

Missionary Work

PREACHING THE CONCEPT OF THE NGCOA CANADA



As founding President of NGCOA Canada I have made some great friends and memories in the last ten years with the association. I have some especially fond memories of our first couple of membership drives as Jeff and I traveled the country preaching the concept of the NGCOA Canada.

Today under Jeff's watchful eye and tireless energy and dedication, I have the opportunity to watch NGCOA Canada from a more distant vantage point. It truly amazes me to see what this association has become in ten short years. NGCOA Canada has proven to be an invaluable organization to help educate and offer aid to the golf course owner in Canada.

Our lobby efforts on issues like pesticide use and property tax valuation are impactful. Our purchasing program continues to build strong relationships between the golf course owner and supplier, building win-win relationships.

Our "grow the game" initiatives continue to bring new players to the game at a time when rounds are flat. As Canada ages and becomes a more culturally diverse nation we must do more to ensure the future well being of the game of golf. The

golf industry is slowly realizing this, and there are many worthwhile programs, but we must come together on this issue as an industry and collectively find a focused approach. Anyone who sells products or services to the golf industry must also help grow the game; we must stop fighting over the same piece of the pie and instead focus on growing the pie!

The only observation that has ever truly puzzled me is that some owners, even now,

operators just like you, from all across Canada that have shared their successes and their failures with me. I believe our industry will continue to become more regulated and as a result we will have to continue to become better and more educated operators.

Do you want to help your industry, and in turn help yourself? Then do me a favor and get involved, attend your local NGCOA Canada chapter meetings, bring some staff and even another owner.

Finally, as the 2003 Conference Chair, I invite you to Ottawa this November for our annual conference and our 10th anniversary party. Nowhere else in Canada will you see an assembly of owners and operators that can help you solve your business issues. They are *Simply the Best*. Join us in the celebration of our first ten years and help us plan the next ten years. We want your input!

See you in Ottawa!



don't see value in joining NGCOA Canada. Or, if they have joined, they don't attend the meetings and as a result don't enjoy one the biggest benefit of being a NGCOA Canada member - networking with fellow members.

One thing I know is that today I am a better golf course operator than I was ten years ago. This is largely due to golf course

**Mark Seabrook
Past President
NGCOA Canada**