

**New York Chapter**

**GCSAA**

Golf Course Superintendents Association of America

Welcome to the GCSA of NY  
Virtual Annual Meeting

December 16, 2020

Opening The Meeting:

Call the meeting to order

Rick Holfoth, GCSA of NY President

# Zoom Meeting Administration

## Suzanne Mis- Chapter Administrator

As we begin the meeting, we will put everyone on mute.  
If you are interested in asking a question, please use the “raise your hand” feature.  
As we progress through the program, we will ask if there are any questions. At that time, we will unmute, wait about 20 seconds and proceed.

You can use the chat box also, if you think of a question.

We will be sending out a 30-day notice today to revise the bylaws to change the fiscal year Date from October 31<sup>st</sup> to December 31<sup>st</sup> starting in 2020.  
Look for the email and we will set another member meeting in January to vote on that change.

# Financial Update- Suzanne Mis, Chapter Administrator

- ▶ Since consolidation we have 160 dues paying members
- ▶ 4 Platinum Partners
  - Andre & Son
  - First Turf & Ornamental Grassland
  - Harrell's
- ▶ 4 Gold Partners
  - BASF
  - Finch Turf
  - MTE
  - Pump Irrigation Technologies
- ▶ 5 Silver Partners
  - Dryject
  - Ewing Irrigation & Landscaping
  - Syngenta
  - Turf & Soil Diagnostics
  - Weaver Golf & Turf Solutions
- ▶ Rounds for Research \$1,778.40 donated to Cornell School for Turfgrass Research
- ▶ 2 in person events
  - POA Tournament- 33 teams
  - Social Golf- 32 golfers

# Expenses:

- ▶ Chapter Administrator
- ▶ Legal fees
- ▶ GCSAA Insurance
- ▶ GCSA of NY signage- offset in part by GCSAA grant
- ▶ Miscellaneous start-up expenses
- ▶ Credit card fees/domain name/website/zoom subscriptions

# Challenges:

- ▶ Covid 19- We were unable to hold events due to restrictions in New York State that closed businesses and restricted the number of attendees.
- ▶ Golf Maintenance was considered essential. Therefore, Superintendents were busier than normal and working with less staff.
- ▶ Increase in number of rounds played.
- ▶ Hotter than normal temperatures with less precipitation made it more difficult for Superintendents to participate in events
- ▶ New Association- need to get the word out about the association so we can increase membership

# Strengths

- ▶ Dedicated Board of Directors
- ▶ Hiring the Chapter Administrator increased communication within the association
- ▶ Quarterly newsletter
- ▶ Website/emails- kept up to date and provided membership with up-to date Covid-19 updates that impacted golf industry.
- ▶ Partnership with Frank Rossi and Cornell Turfgrass School. Recipient of proceeds from EIFG Rounds 4 Research auction.
- ▶ Partnership with Carolina GCSA for education credits through “Conference Comes to You”
- ▶ Kevin Doyle as our GCSAA liaison. Kevin has been instrumental in assisting the Association during the consolidation process and communicating during the pandemic. He is a great resource and continues to keep us informed on what is going on within GCSAA.



# Goals in 2021

- ▶ Increase membership and Partnerships. We need participation from all members to “get back” pre-consolidation members and introduce new contacts to the association.
- ▶ Hold several in person education/social events spread across New York State
  - ▶ Education Day
  - ▶ WNY Bowling event
  - ▶ Several Walk and Talks with Frank Rossi across the State
  - ▶ Poa Tournament- Turning Stone Resort & Casino - Tuesday August 31, 2021
- ▶ Shop tours
- ▶ Cornell Field Day
- ▶ Chapter Administrator Symposium- scheduled for Nov 9 &10 2021
- ▶ Continue to put out quarterly newsletters.
- ▶ Membership Directory- projected date June 2021.





Andy Eick to report on 2020 Chapter Delegates Virtual Meeting that was held on October 20-21

You can access a link to the report that was put together by Andy by going to the website at [gcsaofny.org](http://gcsaofny.org)



**GCSAA Chapter Delegate Meeting**  
October 20-21, 2020

# State of GCSAA Membership

## ← Membership Totals 2020

← 18,338 total Members

← 1,097 CGCS

← 5,075 Class A

← 2,997 Class B

← 3,305 Class C

← 903 Equipment Managers



# Proposed Membership Dues

- ← Board Recommends a 3.3% increase to Class A,B,C dues
  - ← Class A and B - \$15 increase (New Dues \$415)
  - ← Class C - \$10 increase (New Dues \$215)
  - ← No increase for Equipment Manager
- ← Dues increases are reviewed every 2 years. They are based on Consumer Price Index (CPI)

# GCSAA Government Relations

- ← Currently 98 open spots for GrassRoots Amabassadors
  - ← striving to fill all 535 spots of Congress
- ← Only **ONE** open spot in the GCSANY
  - ← NY District 25 (Rochester - Morelle)

Any Interest contact Kevin Doyle (kdoyle@gcssa.org)

# State BMPs Implementation

- ← 40 states currently have a BMP in place
- ← 10 states are nearing completion
- ← Goal of all 50 by the end of 2020
- ← There are currently 9 GCSAA and 4 self-initiated workshops for anyone interested in doing their own Facility BMP

# Golf Industry Show (GIS)

Date: **February 2-4, 2021**

Normal Golf Industry Show is turning virtual for 2021. Using a company that specializes in virtual conferences (Ensemble IQ). Attendees will have the ability to network, check out products on the trade show “floor” and will have access to over 80 hours of education.

**All-Access Costs: \$600 (Individual) or \$850 (Facility)**

**Base Costs: \$350 (Individual) or \$500 (Facility)**

Education will be available for 30 days after the show for All-Access Attendees.

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# GCSAA Annual Elections

## President



**Mark Jordan – CGCS  
Westfield Group Country Club  
Westfield Center, OH**

## Vice President



**Kevin Breen – CGCS  
La Rinconada Country Club  
Los Gatos, California**



# GCSAA Annual Elections

## Secretary/Treasurer



**Kevin Sunderman – CGCS  
Isla Del Sol Yacht and CC  
St. Petersburg, FL**

## Candidates

Jeff White - CGCS  
Indian Hills Country Club  
Mission Hills, Kansas

# GCSAA Annual Elections

## Board of Directors



**T.A. Barker - CGCS  
Fore Lakes Golf Course  
Salt Lake City, Utah**

## Board of Directors



**Paul Carter - CGCS  
Trace at Harrison Bay  
Harrison, Tennessee**

# GCSAA Annual Elections

## Board of Director



**Marc Weston - CGCS  
Indian Hill Country Club  
Newington, CT**

## Candidates

Christopher Reverie  
Allentown Municipal Golf Course  
Allentown, PA

Jon Christenson  
Trail Golf and Country Club  
Las Vegas, NV

Questions for Andy or Kevin Doyle  
regarding the information just presented?



Best Maintenance Practices  
Speaker: Ken Benoit

Founder/President of Eco Turf  
Consulting and Executive Director of  
New York Golf Course Foundation

# New York Golf Course Foundation



# Who Are We:

GCSA of New York  
Hudson Valley GCSA  
Long Island GCSA  
Northeast GCSA  
Metropolitan GCSA



# Board Members

## Officers

**President-Blake Halderman, MetGCSA**

**Vice President- Steve Whipple, HVGCSA**

**Treasurer-Bob Nielsen, MetGCSA**

**Secretary- Ash Gough, GCSANY**

## Directors

**Joe Gardner, LIGCSA**

**Bob Kelly, GCSANY**

**Jeff Madison, Northeastern GCSA**

**Chris Strehl, HVGCSA**

## Executive Director

**Ken Benoit, MetGCSA**

## Technical Advisor

**Frank Rossi, Cornell University**



# Committees

<p><b>Environmental Committee</b></p> <p><b>Chairman-</b> Bob Kelly</p> <p>Committee:</p> <p>Bob Nielsen</p> <p>Blake Halderman</p> <p>Ken Benoit</p>	<p><b>Education Committee</b></p> <p><b>Chairman-</b>Jeff Madison</p> <p>Committee:</p> <p>Steve Whipple</p> <p>Ash Gough</p> <p>Frank Rossi</p> <p>Ken Benoit</p>
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<p><b>Fundraising Committee</b></p> <p><b>Chairman-</b>Joe Gardner</p> <p>Committee:</p> <p>Blake Halderman</p> <p>Ash Gough</p> <p>Ken Benoit</p>	<p><b>Research Committee</b></p> <p><b>Chairman-</b>Chris Strehl</p> <p>Committee:</p> <p>Bob Nielsen</p> <p>Steve Whipple</p> <p>Frank Rossi</p> <p>Ken Benoit</p>
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# New York's BMP Program



# New York Golf Course BMP Evolution

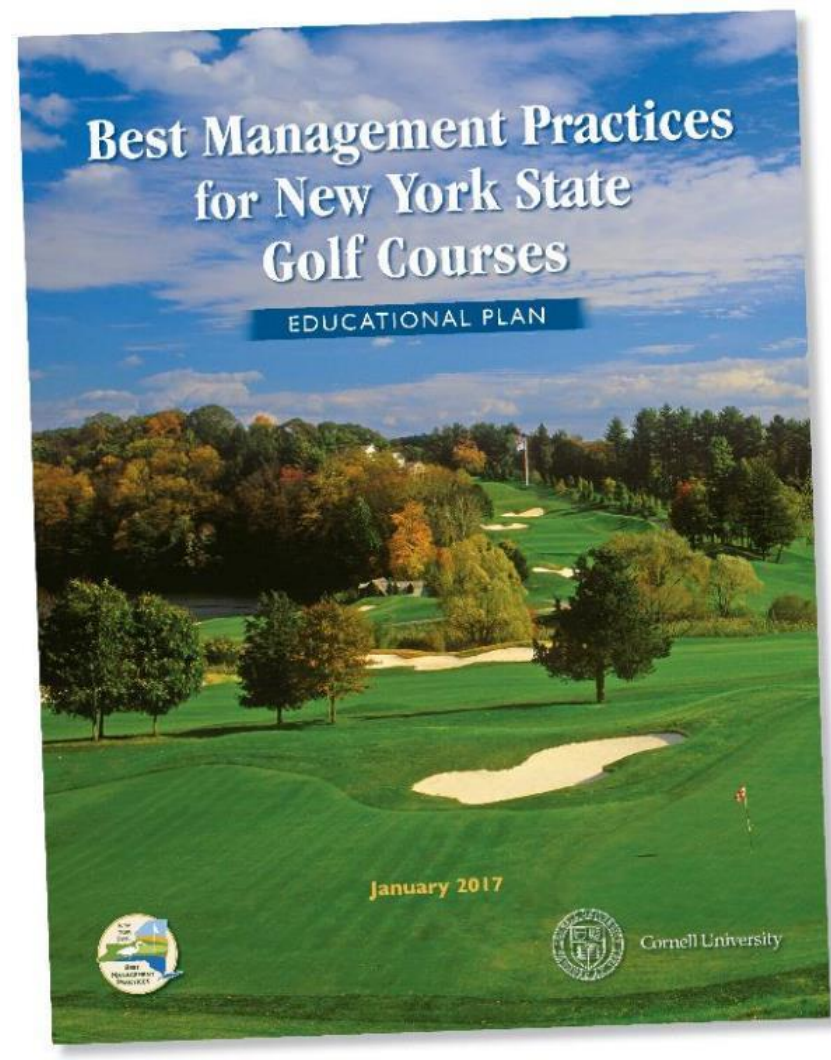
- ▶ **2012: Start with an idea**
  - ▶ Initial meeting held in Las Vegas
  - ▶ First committee meeting in fall
- ▶ **2013: Getting off the ground**
  - ▶ Growing relationships and BMP concept debut in Albany (NYSDEC, Lobby Day)
- ▶ **2014: Launch**
  - ▶ Publication of 1st Edition of BMPs and website
- ▶ **2015: Continuing progress**
  - ▶ Self assessment survey of superintendents across the state



The screenshot shows the homepage of the website. At the top, there is a search bar and a navigation menu with links for HOME, GETTING STARTED, IRRIGATION, FACILITIES, CULTURAL PRACTICES, NUTRIENTS, PESTS, and BLOG. Below the navigation is a large banner image of a golf course with the text "Welcome to the NYS BMP web site" and a "Read More" button. A paragraph of text follows, explaining the purpose of the BMPs. Below this are several featured articles and sections: "News and Events" with dates and titles, "Tweets by @NYS\_GolfBMP" showing a tweet from Cornell Turfgrass, "Know Your Soil" with an image of a person working in a field, "Join us on Twitter" with a Twitter bird icon, "BMP Case Studies" with a map of New York State and a photo of Gary Flayer, and a footer with a navigation menu, a logo, and copyright information.

# New York Golf Course BMP Evolution

- ▶ **2016: More planning**
  - ▶ Survey results used to formulate an Educational plan
  - ▶ Recognizing an on-going need, commence strategic planning
- ▶ **2017: More growth**
  - ▶ Recognizing an on-going need, commence strategic planning
  - ▶ **Creation of the New York Golf Course Foundation (NYGCF)**
  - ▶ Expand BMP focus to include pollinators
- ▶ **2019: Another round**
  - ▶ Facility BMP Development (2nd edition of BMPs)
  - ▶ 2nd edition of Pollinator BMPs published
  - ▶ Additional publications development



# Lessons Learned

- ▶ Lesson #1: Statewide Leadership is Critical
- ▶ Lesson #2: Sustained Efforts is Required
- ▶ Lesson #3: Communication with Legislators  
Must be Ongoing
- ▶ Lesson #4: Value of Improved Regulatory Relationships

# Lesson#1: Statewide Leadership Is Critical

- ▶ New York Golf Course Foundation (NYGCF)
  - ▶ Superintendent led
  - ▶ 501c3 status
- ▶ Importance of relationships with turf scientists

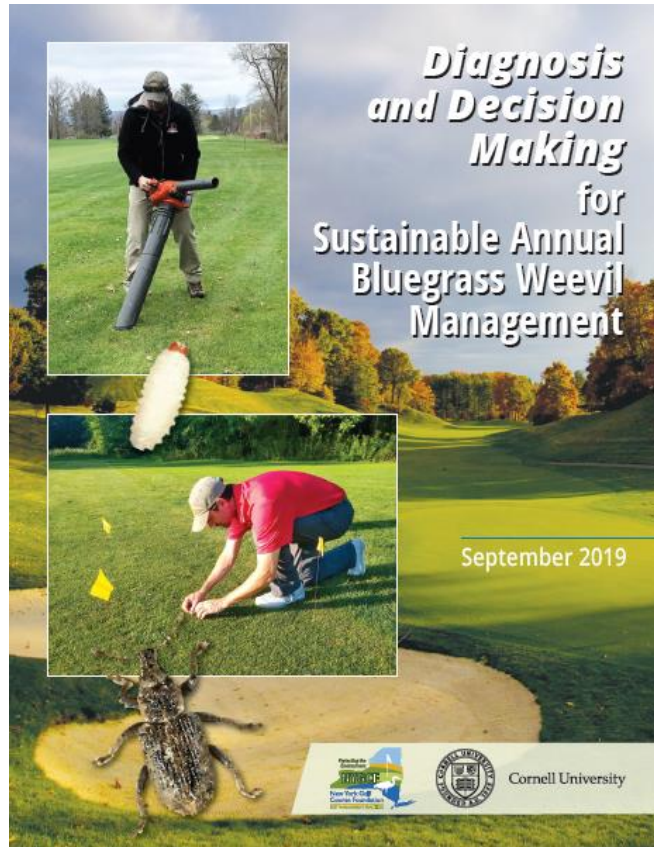


# Lesson #2: Sustained Effort is Required

- ▶ NYGCF Outreach and Education Efforts Highlights
  - ▶ Case Studies
  - ▶ Wash Pad Demonstration and Video
  - ▶ Pollinator Protection YouTube Video
  - ▶ Twitter feed/Blog Posts for regular communication
- ▶ Publications
  - ▶ Annual Bluegrass Weevil document
  - ▶ Nutrient Management Plan document
  - ▶ Revised BMPs: Facility BMP
  - ▶ Fact Sheets



# Sustained Effort: New 2019 NYGCF Publications





# Sustained Effort: Updated BMPs and Fact Sheets

## Introducing the New York Golf Course Foundation

The New York Golf Course Foundation (NYGCF) is a nonprofit established in 2018 to promote sustainable golf management efforts in New York State. This nonprofit grew out of the New York State Best Management Practices (BMPs) project, which began in 2012 and established the state's first golf industry BMPs.

The foundation's mission is as follows:

- provide educational opportunities related to BMPs
- fund research that furthers the science of golf course management
- maintain outreach efforts to communicate with key audiences

The current focus of the NYGCF is outreach and education promoting the acceptance and implementation of BMPs by the state's golf course superintendents. As key partners in these efforts, scientists from Cornell University will continue working with NYGCF to accomplish the foundation's mission.



**NEW YORK GOLF COURSE FOUNDATION**  
FACT SHEET

**Best Management Practices for New York State Golf Courses**  
NEW YORK GOLF COURSE FOUNDATION

**Best Management Practices for New York State Golf Courses**  
SECOND EDITION

**Best Management Practices for New York State Golf Courses**  
SECOND EDITION

In addition to increasing recognition by the state's golf course superintendents of the importance of BMPs, state lawmakers and regulators have applauded the committee's efforts. The foundation's directors will keep stakeholders informed of BMP-related efforts through a variety of communication methods.

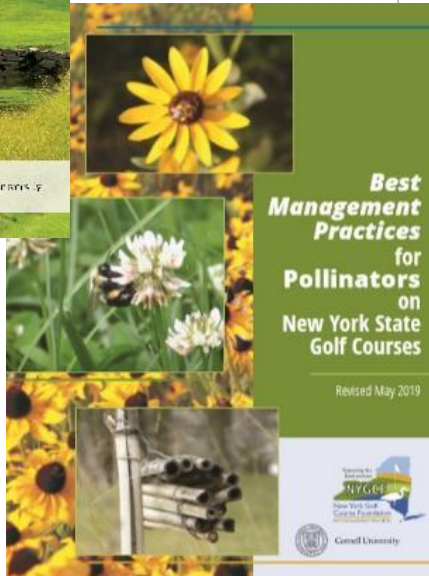
[NYSGolFBMP.CALS.CORNELL.EDU](http://NYSGolFBMP.CALS.CORNELL.EDU)



**Best Management Practices for New York State Golf Courses**  
SECOND EDITION

September 2019

**GCSAA** **Cornell University**



**Best Management Practices for Pollinators on New York State Golf Courses**  
Revised May 2019

**NYGCF**  
New York Golf Course Foundation  
**Cornell University**

# Lesson #3: Communications with Legislators Must be Ongoing

- ▶ They don't know if we don't tell them!
  - ▶ Lobby Day (Albany)
- ▶ We Are Golf (Washington DC)
  - ▶ April
  - ▶ All-inclusive; Supers, Pros, GM's
- ▶ Grass Roots Program (GCSAA)

NEW YORK GOLF COURSE FOUNDATION  
FACT SHEET

## Turfgrass Environmental Stewardship Fund Supporting Best Management Practices



Since 2012, golf course superintendents and Cornell University scientists have been developing, implementing, and advocating the use of Best Management Practices (BMPs) on New York State golf courses to protect our natural resources. BMPs are methods or techniques found to be the most effective and practical way of achieving an objective, such as preventing water pollution or reducing pesticide usage. They are essentially a sustainable approach to providing environmental, economic, and social benefits to the game of golf and to society overall.

Since 2014, Turfgrass Environmental Stewardship Fund (TESF) grants have provided critically needed financial support for the BMP initiative, including the following efforts:

- A comprehensive survey of the state's golf course superintendents, with the results used to create an education plan to address their needs.
- Ongoing outreach and education efforts, such as workshops, a dynamic website, and communication materials that give superintendents the information they need.
- Demonstration of a low-cost wash pad operation, which protects water quality from nutrient enrichment by filtering mower clippings.
- Case studies of the implementation of BMPs on golf facilities across the state.
- New publications that incorporate the latest research, providing superintendents detailed information on how to utilize new tools and methods to reduce fertilizer and pesticide usage.
- An update of the BMPs, which includes creating a template document that superintendents can access to create their own facility-specific BMP program.

Funding support has allowed the BMP initiative to grow into a robust, meaningful program that will continue to promote sustainable golf course management efforts in the years to come.



**Best Management Practices**  
for  
**New York State Golf Courses**  
SECOND EDITION  
September 2019

GCSAA Cornell University

NYSGOLFBMP.CALS.CORNELL.EDU

# Lesson #4: Improved Regulatory Relationships are the Payoff

## ▶ NYSDEC

- ▶ Our industry is being touted by regulators for being proactive
- ▶ Continual communication is critical for sustaining the relationship
- ▶ LI Example



# Moving Forward



# NYGCF's 2021 Plans

- Promoting Golf Course BMP Facility Adoption
- Continue developing relationships (golf/non-golf)
- ▶ Website Content Update
  - ▶ Add the Facility BMP to the website with updated information
- ▶ Continue Strategic Communications
  - ▶ Develop new blog posts
  - ▶ Utilize Twitter account @NYS\_GolfBMP
- ▶ Fundraising
  - ▶ NYS GCSA Chapter Donations
  - ▶ Industry Donation Drive
    - ▶ GCSAA Grants
    - ▶ State PGA chapters
    - ▶ PGA
    - ▶ USGA

Thank you

Ken Benoit

# Current Board of Directors

- ▶ President - Rich Holfoth, CGCS Country Club of Rochester \*
- ▶ Vice President - Brian Conn, CGCS Transit Valley Country Club \*
- ▶ Treasurer- Ash Gough, Beaver Meadow Golf Club \*
- ▶ Secretary- Matthew Simon, Thendara Golf Course \*
- ▶ Scott Dodson, CGCS Park Club of Buffalo
- ▶ Steve Kurta, Tuscarora Golf Club
- ▶ Joe Lucas, Saratoga National Golf Club \*
- ▶ Nevin Hess, Midvale Country Club
- ▶ Scott Winkelman, Wells College Golf Course \*
- ▶ Drew Thompson, CGCS Superintendent at East Aurora Country Club \*

\* Up for re-election

# Proposed Board of Directors- 2021

- ▶ Brian Conn- President
- ▶ Steve Kurta- Vice President
- ▶ Ash Gough- Treasurer
- ▶ Matthew Simon- Secretary
- ▶ Joe Lucas
- ▶ Scott Dodson
- ▶ Nevin Hess
- ▶ Rick Holfoth- Special Director-Past President
- ▶ Chris Richter, Wildwood Country Club\*
- ▶ Andy Eick, Mohawk Golf Club \*
- ▶ Michael Tollner, Bellevue Country Club\*

\* Proposed new board members

- We will now ask for Nominations from the floor and will take questions
- from members



# Special Directors

According to the By-laws, the Board of Directors can appoint 2 additional “special directors” to serve on the board. These directors will not have voting privileges.

The Board can appoint an Affiliate Member and an Assistant Superintendent to fill these positions.

Within the next 90 days, the Board is looking for volunteers to serve in these positions. Please contact Suzanne Mis or any Board member if you are interested in serving.

# Board Vote

If you are not in favor of the Board nominations previously presented on the slide, we ask that you use the “raise your hand” button at the bottom of your screen to object.

# Message from New President- Brian Conn

It is very rare that all of us would go through a learning curve related to our jobs all at the same time. 2020 brought us more knowledge of ourselves, our staff, and our loved ones than maybe any other year I can remember. What this showed us, is that we are truly adaptable, caring, resourceful, and valuable to our employers and memberships. As an association we tried to achieve this same goal with our GCSANY members. We were among the first organizations to offer online learning this spring as the pandemic raged, offered a safe and enjoyable golf experience in August, and held other in-person experiences to network with peers. For those who couldn't join in person we published two newsletters to keep you up to date on the latest news.

As we leave the inaugural year of our association, I think I can speak for the entire Board of Directors in saying we are honored to be entrusted by our members to continue to grow this fledgling association. I would like to thank those who are leaving board positions and welcome those who will join us. I would also like to thank Suzanne Mis, our Chapter Administrator, for all the hard work she has done over the last year. She was an integral part of our success and I look forward to working with her in 2021.

Although an association can "survive" with a dedicated Board of Directors and Chapter Administrator; we cannot "thrive". As we achieve success at our jobs it is done by setting small goals. That is how I want to take on the next year and I need your help to do it. If you haven't been to a meeting in a while just make one meeting. If you can't make a meeting you can take advantage of online opportunities by simply being a member or sending members of your staff to represent your course. If you make most meetings than invite someone from a neighboring course who hasn't made too many or any at all. Minor steps by a few people; once in a while, can have an astounding effect on our association, industry and fellow man.

Together we can do this. Thank you for your time today and I look forward to serving you in 2021.

We will now open the floor for additional questions/comments.

Please use the “raise your hand” button at the bottom of your screen to ask a question or make a comment and we will unmute you.

The background features abstract green geometric shapes, including triangles and polygons, in various shades of green, creating a modern and dynamic look. The shapes are layered and overlap, with some appearing more prominent than others.

THANK YOU

to our 2020 Partners

# Platinum Sponsors



**Andre & Son**  
Turf Division ▪ Since 1914



# Gold Sponsors



# Silver Sponsors



Turf & Soil Diagnostics







**Meeting Adjourned**

**Have a Merry Christmas and Happy New  
Year**

From GCSA of NY