. Johns, MI 48879. Please use these communication avenues anytime you have questions, remember answers to most questions and access to member services can be found at www.migcsa.org.

MiGCSA MEMBERSHIP REPORT

SUMMARY OF CLASSES 12/23/09

	JAN. 2010 CURRENT	JULY 2009 MEMBERSHIP	TOTAL 2008 MEMBERSHIP	PERCENTAGE RETAINED
Class AA	25	20	20	125%
Class A	127	278	267	48%
Class SM	32	69	58	55%
Class C	38	89	80	48%
Class D	18	41	24	75%
Class E	19	20	20	95%
Class AFF	78	135	134	58%
Class H	9	10	12	75%
Class SA	2	10	3	67%
Class R	5	6	5	100%
Class I	0	6	4	0%
Class FM	0	0	0	0%
TOTAL	353	683	627	56%

HOLIDAY PARTY RECAP

WESTERN DISTRICT

Once again over 50 participants in the golf industry congregated at the Cascade Sports Grill in Grand Rapids to discuss the '09 season and renew old friendships while wishing each other a wonderful Christmas Holiday. Many thanks to the anchor of the event, Mr. Steve Tedhams, who endured the many pre gathering meetings with staff of the grill that were needed to ensure that the event went as well, or better, than planned. Over 65 people pre-registered for the gathering that is soon to see its 5th year at the same venue and it was not limited to any one category of membership. Industry partners, superintendents, assistants, crew members and other vendors were present and all spend a leisurely time talking and discussing the 2009 season and plans for 2010 over a great lunch. Past president Fulling was in the house to meet and greet those that were able to find some time during this super busy holiday season. While the rumors flew that Mr. Fulling was really pushing "The Bronk Brothers" current album Here for the Good Times to all that would offer a friendly ear, many on hand could not resist the temptation to stop and at least chat with him about his dedication to the MiGCSA. Mr. Holmes held court over the pool tables and allowed many to try and best him but allowed none to win the table. Thank you to all that attended and wished each other a great Christmas and a wonderful 2010.



John Andres, Clint Ovren, John Fulling, Roger Barton,
Vern Slager & A.J. Rings



Steve Tedhams, Bob Borgman, Ron Dahlin, Jason Schwieters
& Rick Scheidel



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