

## President's message

### Elevate your profile!

As the date approaches early July, the dog days of summer are upon us. We should all be preparing ourselves and our golf courses for the tough months ahead. We spend a lot of time and effort preconditioning our golf courses for these challenging times, but do we spend enough time thinking about our positions and career? Do you feel like your club owners, directors, and members understand exactly what you do? If you don't tell them, who will?

First and foremost, we should all step back and examine our role as a golf course superintendent. We prepare the golf course on a daily basis for the enjoyment of our members and golfing public. The success of your golf course depends on it! The success of your career depends on it! It's a simple message, but it's important for us not to forget our ultimate goals and the objective of ourselves and our respective golf clubs.

Communicating with your membership or golfing public should be objective number one. Drive the golf course on a busy day, talk to members or golfing public, play golf with your members, communicate your message, and make them understand. It is important for you to understand, that it is their golf course and we provide an exceptional golf experience. Don't hide in the barn! It is very important for them to understand how much education, planning, professionalism, hard work, and science goes into providing great golf conditions.

A combination of all of these things will elevate our positions not only at our own respective clubs but in the industry as well. One of the Ontario Golf Superintendents' Association's objectives in 2007 is to raise the profile of the golf course superintendent. Hopefully, you all had a chance to see the recent ad that we ran in Ontario Golf Magazine, and for those that did, we thank you all for your positive feedback. We will be running another later this summer. If you have any suggestions with respect to the ad, please feel free to forward your ideas to any OGSA director.

I would also like to extend many thanks on behalf of the Ontario Golf Superintendents' Association to our recent golf events hosts, Ken Wright from Devil's Pulpit and Rick Lane from Ariss Valley, for providing exceptional playing conditions. Our thanks also goes to their club officials and staff alike. On behalf of Coppinwood, we look forward to hosting all participants for the Presidents' Day on July 3<sup>rd</sup>.

In closing, I would like to thank Trevor Clapperton for his years of board service since 2005. Trevor has recently accepted a position with the Town of Port Hope and will be leaving the board in the very near future. Trevor, good luck with your new position and I wish you and your family well. I would also like to take this opportunity to wish our membership and their respective clubs a successful summer. As you drive around your golf course at sunrise we should all recognize how lucky we are and how much we contribute to the game of golf. Be very PROUD.