

Latest News From The CGSA's Redevelopment Project

Our Focus on Change

Based on stakeholder's input, the CGSA Board of Directors realized the need for the following areas to change to better serve the needs of the profession and the industry, to improve the value proposition and to be sustainable. At the 2016 AGM in Toronto, President James Beebe discussed the following areas where decisions have been made to make changes:

- **Membership** - Fees are going down by 25% in the "Superintendent" and "Assistant Superintendent" categories and alternative fee approaches, utilizing club based fees are being studied;
- **Education** - Our focus will be on mid-level and advanced management topics and cutting-edge, advanced-level turf and golf course subject matter. CGSA will also expand the delivery formats and make use of current and emerging technologies;
- **Conference** - look for the conference to be held in smaller centres and for the time of week and time of year to be consistent from year to year. A late February/first week of March, mid-week pattern is our preferred approach. The conference will maintain a high quality education program, offer choices and provide a unique experience for delegates;
- **Trade Show** - 2017 will have a new brand, a new look and feel, and industry will have multiple options to choose from to be part of the event. Every company will have the chance to work with the CGSA to create a customized "value bundle" for its participation;
- **Accreditation** - The current program content will be fully reviewed and updated. The program will be made more accessible by offering a continuing education credit option to achieve each of the nine skill blocks. Our education programs will all be evaluated to determine their relevance to the accreditation matrix and the value of accreditation will be promoted to owners and general managers;
- **Provincial Relations** - The CGSA will work to complement and supplement what the provincial associations are doing. Cooperative arrangements will be based on the best fit for the individual provincial needs. The CGSA will provide opportunities for cross-country cooperation and coordination on key issues. CGSA "champions" will be identified in each province to provide regular contact through the provincial network.
- **Viable Financial Model** - All decisions and changes are being tested against the impact on the CGSA financial model to ensure continuing viability of the association.

These changes will be rolled out over the next 12 months as time and resources permit.