

Proposal
For
Assistant Superintendent Board Position
and/or
Assistant Committee



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Assistant Superintendent Committee
August 2008

Table of Contents

The Plan:

1. Purpose and Scope	p. 3
2. Mission Statement and Goals	p. 4
3. Benefits for Associations, Superintendents, and Class C Members	p. 5
4. Implementation Strategy	p. 7
5. Financial Information	p. 9
6. Non-Financial Support From Local Chapter	p. 10
7. Ideas for Committee Activities	p. 11
8. Contacts	p. 12

Purpose and Scope

The function of this proposal is to provide a template to chapter associations who seek to install an assistant superintendent member in a liaison role on their respective board of directors. Furthermore, if sought, to provide insight on the infrastructure of an assistant superintendent committee to complement the assistant board member. This template will outline in detail six (6) important areas in which the chapter association should give much discussion and thought.

These areas are as follows:

1. Goals of the Assistant Superintendent Representative and Committee
2. Benefits of Assistant Superintendent Involvement for Chapter Associations, Golf Course Superintendents, and the Class C Assistant Members.
3. Implementation Strategy of Assistant Representative, Committee, and Activities.
4. Financial Information and Needed Support of Association
5. Ideas for Committee Activities
6. Established Representative and Chapter Contacts

Business, communication, and leadership are just a few qualities that professional golf course superintendents possess. Even though these topics are taught at the college level, real-world knowledge is not known and understood by many Assistant Superintendents. These skills are learned through on-the-job training, chapter involvement, and development. Engaging an assistant superintendent in a representative role at the chapter board level provides a training opportunity for the association. Board service can help hone these business, communication, and leadership skills. Furthermore, it can also engage assistants early and ingrain the mindset of the benefits of being a future leader and director when they become golf course superintendents. Promoting assistant superintendent involvement at the board level will help ensure the perpetuity of the chapter association, which in turn, will help elevate the status of the golf course superintendent.

Having proven its worth in other GCSAA association chapters, assistant superintendent involvement has painted a great picture of what the future of our profession will look like. Experienced superintendents know and realize that many difficulties face our industry as we move forward. By promoting assistant superintendent involvement we will be fostering a large group of dedicated individuals poised to face those challenges and contribute to the success of the chapter.

Class C Representative and/or Committee Mission Statement

"To offer opportunities for assistant superintendents to grow and learn in all facets of their lives as they progress toward becoming golf course superintendents"

Goals

1. Provide opportunities for networking with fellow assistants, superintendents, professors, and other industry leaders
2. Provide opportunities for professional development and growth of assistant superintendents
3. Encourage assistant superintendent involvement within chapter and attendance of events
4. Promote both the game of golf and industry both locally and nationally
5. Increase the number of diversified assistant superintendents in the profession.

Benefits

The purpose of this section is to explain the benefits to be had with the implementation of a Class C representative and/ or committee. When proposing this idea much thought and explanation will need to be given to show the benefits for all parties involved.

There are many benefits associated with becoming involved with the local association that represents your profession. It is hoped that assistant superintendents and local GCSAA chapters alike believe that having Class C membership involvement would serve an important role in the industry. To facilitate this goal, implementing a Class C representative position and/ or committee would be beneficial in many ways. Explaining the benefits will be one of the most crucial steps that will need to be taken in this whole process. Assistant superintendents, superintendents, and the local GCSAA chapter should all benefit from the active participation of assistant superintendents in our chapter governing bodies.

Benefits to the Class C Assistant Membership

Assistant superintendents typically have the educational experience to become great superintendents, but many lack the hands on working knowledge that comes only with experience in the field. A Class C representative position or committee will provide the opportunities for assistants to be mentored by involved chapter superintendents and industry associates. Hopefully this experience will provide a sort of internship to the participating Class C members. Some of the benefits the Class C member will gain from this experience are:

- Learning what it takes to lead a professional association. For example: how board meetings are conducted, the procedures for electing officers, understanding the structure of the chapter, etc.
- Professional growth, e.g. etiquette, maturity, and industry knowledge
- Representation within the association
- Opportunities to develop public speaking and writing skills
- Building a strong network with peers and other business professionals
- Developing their personal career portfolio
- Volunteer opportunities

Benefits to the GCSAA chapter Associations

Individual GCSAA chapter associations should find many benefits to having representation from the Class C membership. GCSAA chapters that already have some sort of Class C member position in place have found this to be true. One of the most significant benefits seen by the creation of a position for assistants has been the increased involvement from the Class C portion of the membership. If assistants have more opportunities in their association, their presence will surely increase. Other benefits that will be gained by individual chapters are:

- Improved recruitment and retention of Class C members
- Larger pool of volunteers for chapter events
- New ideas and thoughts for seminars, events, and meetings
- Increased meeting and event attendance from the class C assistant membership
- Increased longevity of the association due to the development of new leaders for the future.
- Recognition from the GCSAA

Benefits to the Superintendent

Whether recognized or not, superintendents are mentors to the assistant superintendents in the industry. Having the assistant involved early on will be a great opportunity for superintendents to share their knowledge of the industry. Many of the benefits to the superintendents will be seen through the achievements of the Class C member, especially as they grow into a Superintendent position. When these participating Assistants do finally become superintendents of their own courses, they will be more valuable to their colleagues in the industry. Benefits that superintendents should see are:

- Assistants prepared for professional meetings they may attend with their superintendent or alone. Example: Board meetings and green committee meetings
- Assistants will become more valuable to individual employers by furthering their working knowledge of the industry
- Bring recognition to the superintendent and golf course of the participating assistant
- Help out with membership and or seminar costs. Example: Assistant may be able to attend events at little or no cost to the club by volunteering for events
- Develop confidence within the assistant
- Allowing them to volunteer for these opportunities can provide an extra benefit in their employment

Implementation Strategy

The aim of the implementation strategy is to give a guideline as to how you can establish an assistant superintendent representative on the board level. These ideas are suggestions to be used as points of reference if your chapter chooses to implement an assistant liaison. However, the following methods have proven to be effective elsewhere. There is no timeframe of how long the implementation should take. These following strategies will help to develop and embed an approach to implementing an assistant on the board. This is not a fast process; it takes time, commitment and interest from your chapter, area superintendents, and area assistant superintendents. The rest of the template and this implementation strategy should allow for a successful transition.

The implementation is setup into (three) stages. Each stage serves as an important particular task that should be accomplished before moving onto the next.

Stage 1: Interest

This first stage is to determine how much interest there is in your local association for an assistant superintendent representative. This is the most critical part of the implementation strategy because without interest, it will be hard to have success.

(1) Email

Obtain all assistant superintendents email addresses that are registered in the local association. This will help in establishing communication about ideas and what interest is out there. Email addresses are just one idea of communicating. Talking to assistants at local meetings and regional conferences could be some other ways to establish rapport.

(2) Survey Poll

One way to determine the level of interest for activities and for an assistant superintendent committee is to put together a survey to poll the level of interest. This can be easily done with an online survey service (www.surveymonkey.com). The survey would ask questions about activities of importance, who would be interested, and timing of the collaboration. This survey can be sent to the assistant's email and will collect the data, making it easy for responding. Another way to gauge interest is through calling some of the most active assistants in the local association and asking their input and ideas.

Stage 2: Presentation

This next stage would be to present a proposal to the local board of directors. During this presentation there should be a debate of pros and cons of an assistant superintendent representative on the board and hosting assistant activities. This presentation should also consist of ideas about activities and how they will benefit all parties involved, including the chapter association, superintendents, and assistant superintendents. This presentation can be orally presented, using PowerPoint or charts for visuals of these debatable questions. The goals and vision of the implementation should be presented, with attainable goals and outcomes. During this presentation there should be a discussion of suitable candidates who would be the assistant representative and who would sit on the committee, if they seek to install a committee as well.

Stage 3: Activities

It is suggested to start out with small activities to generate interest. Some examples would include assistant superintendent golf outings, shop talks and educational seminars geared towards benefiting the assistants. As these activities gather more and more involvement, implement more activities on a larger scale. These could be sponsored by the local association or distributors. When holding educational seminars obtain some keynote speakers and always keep your vision and goals in mind. All activities should benefit the association and the assistant. This portion will be detailed more in the activities section of this template.

It is to be emphasized that these suggested strategies for implementation of an assistant superintendent representative on the local association board are only guidelines, and can be implemented in other ways suited to your needs. If the interest of local assistants is extensive consider having representation on the board, but increasing activities including all interested parties to monthly, or every couple of month gatherings and events. Alter your presentation and goals/visions to correspond with the needs of the local association and the region as whole, not just assistant issues.

Financial Information

The expectation is that minimal funds would be needed from the local chapter in order for an assistant superintendent committee to be started and be successful. Much of the financial needs can be obtained from local vendors who view assistants as future superintendents and want to be supportive of their growth in the industry. Assistants are viewed as future decision makers when it comes to future product and support purchases.

Year 1

Depending on the timing of when the local chapter is approached there may or may not be funds available in the first year of the committee. However that is okay since most of the initial efforts can be focused on organizing shoptalks and perhaps an educational seminar during the local chapters' annual fall or winter meeting.

Costs associated with shoptalks are minimal and in most cases can be covered by a local sponsor or vendor. There are no registration fees associated with shoptalks and the expenses can average approximately \$100 per shoptalk for pizza and beverage. Only in the event that a local sponsor or vendor is unavailable to fund the event will some local chapter funds be necessary. The first goal of the assistant committee should always be to secure vendor support for these events.

Costs associated with an educational seminar or event with a guest speaker can very easily be tied into an existing planned meeting with the local chapter and any related expenses incurred would be offset by assistant registration fees.

Year 2

In the second year, a budget would hopefully be supplied by the local chapter in order to plan and organize more meetings, educational seminars and possibly a golf event.

A golf event for assistants would be a great opportunity to promote assistant involvement and show assistants that there is value in being a member of the local association. Any expenses incurred in hosting a golf event would be offset by assistant registration fees. Any profit could be held and used for future events. Prizes and donations could be secured with support from area clubs and vendors.

In all cases be honest with the anticipated financial needs with the local chapter. Balancing obtaining vendor support, charging assistant fees with some requested financial support shows responsibility and respect for the local chapter. When presenting the budget for a given year always explain the benefits regarding the development of the future superintendent.

Income

Vendor Support	\$ 1,000.00
Seminar Fees	\$ 1,000.00
Golf Event	<u>\$ 1,000.00</u>
Total	\$ 3,000.00

Expenses

Shoptalk expenses	\$ 500.00
Seminar expenses	\$ 1,500.00
Golf Event expenses	<u>\$ 500.00</u>
Total	\$ 2,500.00

Net income \$ 500.00**Non-Financial Support from the local chapter**

Of more importance to the development of assistants is the support received from the local chapter that is not financial. Listed below are a few of the areas where local chapter assistance will help support the ability for an assistant representative to create and lead an assistant committee that will provide tremendous value to its assistant members.

1. **Board of Director Public Support:** Knowing that the local chapter is supportive of the development of the future Superintendent will significantly contribute to the ability of the committee to grow its membership base and learn more about the needs of today's assistant.
2. **Board of Director Representative to mentor Assistant Committee Chair:** This relationship will provide a two-way communication process for sharing ideas about the future of the assistant committee. It would be a great opportunity for an assistant committee chair to learn more about the dynamics of the local chapter.
3. **Communication Support:** The communication infrastructure that exists within a local chapter can be used to assisting the assistant committee with multiple communication mediums such as contributing articles to a monthly newsletters or advertising an upcoming event. The local chapter could include the assistant memberships in mailings of educational course and various industry related offerings.
4. **Administrative Support:** For the larger events the assistant committee could have access to support staff to help facilitate large e-mail communications or mailings.
5. **Networking Opportunities:** Superintendents participation in shoptalks at area maintenance facilities or educational sessions at regional gatherings provides an opportunity for Superintendents to mentor assistants and provide assistants with an opportunity to ask questions in a safe environment.

Ideas for Committee Activities

Committee activities can be a useful tool in acquiring new members as well as keeping the current membership active and interested. Activities have been broken into three groups that the chapter can pull from throughout the season. The educational and philanthropic groups can be utilized during off peak times, whereas most of the team building and outdoor type activities are better suited during warmer times of the year. Many of the activity groupings overlap each other, but are separated here so the committee can select from different types. The activities are geared toward the assistant superintendent member, but it is imperative to involve superintendent members in as many activities as possible.

I. Educational.

Educational activities afford the committee member some different avenues beyond attending seminars and conferences. Volunteering your time to introduce speakers at local meetings or seminars is a great way to gain experience in public speaking while networking with industry leaders. Informal “shoptalks” is another educational activity, and one that can be done with very short notice and little planning. Assistants can use this time to bounce ideas of each other and talk about problems in an informal setting. “Shoptalks” can also be utilized to gather assistants to contribute to your chapter’s newsletter. Almost all turf publications, especially on the local level, are eager to publish writings from the field. Hosting an association booth at a regional golf show is a great way to educate the golf playing public about our industry as well as networking possibilities.

II. Philanthropic Activities.

Philanthropic activities afford the assistant a great way to provide the chapter with invaluable good publicity. Adopting a road is one way the chapter can give to the community. Assistant could meet once a month to clean a stretch of roadway. Many communities provide signage stating who is responsible for the road. This gives the chapter and industry great exposure. Another philanthropic activity is getting involved with a local Habitat for Humanity or similar type organization. These organizations can always use people with landscape or similar type expertise. Again this is great exposure and publicity not only for the chapter, but for the entire golf course maintenance industry. Lastly, volunteering for PGA Tour, LPGA, USGA, local qualifying, or similar type of event as a group is another way to give back to the industry. Many assistants have volunteered for tournaments, but showing up en masse would have far greater impact for the chapter.

III. Team Building Activities.

These activities are meant to be less work and educationally slanted than the philanthropic and educational groups. Of course the golf tournament is the most obvious of these activities. Formats could range from assistants playing with their superintendents to assistants playing against other assistants in neighboring chapters. Joining a sports league consisting of assistants is another team building activity. Whether it be bowling, softball or flag football, these times together can build relationships that can last a lifetime and help propel the assistant through the industry.

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