President’s Message
April 23, 2020

Dear Carolinas GCSA Members:

With another week behind us, it looks like the light at the end of the tunnel is getting nearer if you live in South Carolina. In North Carolina, we will be adhering to the Governor’s orders for a few more weeks, at least until May 15. At that point, I think it's safe to assume the transition to "normalcy" will begin and be gradual. In both states, it's important that we continue to take this seriously and do what needs to be done to protect your staff and your golfers.

My biggest question is whether people take the change positively or will there be fear on the part of consumers? Even once businesses reopen, the economic recovery will only start when people are comfortable enough to start moving about and spending again. Travel and tourism could take a while to recover until testing is more prevalent across the country.

In the meantime, keep doing the things that help you deal with the stress of this situation. Get plenty of exercise, eat right and get enough sleep. If you need to talk to someone, reach out to a friend in the business. You're always welcome to call me or call the Carolinas GCSA office in Liberty.

If there is one certain thing in the world, it's that superintendents are not only the most creative of people but the best problem solvers around. We know how to think when it comes to operating within set parameters. We also make do with what we're given, oftentimes exceeding expectations with limited resources. This situation is really no different.

The whole world we find ourselves in today, is largely out of our hands. We are a resilient and persistent bunch. We are here for each other as we always have been. Keep your head up and don't forget where you came from. Whether it's next week or next year, we will all be stronger for weathering this storm and helping our facilities get to the other side of this. Finally, you'll see a link at the bottom of this that will take you to GCSAA's COVID-19 toolkit that has a variety of resources and information to help you.

Best Regards,
Brian J. Stiehler, CGCS, MG

https://www.gcsaa.org/resources/covid-19-pandemic-resources