President’s Message
April 9, 2020

It's my hope that this note finds you and your family well and healthy. The impact from this virus has been substantial and, looking to the future, there is no set timetable for returning to some point of normalcy. The uncertainty is just as concerning now, as it was 3 weeks ago. My thoughts go out to anyone who may be dealing with the virus themselves, but also all of those parents who are at home, possibly with kids, just taking it a day at a time. No one could appreciate just how hard this would be.

In the last few days, we've all heard the news that the death toll isn't going to be as high as initially thought and the deaths are slowing in certain areas. That's good news, but it's important to remain steadfast, enforcing the 6-foot rule. Your association as well as our allied associations, have fielded several complaint calls and others sharing concerns that the few who aren't following rules will ruin golf's exemption for all. Please do your part to keep golf open. Also, GCSAA has announced a call to action to help 501(c)7 businesses, clubs for the most part, be able to apply for federal government programs that are available to others. You should have received communication from them but if not, and you're interested, please reach out to GCSAA.

Finally, I have been thinking a lot about the short term and long-term future of the golf business. How will the new normal be received and how will we manage that? What will it even look like? I think it's important to start thinking about the process of re-establishing your business post COVID-19. How will we address potential lost revenue from parties, weddings and even member-guest tournaments?

There are a lot of things that come to mind, and I've reached out to several superintendents for advice. Every time I talk to one of my peers, I'm reminded why this is a great business. This is going to require a team effort. Let's rely on each other for answers and keep an open mind going forward. Right now, is the time for leaders to lead and for all the forward thinkers in the business to be outspoken.

Best of luck to you as this continues and take care of yourself and your family. Your close circle is more important than anything else in this world.

Brian Stiehler, CGCS, MG
President, Carolinas GCSA