



2012 Events

May 8: Fox Hollow
education and field
day

June 25: Highland
Classic

July 25: IGCSA Chap-
ter Championship-
Riverside Country Club

September 13: Purple
Sage education and
field day

October 10-11: An-
nual Education and
Trade Show
(Wendover, NV)



IGCSA Chapter Championship

A new direction for your association also means new events for our members. That's why we are excited to announce that on July 25, 2012, we will host our first ever Chapter Championship at Riverside Country Club. This event is being brought to you by the IGCSA and Greensource, LLC.

The IGCSA Chapter Championship will hopefully become our trademark annual event for years to come. Plans are in progress for a traveling trophy that will boast the name of the gross winner that they will get to keep and display at their home or business until the next Championship. Along with the gross winner, we will also award a trophy to the low net winner. Further, we are checking to see if our champion can receive entry into the UGA Tournament of Champions this fall. We will let everyone know once we hear back from the UGA. Winners will be presented with their awards and trophy at the 2012 IGCSA Annual Education Conference and Trade Show in Wendover, Nevada, on October 10-11.

The Chapter Championship is for current (*paid for the March 1, 2012 - February 28, 2013 year*) members of our association. If you are not a 2012 member, you can download a registration form off the igcsa.org website and mail it to our P.O. Box or simply call the IGCSA and register over the phone.

Be on the lookout for the registration for this event. It will be mailed and emailed to members beginning July 1st. The cost for this event is \$50.00 (this includes golf, hole prizes, lunch and education).

We are looking forward to this event and making this association one of the strongest in the country. We thank you for your dedication and support!

Narrowing the Band by David Phipps

As you have probably heard, the FCC will be implementing new rules requiring the use of narrowbanding for VHF and UHF radios. Beginning January 1st, 2013, all ex-

isting radio licensees must operate on channels with a bandwidth of 12.5 kHz or less, unless the efficiency standard is satisfied. The purpose of mandatory narrowband-

ing is to promote more efficient use of the VHF and UHF land mobile bands. Today, these bands are highly congested, and
(continues page 17)

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Presidents Message



Greetings
IGCSA
Members,
What a difference a year makes. 2011 was wet, cool, and tough

on maintenance and revenue. This year, it is still June, and I am thinking about September. It has been hot and dry. Well wishes go out to any who have been affected by the wildfires throughout the state. Our prayers and thoughts go out to those who are af-

fectured and those fighting the fires. Perspective changes when you see what others have to go through and deal with in life. On that note, take some time away from the course, if you can, even for an afternoon. Spend time with family, friends, or just recharging. The summer is just getting started, and there are many long, hot days ahead. Try to keep your lives balanced, and be ready to tackle all those tough issues that we all know will come up.

We are having a good year with the IGCSA meetings. The meeting at Fox Hollow and the education with

OSHA was very good. Look for notice of our next event, our Chapter Golf Championship, to be held at Riverside C.C. Thanks to Ryan and his staff for hosting that event. Then, look forward to our meeting in September, and then our Annual Meeting in October in Wendover.

I hope that everyone is having a successful and stress-free season (ha!) and look forward to seeing everyone at our next IGCSA event.

Brian Roth

Oquirrh Hills G.C.

The Time is Now!

By: Mike Turner, CGCS The Reserve Vineyards and Golf Club

I just finished reading an exceptional article in *Superintendent: The Greenkeeper Bulletin* by Christopher Gray. It was titled "Is the Book Closing on GCSAA Chapter Meetings?" (This article will appear in Superintendent's May 2012 issue.) Mr. Gray discussed the "dangerous epidemic" I'm sure each and every GCSAA chapter throughout the country is facing, dwindling superintendent participation at local meetings. His article went a step further to discuss the frustration many vendors are feeling re-

garding the lop-sided vendor-to-superintendent ratio at these events. I sit as a director on my local chapter's board (Oregon Golf Course Superintendent's Association) and these issues are on the forefront of our priority list.

The OGCSA Board of Directors sat down together with our sponsors this past off-season to discuss a number of things, but primarily to determine whether the sponsors felt that their current contribution levels were adding value to their businesses. This

meeting was similar to a round table discussion, where the floor was open and individuals could offer suggestions and ideas to increase the value of the sponsorship dollars. I believe that this meeting was a great help on multiple levels.

One great benefit of the sponsorship meeting was the awareness by all parties that we all need to work together to weather this economic downturn. Vendors were allowed the opportunity to discuss some of the problems they are facing such as shrinking sales margins,

increased competition, decreased inventory, less set-aside dollars for industry support, and increased fuel and handling costs. The sponsors were also able to air their frustration regarding the lack of superintendent participation and local meetings. We, as directors, were able to provide insight as to reasons attendance number may be down. There is less budgeted money for education, less staff to complete necessary tasks

(Continued Page 11)

"Golf course superintendents are artists in their trade. The golf course is their canvas as they work to create their masterpiece." –Adam VanDyke



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"The concept of field staffing was first introduced to GCSAA membership in 1992"

David Phipps, GCSAA Field Staff

The concept of field staffing was first introduced to GCSAA membership in 1992 and has been floating around for several years. At the spring of 2005 meeting of the Chapter Relations Com-



mittee, it was agreed upon that there was a definite need for more personal communication and outreach from GCSAA to the chapters. The principle of field staff could serve as this conduit between the members, the chapter and GCSAA. The GCSAA Board of Directors agreed and approved the resources

necessary to support two field staff members for the budget year of 2006. One of the positions was to be focused on organizational development, the other on association management. Once the official roll was determined, GCSAA filled the first pilot position in Florida with Ralph Dain. From that point on GCSAA knew the position was as success so they began to fill the next region. Currently six of the scheduled nine regions are being served.

During the first year as your GCSAA Field Staff my primary focus will be getting around to the chapters and meeting as many of you as I can. So far my travels have taken me to Washington, Utah and Colorado, soon to be visiting Wyoming, Montana, Idaho and Alaska.

My home is just ten miles south of Portland Oregon in Oregon City. My previous position was superintendent at Stone Creek Golf Club.

(continued page 15)

GCSAA announces change in 2013 golf championship, education conference schedule

The Golf Course Superintendents Association of America (GCSAA) has announced that it will condense the schedule for the GCSAA National Championship and Golf Classic and the GCSAA Education Conference beginning next year in San Diego.

The move comes as a result of surveys and feedback from members, chapters and industry participants. The new schedule was played back to various internal groups with significant support for the change. Respondents have indicated in

recent years that although the two-day mid-week trade show format is desirable, the length of the tournament and the conference was a deterrent in attending all or part of the activities.

(Continued on Page 17)



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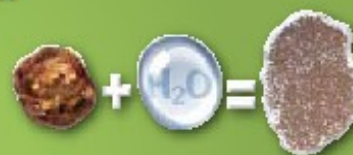
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The Time is Now!

(Continued from page 3)

and there are increased opportunities for free (vendor-sponsored) education. On top of that, the superintendent's on-course roles are increasing, leaving less time for educational opportunities.

This back-and-forth between vendors and superintendents created some opportunities to brainstorm and look for solutions. The board of directors is committed to providing high-quality educational seminars at venues that will draw attendees. The vendors are committed to continuing support of the association through sponsorship dollars. At this meeting, the sponsorship structure of our association was discussed at length.

Many of the sponsors at this meeting provide services for other local chapters as well. This gathering provided our board with insight as to how other chapters structure their sponsorship programs. The informal setting also allowed the vendors to provide feedback as to what the strong and

weak points of our current sponsorship levels were. For example, for our higher level sponsors, our association extended a certain number of "free" memberships the vendors could use for their employees. Virtually every sponsor in attendance stated that there were other benefits that would be more valuable to them, items like "marquee billing" at certain chapter meetings or spots on the agenda to discuss new products. Another great idea that was brought to our attention was offering other sponsorship opportunities on an "ala cart" list on the sponsorship form. Some of these "ala cart" items include lunch sponsorship at meetings, company links on the website, additional website advertising, and coffee sponsorship at meetings to name a few. Since that meeting, we have begun to revamp our sponsorship program to better suit the needs of our sponsors.

I feel that this meeting with our sponsors pro-

vided a lot of insight for all involved regarding the struggles we each face. I also feel that the vendors left the meeting feeling like the association is trying hard to provide them a value for their sponsorship dollar. Although we know that providing a high-quality program at a top-notch facility will help with attendance, we must do more to bolster participation. Each director is working to not only get other member superintendents involved, but also trying to get non-member superintendent to realize the benefits of belonging to our association. An additional strategy includes providing a one-time complimentary registration for a non-member superintendent to attend a local meeting. Our association would also like to waive the membership dues of a non-member assistant superintendent that is willing to sit on the assistant's committee. We feel that this is a good tactic for getting non-members involved in association

service. It also provides a membership opportunity for an individual that isn't able to join otherwise.

Times are definitely changing and in order to be successful, we need to be changing as well. Proactivity is the name of the game if our local chapters want to thrive. Superintendents and vendors alike have been forced to think outside the box in order to survive in this current economic situation. It only seems logical that these same principles would need to be applied to local, regional, and national associations in order to succeed. I feel confident that my association is ahead of the curve and that many others around the country are as well. Now is the time to sit down with the companies and vendors that make associations like ours possible and find solutions to the "dangerous epidemic" that Mr. Gray discussed in his article.

"Times are definitely changing and in order to be successful, we need to be changing as well"



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A Foxy Outing



The IGCSA kicked off their year with a bang when John Hansgen and Fox Hollow hosted our first event of 2012. We would like to thank Tyler and Greenline Equipment for sponsoring the event, their charitable contributions made it all the better.

The event was an assistant appreciation day and we had a fantastic turn out with 48 participants. The tourna-

ment was won by John Hansgen, talk about course knowledge. Low net was taken by Mark Hyland of Gladstan golf course in Payson, Utah. The association would like to congratulate both men for their victories.

Once golf had been completed members in attendance sat down to a wonderful lunch provided by Gandolfo's Deli. During lunch Jim Johnston from

OSHA spoke to the group about job safety and what we should be doing to keep our employs and our customers safe.

The event was a huge success and we thank everyone who participated, the golf course staff and Jim Johnson for all their time. We will see you all at the new chapter championship July 25 at Riverside Country Club.



Top Left: Our Event Sponsors

Top Middle: Waiting to tee off

Top Right: Brian Roth, John Hansgen, T.A. Barker and David Phipps

Bottom Left: Education

Bottom Right: Participation

Middle: Fox Hollow



IGCSA Turf Bowl

The IGCSA is proud to announce that During the 2012 annual education and trade show conference in Wendover, Nevada we will be hosting our equivalent to the turf bowl for our members.

The IGCSA turf Bowl will be a one hour test

challenging each and every aspect of the superintendents job. While every member can participate the Turf Bowl Champion can only be a superintendent or assistant. The test will be broken into three parts Science, course knowledge

and business.

The turf bowl champion will receive two complimentary IGCSA events for the 2013 year (excludes annual conference), the winner will also receive a plack distinguishing them as the IGCSA turf bowl champion.



Aeration Revolution

David Phipps, GCSAA Field Staff

(continued from page 6)

At Stone Creek, I had the privilege of being the construction manager from the start in 2000, and then remained on as the superintendent for the last 10 years. If anyone has had the opportunity to build a course and stay with it, you will know what I mean when I say it is a true love affair. Stone Creek will always be a special place for me but the opportunity presented itself to become one of GCSAA's field staff and I knew it was a chance that I couldn't pass up.

Since my first visit to Lawrence Kansas in 2005 as a task group member, I have been a huge fan of GCSAA. Since then I have gone on to serve as Oregon's President and delegate, I hosted the EIFG's Greenlinks and served on the Golf Course Environmental Profile Advisory Panel, the Chapter Relations Committee, the Competency Oversight Task Group, the Board Oversight Task

Group, and the Environmental Programs Committee. I also served as a contributing writer to Golf Course Management Magazine.

With a wide range of service and experience with the GCSAA, I felt that the field staff position would be a good fit for me. As a steadfast superintendent, the transition was much easier than I expected. I will always miss the smell of fresh cut grass in the summer mornings, but now I look forward to the many opportunities that lie ahead and being able to visit so many more beautiful courses all over the Northwest.

Essentially, I will be your two way conduit for information flowing to and from GCSAA Headquarters. My job is to serve the members so please feel free to contact me any time if there is anything I can do for you.

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Narrowing the Band (Continued page 1)

there often is not enough spectrum available for licensees to expand their existing systems or implement new systems. As licensees convert to equipment that operates on narrower channel bandwidths, new channels will become available for licensing by parties that need them. Also is hoped

that the narrowband conversion will spur the development and use of new technologies that will further promote efficient spectrum use, be less susceptible to interference, and provide licensees with enhanced capabilities.

With this said, communication is key to day-to-day

operations on a golf course. Many of you may have already implemented changes in your systems, but I would like to remind those that are unaware, that everyone must comply by the regulation or run the risk of losing their license.



GCSAA announces change in 2013 golf championship, education conference schedule (Continued from page 6)

The golf tournament will begin with the four-ball competition Sunday, Feb. 3, with the golf classic and national championship being conducted Monday-Tuesday, Feb. 4-5. A new event, likely featuring a scramble or shamble format, will be conducted Monday, Feb. 4, for those not participating in the classic or the national championship. The Sunday, Feb. 3 four-ball is a stand-alone event and does not require participation in the new Monday activity or the classic/national championship. In recent years, the four-ball was held on Friday, with the classic and national championship conducted Saturday and Sunday.

As for the education conference, activities will conclude on Friday, Feb. 8.

"The sentiment from those surveyed over the past few years has grown that the event is just too long for those who want to attend," GCSAA Chief Executive Officer Rhett Evans said. "The new schedule came after getting strong feedback and carefully deliberating the change. We know that we cannot satisfy everyone's needs in total. But we believe this to be the best solution for the majority of attendees."

"The new golf event will provide two days of golf for those who have enjoyed it in the past, but also want to attend Tuesday seminars. For those who will play in the classic and national championship, we will continue to monitor their education needs and desires. We will continue to offer

education Wednesday, Thursday and Friday. This decision is not cast in stone. We will pay close attention to how our members are affected."

The San Diego Convention Center will host the education events and the Golf Industry Show. The golf events will be in the San Diego metropolitan region as well with host courses to be determined.

"There is no better professional development experience for the GCSAA member than the combination of the golf tournament, conference and trade show," Evans said. "The networking, information gathering and purchase decisions can be made with great efficiency."

"the event is just too long for those who want to attend,"

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