



Greens Examiner

2014 IGCSA Educational Scholarship Recipient

**** Thomas Rhoades ****



I am writing this letter to express my gratitude for being awarded the 2014 educational scholarship. For the past two years I have been attending Utah State University working toward earning a bachelor degree in Plant Science. I am currently the golf course superintendent for Bountiful Ridge Golf Club and felt that I would benefit

greatly from the additional education.

I will be completing this degree in December of 2014 and using the scholarship money to offset the cost of tuition for my final semester in the fall. The experience of returning to school has been a rewarding one and I would encourage all of the IGCSA members to take advantage of any educational opportunities that are offered. I would also encourage all members of the IGCSA to become as involved with the association as you can. The association is only as good as the members that make it up.

Utah Golf Day Proclamation

Governor Gary Herbert designated May as Golf Month in Utah and did so by formal proclamation in the Gold Room of the Utah State Capitol in front of cameras and pens of the major news outlets in the state.

It's a routine that the Governor engages in quite often, but this day was special to him and his comments reflected that. He is a great lover of the game and knows full well its positive impact on the lives of individuals and families throughout the state.

The day was the culmination of a lot of hard effort by the leadership of the major golf organizations in the state.

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Upcoming Events:

- **July 8, 2014**
Wasatch Mtn. State Park Chapter Championship sponsored by Green Source, L.L.C.
- **August 28, 2014**
Cedar Hills Golf Course sponsored by Great Basin Turf
- **October 8-9, 2014**
Annual Education Conference & Trade Show in Wendover, NV.



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If you have an article or story you'd like included in the next Green's Examiner edition, send it to intermountaingcsa@gmail.com. We're always looking for material!

How to make the most of chapter meetings



One of the most common outcomes in the strategic plans that I have participated in is the need to improve attendance at chapter events. I would like to share this article that was written by my good friend and fellow field staff representative, Brian Cloud. Brian is from the South Central Region and resides in the Dallas Fort Worth area. He has stated the “do’s and don’ts” of attending meetings and has made it about as simple as can be. This has to be one of the quickest and easiest articles I have written but I feel compelled to share this with you because it is done so well. Please take some time to sit down and read Brian’s article and see how you may apply some of this wisdom to your local chapter event.

Sincerely,

David Phipps, GCSAA Field Staff – Northwest Regional Representative

By Brian Cloud, GCSAA Field Staff – South Central Regional Representative



Seems like an easy deal: sign up, show up, hang out, tee it up and head home. But if that is your game plan for attending your local GCSAA-affiliated chapter event, you are really missing out on great opportunities to broaden your horizons. Think about it, a full day to interact with your peers in a relaxed atmosphere that typically includes a great educational program, a nice meal and an opportunity to experience golf at one of the finest facilities in your area. You can probably increase your value to your employer more in a single day than you can in months by making the most of your opportunity.

Following are a list of what to do, and what not to do to maximize your chapter meeting experience. The most common reasons chapter members say they don’t attend meetings are cost, travel distance, and time away from the job. This article addresses some of these concerns and offers tips to reduce these hurdles, whether you are a superintendent, assistant, affiliate member or any other member who wants to attend meetings and make the most of your time, effort and money.

Do: Register early. Your board of directors and chapter executive work very hard to make sure all of the details for each meeting are organized and first-class. Knowing how many people are going to attend is always a mystery and makes arranging menus, room setup and golf format a challenge. When you see a meeting announcement you know you want to attend, sign up early. Don’t put that meeting announcement in a pile on your desk or in a folder in your email. If something comes up and you have to cancel your registration, it is no big deal. Just let chapter leaders know as soon as you can.

Don’t: Wait until the last minute to cancel your registration. If something comes up and you have to cancel your registration, let chapter leaders know as soon as you can. A last-minute cancellation can really throw a wrench into best laid plans. If you have ever had to rearrange a four-person handicapped scramble tournament at the last minute with four last-minute cancellations, two no-shows and three new players, you’ll know exactly why this is important. It’s the nature of the industry to have last-minute things come up, so sometimes it impossible to avoid, but please be courteous to your chapter leaders who are working hard to make the events run smoothly.

(continued on page 10)



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Hi, my name is Tom Hulet and I'm excited to be a new member of the Intermountain Farmers Association family. As a native of Southern Utah, I've grown up appreciating the natural beauty and quality of life here in the rural west. In continuation of family heritage I've enjoyed being a respected and active member of the community. Having worked as a professional in the golf industry for over thirty years, I've come to appreciate patron ownership and the importance of quality customer service. In 2011, I was awarded as the Utah "Private Club PGA Superintendent of the Year". I'm married with 2 children and truly enjoy spending time with family. My family describes me as hardworking, dedicated, dependable and honest; qualities that I hope will help me as I work to expand products and services for the IFA community I serve.



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Utah Golf Day Proclamation

(continued from page 1)

Short speeches were given by the key leaders of each organization, Colby Cowan of the Utah PGA, Bill Walker of the UGA, Jeff Beaudry of the National PGA, Dave Terry of Salt Lake City Golf, and T.A. Barker of the IGCSA. They were instrumental in compiling an impressive collection of research data that was presented to the Governor and the array of news organizations gathered for the Proclamation Ceremony.

The report clearly labels golf as one of the big industries in the state totaling more than \$800 million in economic impact.

Following the Proclamation the group, including the Governor, gathered for a day of fun on the links at Bonneville Golf Course.

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The IGCSA Gives Back

The IGCSA is proud to report that we, as an organization, have made over \$8,000.00 in charitable contributions over the past year.

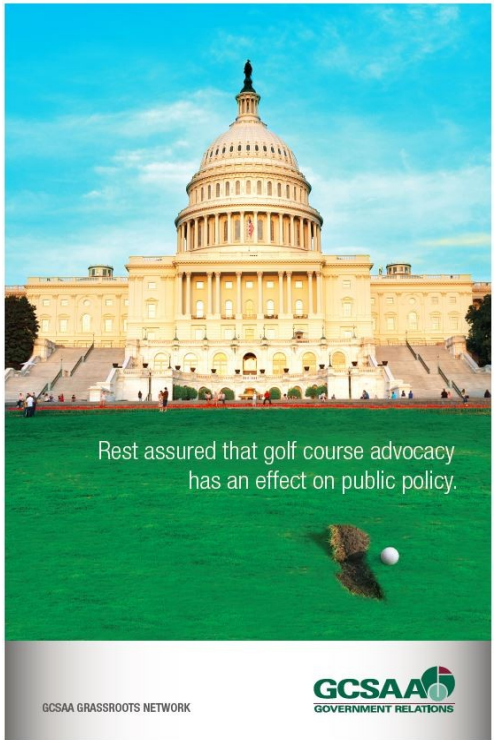
- We started off the year by donating \$5,000.00 to the Golf Alliance of Utah (GAU) ensuring ourselves that we will have a voice in Utah golf and to make an impact that will affect all golf courses superintendent in the state of Utah. Joining the GAU has also strengthened our role as leaders and innovators in the way the public perceives golf and the jobs that we perform.
- In April, our chapter donated \$500.00 to the Environmental Institute for Golf (EIFG) to be put towards research that will help find an alternative to the loss of the methyl bromide soil fumigant (MeBr).
- In May, the Board of Directors played in a charity golf tournament up at Hubbard Golf Course on Hill Air Force Base and donated over \$800.00 to the Habitat for Humanity Organization to help build a home for a single mother of three teenage boys all who have Multiple Sclerosis. We know our donations will be going to help someone outside of golf community in a huge way.
- This is also our second year of awarding the IGCSA Educational Scholarship of \$1,000 each to members or immediate family of members to offset the cost of higher education.

We hope you are proud of what your association is doing with your money and look forward to donating to more great causes!

Chapter Executive's Corner

By: Natalie Barker, IGCSA Chapter Executive

- Rounds 4 Research Auction:** The next auction will be **Aug. 1 – 10**. Rounds 4 Research is an innovative program designed to address a critical shortage in funding for turfgrass research by auctioning off donated rounds of golf at courses all over the country. The program is administered by the Environmental Institute for Golf (EIFG), the philanthropic organization of the Golf Course Superintendents Association of America (GCSAA). Proceeds from the auction are collected by the EIFG and then distributed to participating superintendent chapters or turfgrass foundations to support research grants, educational programs, scholarships and awareness of golf's environmental efforts at the local and regional level. In 2013, Rounds 4 Research auctioned more than 700 rounds of golf and raised more than \$150,000 for turfgrass research efforts. GCSAA and EIFG are marketing the auction through Golf Channel, emails to golfers, and multiple social media posts. *For more information, visit www.rounds4research.com*
- San Antonio to host 2015 Golf Industry Show:** Don't miss the 2015 Golf Industry Show in San Antonio. Housing opens **Aug. 12**. [Learn more about this great city.](#)



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How to make the most of chapter meetings

(continued from page 3)

Do: Support your organization. Part of your association's commitment to providing great education and member services depends on good meeting attendance. At most courses, the financial liability and risk for securing a meeting site are significant. Your attendance and registrations fees help cover the costs of speakers, refreshments and more. The better the attendance, the more easily your association can provide exceptional member services and programs. Many members find a way for at least one person from their operation to attend each event. Chapter benefit greatly when courses and companies adopt that goal.

Do: Bring a guest to a meeting. Most chapter meetings have room for members to bring guests. That is a great opportunity to demonstrate the professional nature of your group and to show a general manager, golf professional, or club official how important it is to attend meetings. Meetings are also a great incentive or reward for assistants or crew members for a job well done. This can be a great way to do some team-building in a productive way. Don't forget non-members. Inviting them as guests is a great way to show them the benefits of belonging to the association and helping your chapter grow. Make sure to check with your chapter for their guest policy ahead of time.

Do: Invite a fellow member to a meeting. Pick up the phone, send a text or email and invite a fellow member to a meeting. Think what it would mean to a new member to be personally invited to be a part of the group. And it doesn't have to be a newcomer, some members just get out of the habit of attending meetings and invitation to attend may be just the nudge needed to get them back in the swing of things. Most members work within a few miles of several other courses or members while some meetings could be more than 100 miles round trip depending on your location. Sharing a ride is a great way to reduce expenses and spend extra time with your local peers. For vendors, inviting customers (or potential customers) to meetings is a great way to show your appreciation for their business and to build relationships. Inviting a member and offering to cover his or her entry fee is as good or better an investment of your company's money than taking someone to lunch or the ballgame, and it's a much more productive and industry-related method.

Do: Prepare to be gone for the day. Anyone can always come up with a hundred reasons why they can't be away from the job for even a day. But the truth is most operations can survive just fine even with the superintendent gone provided everyone is prepared. Make sure the right people at your course know where you are going and exactly what is expected to be accomplished while you are gone. Plan for these days well in advance and things will go smoothly. You will only be a phone call away, and most issues can wait until you return the next day.

Do: Arrive early. Some of the best opportunities to meet people and network come before the actual agenda starts, when the crowd is smaller and people are relaxed. Usually, meetings are packed with activity, and it helps when everyone arrives a little early so everyone can get registered and the event can start on time. Make sure you have clear directions especially in an area you are not familiar with. And if you haven't noticed, traffic is more unpredictable than Mother Nature, so plan ahead.

Don't: Skip the education and lunch. Most chapters offer members the option to participate in only the education and meeting portion. It is a great option if it is not possible to be away from the course all day or other commitments prevent you from playing golf into the afternoon. However, if you skip the education and only make the golf, you are definitely missing the best opportunity to gain important knowledge from the program. If the education doesn't pertain to your current situation, it is very likely that it may someday.

Do: Meet new people. Just look around and you are sure to find someone new to introduce yourself to at a meeting. Most of people gravitate to those they already know, but everyone benefits from meeting new members in this setting. Set a goal for each meeting to shake three to five new hands. It is always amusing to hear longtime members say they don't recognize all the new people. Well, there is an easy remedy for that. Golf tends to mix members up so you will always meet someone new or get to others better. Make sure you take the time during your round to really get to know your playing partners.

Don't: Worry about your golf game. There are many really good golfers in golf course management. But the majority of members are just out for a good time and have a golf game that leaves a lot to be desired. Most members have a handicap closer to 18 than single digits. So don't worry about your ability or how you stack up with the rest of the group. Most golf formats take handicap into consideration, so you won't be at a disadvantage if breaking 90 for you is rarer than a Tiger Woods 3 putt. All members of all abilities are welcome and encouraged to participate in all golf events. Besides, if your score is high enough, you will probably get the ultimate compliment about your golf game -- "You're working too hard."

(continued on page 12)



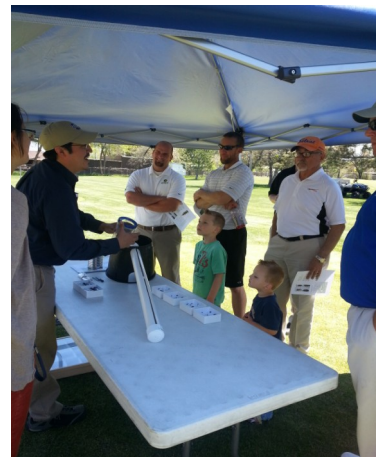
Spring Event Recap

On Thursday, May 1st, members of the IGCSA met at Fore Lakes Golf Course in Taylorsville for the Spring 2014 Event. Special thanks to our awesome sponsor RMT!

Members started the day out by playing a quick 18 with the overall gross winners: Tom Rhoades (59), Scott Budge (61) and Randy Price (62) and net winners: Doug Washburn (51), David Phipps (55), and Brandon Haddick (56). The golf course was in great shape and everyone seemed to enjoy the three hour round. We want to thank Todd and T.A. Barker for giving us their course for the day.

After lunch, members split into groups and listened to various education labs with professors from Utah State University. The labs included soil identification, weed identification, turf identification and insect identification. We would like to thank the guys from Utah State that made the education possible and giving up their time to be with us and their willingness to help out.

Thanks to everyone who participated in this event. We will see you at the next one on July 8th!



Insect identification lab with Dr. Ricardo Ramirez



Weed identification lab with Dr. Ralph Whitesides



Soil identification lab with Adam Van Dyke

How to make the most of chapter meetings

(continued from page 10)

Do: Share with your peers. Please come to the meetings ready to share your troubles, your successes and even your failures. Chapter members have always been supportive of each other, are always ready to share information and are prepared to extend a helping hand. Nine times out of 10 you will find someone who has faced the same issues you are battling and is willing to share their experience. Participate in meetings by asking questions or providing insight. Chapters have a priceless database of a massive amount of information that is very useful if everyone is willing to participate by contributing.

Don't: Only talk about business. Believe it or not, there is more to life than the weather, growing grass and golfers who are driving you crazy. Get to know some of your fellow members on a different level by talking about their families, hobbies, sports or anything other than golf and growing grass. You'll find out that they are a pretty interesting bunch, and it helps to find common ground with your peers.

Do: Welcome affiliate members who participate. Affiliate members make up about half of most chapters' total membership and contribute very generously with their membership, participation at meetings, and sponsorships. Affiliates are a very valuable component to the success of chapters and deserve the right to participate. Just like superintendents, they have a job to do, and building relationships with their customers is a very important part of their jobs. So don't be offended if an affiliate member introduces themselves and leaves you with a business card. Associations recognize the value of all of their members, and all members should share in that spirit.

Don't: Hesitate to pat the host superintendent on the back. Hosting a meeting is a very stressful endeavor, and superintendents should be praised for inviting their peers to inspect their work with a fine tooth comb. A thoughtful comment or compliment to the host can go a long way to relieve that stress. Not everyone works with the same budget or under the same circumstances, so it helps to let the host know that you recognize the job they are doing with the resources they manage.

Do: Enjoy yourself in a responsible manner. You are representing your place of employment, your association, and your profession when you are in public at chapter functions. Your reputation depends on the way you dress, your language, and above all, your actions. Superintendents are now considered a leading professional in the golf industry and should be aware of that when visiting host clubs. Don't you want the host club personnel and members to have a great impression of your group?

Do: Follow up. With email and text messaging, it couldn't take a whole minute to write a quick thank you to the host superintendent or a greeting to playing partners or someone new you met. If you have more time, pick up the phone or leave a message. Those kinds of efforts are really appreciated by the recipient and will help you build that all-important network that will benefit you and your career in the future.

Do: Let your supervisor know about the event. Make a habit of letting your supervisor know what type of education was presented, what you learned from playing the course, who you met, etc. He or she is probably the person writing the checks to pay for the meeting, so you want to make sure they know the facility is getting its money's worth and your attendance at future meetings is a value. It can be as simple as a quick conversation over a cup of coffee or a written report depending on your situation. Keeping your supervisor informed will help justify the costs associated with meeting attendance.

Do: Provide feedback to your chapter. Your chapter leaders are always working to make your meetings enjoyable and productive. In order to accomplish this, feedback from the membership is necessary and important. Take the time to let them know what you enjoyed or appreciated, and also let them know if you have any suggestions or constructive criticism about how the meetings can be made better. Hopefully, these suggestions will give you a few things to think about when it comes to chapter meeting attendance. So, make plans today to attend an upcoming event and make the most of your experience.



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