

CHAPTER DELEGATES MEETING OUTCOMES
OCTOBER 27-28, 2015
LAWRENCE, KS

TO: 2015 Chapter Delegates Meeting Attendees

DATE: November 9, 2015

FROM: Peter J. Grass, CGCS

CC: GCSAA Board of Directors
J. Rhett Evans

Key Outcomes

- *The Membership Standards Proposal will move forward as written. Delegates will vote on the changes to the bylaws and Class A Code of Standards at the Annual Meeting in San Diego.*
- *The 2016 Affiliation Agreement will be sent to all chapter presidents and executives by mid-November. The agreement will go into effect on January 1, 2016.*

The GCSAA Board of Directors, 2016 board candidates, and 89 delegates representing 90 of GCSAA's 98 affiliated chapters, convened at the Hilton Kansas City Airport Hotel and GCSAA Headquarters on October 27-28, for the 23rd annual Chapter Delegates Meeting. Twenty-seven of the delegates were first-time attendees.

Peter J. Grass, CGCS, GCSAA Vice President, called the Chapter Delegates Meeting to order at 4:00 p.m. on October 27. Mr. Grass introduced the GCSAA Board of Directors. He welcomed everyone to Kansas City and thanked them for their time and participation at the meeting.

President's Association Briefing

John J. O'Keefe, CGCS, GCSAA President, delivered the President's Association Briefing to the assembled delegates, candidates, board and staff. Mr. O'Keefe focused his presentation on GCSAA's key priorities. President O'Keefe explained that the strategic planning session the board of directors held in 2013 helped set the direction of the association. This planning session identified areas that were critical to the success of GCSAA, and would help the association move towards its mission and achieve its vision.

Key Priorities

GCSAA's key priorities include serving members, advancing the profession, advocacy and outreach, increased revenue opportunities and environmental stewardship. Mr. O'Keefe then shared with the attendees what GCSAA is doing in each priority area.

Key Priority: Serving Members with a focus on relevant programs and services, enhanced technology, field staff assistance and chapter services.

- Field Staff Program – 9 regional representatives outreaching to 98 local chapters on a year-round basis.

- Mobile application offerings – technology and mobile apps are not the “future.” They are what is needed to reach our membership now. GCSAA must remain on the cutting edge of technology.
- Board Outreach Program – this initiative sends non-officer board members to regions and chapter meetings outside of their “home” region. The intent is to meet members’ throughout the country and work with field staff. The regions assigned to board members will change each year.

Key Priority: Advancing the profession through relevant educational program offerings.

- 380 hours of education available at GIS.
- 3,273 individuals have earned the CGCS designation to date.
- Webcast education in 2016 has had over 2,000 participant seats in live events with another 3,900 On Demand recording views.
- Increased domestic and international educational offerings.

Key Priority: Advocacy and outreach on behalf of members to employers, golfers and policy makers.

- Advocacy efforts ensure we have a seat at the table with lawmakers.
- GCSAA now has a full-time presence in Washington.
- 197 Grassroots Ambassadors – GCSAA’s goal is to have all 535 members of Congress matched with an ambassador by 2020.
- National Golf Day is May 18 – The annual event continues to bring the golf industry’s allied associations together to canvas Capitol Hill in an effort to get in front of legislators and tell golf’s story.
- Media Opportunities continue on the Golf Channel and Sirius/XM satellite radio.

Key Priority: Increased revenue opportunities through international, corporate sales and business development, and marketing programs. These revenue opportunities are utilized to fund member programs and services.

- Collaborative efforts with allied partners such as the USGA, PGA and PGA Tour have helped GCSAA continue funding programs and services that matter to the golf industry.
- Increased international efforts.
- By expanding digital offerings through new asset development, GCSAA is creating new ways for our industry partners to spend with the association.

Key Priority: Environmental stewardship by providing relevant information and tools to assist members with applying best management practices to the largest and most valuable asset at a golf course. Programs in this area include:

- Environmental Profile Studies
- Development of BMP Planning Guide and Template
- Environmental Management Tools

Mr. O’Keefe closed his president’s message by encouraging all delegates to engage in open discussions, to feel comfortable asking questions and to view the GCSAA Board of Directors and staff as a resource.

CEO Briefing

Mr. J. Rhett Evans, CEO began his association briefing by reflecting on industry and societal trends that have created a sense of atrophy, of a gradual decline in vigor from disuse. Mr. Evans advised the delegates that GCSAA is an antonym for atrophy – the association and its membership have been very busy in the past year as was reflected in all that is being accomplished towards the key priorities.

GCSAA Business Update

Mr. Evans briefed the attendees on the state of GCSAA's membership. After experiencing decreases of over 4% in both total and professional members in 2011 & 2012, GCSAA started to experience a turnaround in 2013 and 2014. In 2015, the professional membership numbers are holding steady and GCSAA has over 650 new equipment managers.

Membership 2015

- 17,500 Total Members
- 12,943 Professional Members
- 1,377 CGCS
- 4,813 Class A
- 3,510 Class SM
- 3,558 Class C (Assistants)
- 655 Equipment Manager

Mr. Evans shared that compensation, average years in current position and maintenance budgets are trending upwards.

Financial Snapshot

GCSAA's financial position is on solid footing. Thanks to prudent handling of revenues and expenses. GCSAA is happy to report that it received an "unqualified clean audit" by a third-party. Mr. Evans led the attendees through a series of slides depicting GCSAA's financials.

How GCSAA is funded - money in

- 48% is through industry support – advertising, sponsorship, exhibit space
- 25% is through member dues
- 15% is through user fees – education, conference registration, tournament fees
- 6% is through EIFG grants

How does GCSAA put the money to work?

- Education, advocacy, environmental, publications and GIS are areas that contain the most expense, but also support most of the revenue generation for GCSAA.
- Marketing and branding initiatives aimed at promoting the profession in the marketplace.
- Program/Member Service expenses will continue to increase in the priority areas of advocacy, field staff, and technology.

Mr. Evans advised that GCSAA is putting its resources to the areas outlined as Key Priorities for the association and will continue to do so. He then shared with the delegates how the Environmental Institute for Golf (EIFG), GCSAA's 501(c)3 philanthropic arm was doing. The EIFG continues to attract major donors as supporters of its work. It is also funded through the Silent Auction at GIS, Rounds 4 Research Auction, the tournament and other campaigns. The EIFG then awards grants to various GCSAA programs and services. Some of the highlights from recent years include:

- Over 375 scholarships awarded
- 17 research projects awarded
- \$420,000 in chapter grants

Rounds 4 Research Update

Peter J. Grass, CGCS presented information on the Rounds 4 Research Auction. Since GCSAA assumed the program from the Carolinas GCSA, more than 50 chapters and turfgrass associations have participated to help raise funds for local efforts, primarily research. The top four organizations participating in this year's auction were:

- Carolinas GCSA \$22,055
- Georgia GCSA \$7,936
- Midwest Regional Turf Foundation \$5, 907
- GCSA of New Jersey \$5,890

Mr. Grass invited Brian Stiehler, CGCS, Carolinas GCSA delegate to offer best practices on running a successful Rounds 4 Research Auction. Mr. Stiehler emphasized that constant communication is key to being successful. The Carolinas GCSA sends letters, is active on social media, but has found the most effective outreach tool is an old-fashioned one – the phone. The chapter uses the phone to call the superintendents to solicit rounds.

Mr. Grass shared that the date for the 2016 auction will be April 1-10. This is moving the date up significantly and will allow for the winning bidders to use their round of golf for a longer period of time in 2016. GCSAA is updating the marketing materials and purchasing more social media ads. New materials to help engage local media will be created as well.

Member Standards

President O'Keefe addressed the delegates regarding the multi-year review of Class A member standards and reviewed the proposal that was unveiled in May. The entire process held many opportunities for members and chapters to weigh-in on the discussions surrounding classifications and the definition, eligibility and renewal of a Class A member. The entire proposal can be found on the GCSAA website. Highlights include:

- A more inclusive definition of Class A has been crafted that will allow individuals to maintain their Class A status when they no longer hold a golf course superintendent job, but are still employed within the golf industry. They will still need to maintain ongoing requirements.
- The Superintendent Member (SM) classification will return to Class B. This provides a more logical listing of the professional membership classifications. A, B and C (assistant superintendent).

- Class A Eligibility will continue to be based on a sliding scale of formal education, superintendent years of experience and continuing education. The scale is based on a combined formula of 20 points, with a set point value assigned to your level of formal education and a variable combination of continuing education and experience. Service points will no longer be a component of eligibility.
- Class A renewal requirements continue to necessitate a total of 5 points over a 5-year period. However, they have been enhanced to include a minimum of 3.0 education points rather than the current minimum of 2.0 education points. Service points for renewal will now be focused on golf-centric activities.
- Possessing a pesticide license or passing the GCSAA IPM Exam will continue to be a requirement of eligibility and renewal. Additionally, the GCSAA IPM Exam fee will be eliminated.

Mr. O’Keefe then led the delegates through a series of mock ballots, so that the delegates could see how each proposed item would be voted on in San Diego.

Delegate Discussion

The delegates and board engaged in a robust discussion on the proposal, with questions focused on community based service points and golf-centric service points, the value of Class A relative to Class B, the potential cost associated with making a change in classifications and other topics were touched upon. In the end, the delegates agreed to move the proposal forward for a vote at the Annual Meeting in San Diego. A few of the questions are shared below.

Q. How will education and service points change if this is approved?

A. Only golf-centric service points will count towards renewal. Some of the categories that were previously service points will become education points. The community based service point category will go away. (The delegates asked for a report of what items would become education points and it was provided.)

Q. Why the change to golf-centric service points? I liked the community based service point category.

A. The change to golf-centric service points was in large part a request from chapters. Many chapters struggle to find volunteers for committees or the chapter board, and this was a way to encourage volunteering at the chapter level vs. civic/community based.

Q. What is the benefit or value of Class A relative to Class B?

A. By achieving Class A status a member is showing his/her interest in advancing his/her career and a commitment to professionalism. A commitment to member standards helps frame who we are as an individual and collectively, as a profession.

Q. I notice on the sliding scale for Class A eligibility that short courses/turf certificate programs with less than 400 hours, like the Winter Program at UMASS, do not qualify as formal education. Why not? Will I get any credit at all for my short course completion?

A. Yes, credit is awarded by GCSAA for certificate programs under 400 hours; however, the existing sliding scale requirements to achieve Class A status are stringent. When you look at the

proposed Class A requirements to be voted on at the 2016 Annual meeting, you will see that the requirements are much more inclusive. See below for an example:

Current Sliding Scale		
No degree or recognized certificate	7 years as a GCS	40 total points (minimum of 32 education required)

Scenario: If I've been a GCS for 7 years and possess the 23 hour UMass certificate, I need to acquire a total of 17 more points (at least 9 of those education points) to become Class A.

Proposed Sliding Scale		
No degree or recognized certificate	5 or more years as a GCS	20 total points or less, dependent on years of experience

If I've been a GCS for a minimum of 5 years and possess a UMass certificate, I am automatically eligible for Class A. (NOTE: The minimum of 5 years as a GCS is also applicable for those that earn a non-turf/plant science Associates degree + 8 formal education points.)

Q. If the proposal were to pass, what does the transition look like? Is there a cost associated with moving people from SM to B?

A. We plan to roll this out with each member's renewal cycle. Members who are currently SM would receive a new card with "B" on it at the time of their next dues renewal. Members that might be eligible right away for A status, will be notified. GCSAA plans to communicate continually with members regarding how the new standards affect him/her.

Q. Can you share where each member falls relative to their Class A eligibility and renewal with his/her chapter?

A. Unless we receive permission from the member, GCSAA does not release specific eligibility or renewal information with chapters.

Board Policy Oversight Task Group

Board Policy Oversight Task Group (BPOTG) members Kevin Sunderman and Jeff White, CGCS reported on the task group's work to the delegates.

Mr. White explained the purpose of the task group is to review the appropriateness and strategic intent of the board support policies. The task group is also in place to ensure transparency in the process of the review, and the board truly values independent scrutiny. The BPOTG reports its findings to the members via listserves and the GCSAA website.

The BPOTG is made up of the nominating committee plus two members at large. The task group also includes the most recent past president and the last president who did not serve with the current board members in order to provide perspective for board support. A previous BPOTG member is included to provide insight into that group's findings and recommendations. This year's BPOTG includes:

- Pat Finlen, CGCS – GCSAA Past President, Chair

- Ken Gorzycki, CGCS, 2012 Task Group
- Tim O’Neill, CGCS, GCSAA Past President
- Scott Ramsay, CGCS
- Phil Scully
- Kevin Sunderman
- Jeff White, CGCS

In general, GCSAA pays expenses and provides support in order to encourage the best leaders to become board members, not just those who can afford it. GCSAA works within the premise that board service should be expense neutral and feels this helps to encourage diversity on the Board of Directors. There are checks and balances in place to ensure that all are being good stewards of association resources. These include:

- Chief financial officer checks all expense reports.
- Independent auditor spot checks, and also makes sure everything follows IRS rules.
- The auditor also checks to see if the board of directors is complying with their procedures regarding expense reports. The auditor prepares a report of his/her findings.
- The BPOTG will review and provide recommendations every three years.

Mr. Sunderman explained that the task group’s discussion centered on whether the support provided were necessary to effectively perform the duties expected of a board member. Were they necessary and appropriate in performing board service? The task group also viewed the support in relation to the current state of affairs in the golf industry. The task group determined that on the whole, the board support does provide needed resources. However, they did make the following policy recommendations:

- Board meeting communications – provide board meeting outcomes that are relevant, timely and transparent. Privileged discussions and confidential decisions should remain protected.
- Board Travel – any overseas travel warrants business class airfare and shouldn’t be approved on a case-to-case basis.
- Board representation at annual events – at events with restricted attendance, divide the travel between the two most senior directors so both gain exposure and experience.
- GIS reimbursement for past presidents – remove the over the age of 65 requirements as it is unfair to those past presidents who qualify for AA status, and have retired prior to age 65.
- Social Media training and policies – the board should be proactive in its efforts to create communication methods, provide appropriate training and develop policy that minimize risks associated with social media.

In conclusion the task group found the board is demonstrating integrity in following the set board policies and the task group encourages the board to remain proactive and transparent.

Affiliation Agreement Task Group

Bill Maynard, CGCS, Affiliation Agreement Task Group (AATG) chair debriefed the delegates on his task group’s work over the past year. GCSAA and the 98 affiliated chapters have a formal agreement, the affiliation agreement, which defines the relationship between GCSAA and the chapters.

The task group was comprised of members with significant chapter leader experience and the GCSAA members on the task group were all past presidents of their local chapters. GCSAA also asked chapter executives to serve. The executives provided great insight into the actual management of chapters and how the affiliation agreement plays into this arena. The task group agreed that for the most part, the agreement was in good standing. They did recommend a few revisions:

- Eliminated the “term” of the agreement. Instead the agreement will renew annually unless changes to the document become necessary. This will streamline the process in years where there are no changes/revisions.
- A task group will be convened to review requests by either GCSAA or the chapters to make changes to the document.
- Changed wording in the document that is rooted in two-way communication. There were concerns that the affiliation agreement was focused on GCSAA’s needs compared to both GCSAA and the chapter.
- The document went through a legal review by the association’s attorney to ensure it was still a valid agreement (in terms of the law) and met both GCSAA and the chapters’ needs.

Mr. Maynard went through the implementation process.

- The new affiliation agreement has been approved by the GCSAA Board of Directors.
- The agreement will be sent to all chapters by November 15.
- Chapters will need to sign and return a copy by December 31.
- The agreement will go into effect by January 1, 2016.

Delegate Discussion

The delegates asked the following questions/offered observations. They then agreed to move forward with the affiliation agreement.

Q. Why can't a GCSAA Class C (assistant superintendent) serve as an officer of the chapter? I feel this is taking away an opportunity for many qualified individuals to serve.

A. Only Class A or SM members may currently serve as an officer. This requirement is to ensure that GCSAA affiliated chapters are run by superintendents who are also member of GCSAA. Assistants and other GCSAA classifications are allowed to serve as a director of a chapter, if that chapter’s bylaws allow it.

Q. Does the affiliation agreement need to be the same for each chapter? Can it be flexible dependent on the individual needs of each chapter?

A. The affiliation agreement needs to be consistent for several reasons. Standardizing the relationship ensures chapters, and in turn the shared membership, can expect the same services and assistance from GCSAA.

Q. Should we have something in the agreement that states how GCSAA should handle job vacancies? Or maybe the chapter should be added to the process prior to posting jobs? This might cut down on any unwelcome surprises where members have their jobs posted and are unaware it is on the Job Board.

A. While the affiliation agreement isn't the right document to address contacting a chapter prior to posting a job, your recommendation will be discussed.

Equipment Manager Task Group

John Fulling, CGCS, Equipment Manager Task Group chair, briefed the delegates on the work that has been conducted on behalf of the new equipment manager classification. The new EM classification was approved at the 2015 Annual Meeting. GCSAA has over 650 EM members. Equipment Managers receive all benefits superintendents have, except voting and holding office. In addition they enjoy targeted education content, an equipment manager certificate program, unique networking/service opportunities and recognition in the industry. Mr. Fulling asked how many of the delegates had signed up their equipment manager for the free membership this year. About a ¼ of the delegates indicated they had. He encouraged the rest of the delegates to consider investing in their equipment mechanics.

The Task Group's work include:

- Developed 2016 GIS conference education program
- Identified education topics for future development
- Determined new elements to add to the existing certificate program
- Initial discussions regarding how to strengthen ties with GCSAA chapters
- Identified top industry clients of interest

Future work will focus on:

- Discuss how to strengthen the ties between equipment managers and GCSAA chapters.
- Enhance the certificate program.
- Explore hands-on learning lab opportunities.
- Discuss recruitment strategies to include equipment managers within the golf industry, if adapted by membership.

Delegate Discussion:

Q: Is there a difference in the GIS registration fee for equipment managers?

A: Just like any GCSAA member, first-time attendance is complimentary, after that there is no difference in fee structure.

Q: Are the certificates available in Spanish?

A: Not at this time, but eventually we hope to have them available in Spanish.

Q: Are the textbooks for their certificates available in print or just electronic?

A: They are in print.

Q: Will equipment managers be added to the dual membership requirement in the affiliation agreement?

A: No.

The delegates and board also discussed ideas on how to help grow the interest in this important field and how to engage equipment managers at the chapter levels.

Town Hall Session

The GCSAA Board of Directors established the practice of conducting “town hall” meetings to further enhance the communication and information sharing between GCSAA’s elected leaders and affiliated chapters and members. The town hall format is an open forum where chapter delegates have the opportunity to have a dialogue with the GCSAA Board of Directors who will answer questions and share information on items of interest and importance to chapters and members.

The delegates discussed numerous issues with the board of directors including:

- Discussions surrounding the US Open at Chambers Bay and how the course superintendents were the unintended targets of criticism for the conditions of the course. The thought of some members was that the USGA did little to defend GCSAA and its members. John O’Keefe shared that they had recently had a meeting with the USGA and this was one of the topics. They think the USGA will be more considerate of the superintendent position for criticism moving forward and it has offered a teamwork approach with GCSAA for problem-solving these issues at future US Opens. Another item that is being addressed regarding events during the US Open –GCSAA was present, stories were being shared in many formats about course maintenance staff and setup, but under the *GCM* heading. GCSAA is mindful that members may not follow all GCSAA properties on social media and is working on a strategy to ensure key messages such as these are shared more broadly moving forward.
- The outreach efforts that GCSAA has engaged in with the owners and general managers and what individual superintendents can do from a grassroots level to foster a better sense of appreciation. GCSAA has created tools that are available to members. In addition, GCSAA attends NGCOA meetings and meetings with multi-course owners. GCSAA has a good relationship with the CMAA at the national level.
- Discussions surrounding the Job Board and the sometimes unrealistic salaries that are posted. GCSAA does provide employers with data on what is common in their region, in terms of CGCS salary, etc., Delegates shared that their chapters take a proactive role in educating facilities who are open to that feedback. Several field staff advised that they help pass along information as well.
- Discussions surrounding GCSAA’s Field Staff program; possibilities of expanding it, the success of the program and communication tools. The board is pleased with the program so far. Expansion is not on the table at this point, but could be in the future.
- Questions regarding assistant superintendents and outreach efforts on their behalf. Possibility of creating certificate programs for assistants. The board advised this is a hot topic and one they have discussed in the past.

2016 Golf Industry Show Schedule & Highlights

J.D. Dockstader, COO, shared with the delegates some highlights for the upcoming Golf Industry Show (GIS) February 6-11, 2016 in San Diego, CA. This city remains a favorite with GCSAA members. Mr. Dockstader shared that the schedule for the Golf Industry Show will mirror last year with education Monday and Tuesday, Trade Show open on Wednesday and Thursday with other events sprinkled throughout the week. Once again there will be no events scheduled on Friday, Feb. 12th.

GCSAA Golf Championships will be played on five prominent courses in the San Diego area.

- Aviara Golf Course (Park Hyatt Aviara Resort will be the host hotel.)
- Torrey Pines North and South Course
- Maderas Golf Course
- La Costa – Champions and Legends Courses
- The Crossing at Carlsbad

GCSAA Education Conference

- Opening Session & Reception featuring Old Tom Morris Award recipient Herb Kohler.
- New this year on the Trade Show Floor
 - “The Doctor is In” with turf doctors/experts answering your questions
 - Test Drive Technology demos with Sirius XM Live with John McGinnis
 - An all new Opening Event
- Conference Education with over 380 total hours of education
- 25 new seminars
- Off-site learning tour at Hunter Industries
- All new session content
- Closing Celebration with comedian/impressionist, Frank Caliendo

Mr. Dockstader closed his presentation by sharing this insight from his role in business development and industry partnerships. Member participation is a key factor when industry makes investment decisions. Click an ad, your attendance at an event, reading newsletters, and watching a video has a financial impact on the association. As a reminder, every dollar goes back into GCSAA programs and services to the benefit of the membership and the profession.

GCSAA Programs and Services Update

The delegates heard from various GCSAA department leaders as they shared initiatives and updates from their areas for 2015/2016.

Government Affairs

Chava McKeel, director, government affairs briefed the delegates on her department’s transformation in recent years. The department now has three full-time staff, a new name and a 5-year plan with the following strategic goals:

- Position GCSAA as a subject matter expert who is able to provide objective, knowledgeable responses to government activities.
- Continue and expand building relationships with local, state and federal lawmakers.
- Provide regulatory compliance information for members to establish themselves as experts on managing risk at the facility.
- Establish significant continuing relationships with local, state and federal regulators.
- Expand knowledge of and participation in GCSAA’s government affairs efforts amongst GCSAA members, chapters, executive team and board of directors.
- Be recognized as the entity of influence amongst golf groups.

Ms. McKeel shared with the delegates some recent victories in the area of advocacy and explained the key to garnering additional wins for the golf industry is involvement. To advance our cause GCSAA needs its members to get involved and share their stories with their lawmakers. She shared stories of chapters and allied association fighting the fight in their local communities and encouraged the delegates to do the same. Ms. McKeel concluded her presentation with a brief update on the Grassroots Ambassador Program.

Environmental Programs/Best Management Practices

Mark Johnson, associate director, environmental programs spoke about best management practices and gathering data around current cultural practices through the Golf Course Environmental Profiles. GCSAA administers these projects in order to provide solid scientific data to underline golf's positive environmental message.

Mr. Johnson outlined new resources that will be unveiled in the coming months to assist superintendents.

- National BMP Planning Guide and BMP Template
- Drought Management Planning Guide
- Nutrient Management Planning Guide
- Water Management Planning Guide

The Golf Course Environmental Profile provides the central access point for data and information regarding key best management practices within the industry. The baseline data was established with the completion of the first phase; 2006-2012. The second phase of data collection is currently underway, 2014-2017. Establishing the foundation, identifying the baseline and implementing the means to measure change are the first steps to success in this arena.

Member Outreach

Three department leaders spoke to the delegates regarding their various programs aimed at a common goal – Advance the profession.

Scott Woodhead, associate director, membership spoke about the recently launched Member-Get-A-Member campaign. He asked for the delegates help in talking about the campaign to others and recruiting new members, because no one understand the value of a GCSAA membership better than the members themselves. The campaign includes prizes:

- Receive a \$50 gift certificate for each new member that you recruit.
- For each new member your recruit, you will be entered into a drawing for an all-expenses paid trip to the 2016 Golf Industry Show.
- Secondary grand prize will be 4 Full-Pack registrations to the Golf Industry Show.

Craig Smith, director, communications and media relations and Russell Sypowicz, associate director, marketing spoke with the attendees about the ongoing efforts to advance and elevate the profession in their respective areas.

Thank a Golf Course Superintendent Sweepstakes Campaign was a success!

- Campaign ran from April 1 – May 31, 2015

- Received 1,107 Thank You Notes
- Winner was Murray Calhoun of the Country Club of Columbus in Columbus, GA for thanking superintendent William Smith, CGCS

As part of the campaign, chapters were encouraged to reach out to GCSAA and have the commercial branded with their name and logo. The following chapters participated:

- Alabama GCSA
- Carolinas GCSA
- Nebraska GCSA
- North Florida GCSA
- Ontario GSA
- Virginia GCSA
- Western Washington GCSA
- Louisiana/Mississippi GCSA

The delegates then viewed draft footage of the 2016 commercial. The new commercial features a variety of celebrities inviting the viewer to thank a golf course superintendent. Chapters are again invited to participate with GCSAA in this campaign.

In closing, the delegates were briefed on the redesign of the GCSAA website. The redesign will focus on providing easier navigation which will hopefully lead to increased usability. A new area on the website will be called Learning Hubs and will house webcasts, educational tools and help provide connections with peers.

Candidate Presentations

Chapter delegates had an opportunity to listen to presentations from candidates running for elected office. After the presentations, delegates participated in the “Meet the Candidates” session where they asked questions of the delegates in breakout groups. The 2016 GCSAA Board candidates are:

- Office of President – Peter J. Grass, CGCS
- Office of Vice President – Bill H. Maynard, CGCS
- Office of Secretary/Treasurer – Rafael Barajas, CGCS and Darren J. Davis, CGCS
- Director (electing 3) – Kevin P. Breen, CGCS; Jeffrey F. Millies, CGCS; Rory Van Poucke; and John Walker.