Memorandum

Date: January 6, 2020
To: Golf Course Suppliers and Vendors
From: Brian Stiehler, CGCS, MG, President
Re: 2020 Superintendent Image Campaign

On behalf of the Carolinas GCSA Board of Directors, I want to take this opportunity to wish you a happy and prosperous New Year. Thankfully, there are many positive indicators for what is ahead. Not least amongst that good news was our Conference and Show in November. Thanks in no small part to loyal support from our industry partners, Conference and Show broke records in almost every major category.

There is no doubt our industry has stemmed the ebb tide set in motion by the Great Recession. Many hard lessons have been learned and ultimately, I believe that will make our industry stronger, more resilient, and hopefully less susceptible to dramatic swings. The recovery we have seen in golf in recent years is built upon a solid foundation, rather than blind optimism and speculation.

I am proud to say that our association has played a part in that foundation. Our members – both superintendents and industry partners – stepped up during lean times making savings and sacrifices for the long-term good. The association has led the way legislatively making sure lawmakers and regulators have the information they need to make sound decisions in relation to golf and golf course management. We launched Rounds4Research which is now a major source of turfgrass research funding across the country.

Another program the Carolinas GSCA pioneered is the Superintendent Image Campaign. This effort, now more than 20 years old, was a leader in actively promoting the understanding and appreciation of the work of the golf course superintendent. There have always been very smart people taking care of golf courses, but they have not always received their due in terms of recognition and reward.

Of course, we still have a way to go, but the profile, and the prestige of superintendents within the industry, and beyond, has grown enormously because of outreach inspired by the Superintendent Image Campaign.

Once again, we urge your support through sponsorships available at Gold ($550) and Silver ($275) levels. Supporters will be featured in Carolinas Green magazine and at Conference and Show in November. Please complete the form on the reverse side of this letter. We appreciate your support immensely.
SUPERINTENDENT IMAGE CAMPAIGN

Sponsored by
Carolinas Golf Course Superintendents Association

*Information provided below will be printed in Carolinas Green magazine, in the annual conference and show program and in the on-site conference guide.

Company Name ____________________________________________________________

Contact Person ____________________________ ____________________________ ______

Last Name                                First Name                                MI

Title ____________________________________________________________

Address ________________________________________________________________

City __________________________________________ State ___________ Zip

Phone ____________________________ Fax Number ____________________________

Email Address __________________________________________________________

Check one: ______ Gold Club $550           ______ Silver Club $275

Make Check payable to:
Carolinas Golf Course Superintendents Association, P.O. Box 210, Liberty, SC 29657-0210

To pay by credit card, complete information below and fax to 864-843-1149
We accept MasterCard, Visa, American Express or Discover.

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Credit Card Number _________________________________________________________

Expiration Date ___________________________ Security Code __________________________

Signature ________________________________________________________________