

# Sustainable Relationships Between Associations

Finnish Greenkeepers' Association FGA

Janne Lehto & Esa Hukkanen

FEGGA Conference 2019 Rome



# Who are we?

## Janne Lehto

- **Course Manager** at Hrsala Golf 2016 →
- FGA **Chairman** 2018 →
- Golf Course **Consultant** for Finnish Golf Union & GCC Jannenestori 2018 →
- Volunteering experience
  - Waste Management Phoenix Open 2019
  - The **Ryder Cup** 2018
  - Valderrama Masters 2018
  - Womens' British Open 2017
  - Turkish Airlines Open 2017
  - Alfred Dunhill Links 2014-2017

## Esa Hukkanen

- **Customer Service Manager** at Hrsala Golf 2012 →
- FGA **Board Member** & Secretary 2018 →
- **Editor-in-Chief**: "The Bunker News" 2012 →
- Producer: [www.fga.fi](http://www.fga.fi) 2017 →
- Greenkeeper 2008-2011



# Finnish Golf & The Finnish Greenkeepers' Association FGA

## Golf in Finland

- **140 000** registered players
  - That's 2,5% of the 5,5 million inhabitants
- 130 registered golf clubs
  - Mostly **18 holes** or more
- 5 players on European Tour in 2019
  - Mikko Korhonen (winner: 2018 Shot On Target)
  - Mikko Ilonen (e.g. 2014 Volvo World Matchplay, total 4 wins on EIT)
  - Tapio Pulkkanen (2017 ranking #1 on Challenge Tour)
  - Kim Koivu (3 wins on Challenge Tour 2018)
  - Kalle Samooja (2018 ranking #4 on Challenge Tour)
- 8 players on Ladies European Tour 2019



## Greenkeepers' Association

- **186** members
- **education** and **networking** for Greenkeepers
- **Course Managers**
- **golf championship with education held in Pärnu Bay (Estonia)**
- **Architect Lassi-Pekka Tilander**
  - Pärnu Bay, Gorki Golf...
- **Course Manager Kris Msiaczynsk**
  - Estonian Golf & CC



# Greenkeeping in Finland

- Finland is a long country from north to south • Main challenge
  - Big differences in **local climates**
- Southern Finland
  - Season starts roughly in mid April
  - Ends in **November**
- Northern Finland
  - Season starts roughly in late May
  - Ends in **September**
- Winter management: **ice** and **snowmold**
- This year courses in southern Finland had **ice layer** formed around new year
- **Generational change** ongoing in course manager positions
- Old generation retiring – new generation has **more knowledge**



# Greenkeeping associations in Finland

## "The Incident" 2013

- More **education** for Course Managers
- Poor book keeping
- Board members asked for compensation for **excessive use of money**
- "Mass" resignation
- Compensation never received and eventually **pardoned**
- Resigned members **founded** Finnish Golf Course Managers' Association FGCMA
- FGCMA **joined hands** with Finnish Golf Managers' Association FGMA
- FGMA provides education and networking for **Managing Directors**, Customer Service Managers and Course Managers



# FGA & Finnish Golf Managers Association FGMA

- FGA **actively contacting** FGMA
- Spring 2018 meeting between FGA and FGMA
  - Agreed to organize **more educational events** together
  - Golf Union, FGMA and FGA organized a seminar in autumn 2018 (FGA wasn't mentioned in any materials: **still not fully recognized**)
- FGMA has **45 Course Managers** as members
  - 35 of which also members in FGA
  - In total 90 or so Course Managers in Finland
    - All of which members in FGA (except the 10)
  - FGMA aims to have all Course Managers as members
- We aim for a **co-operation** agreement between FGA and FGMA
  - Beneficial for both
  - FGA could help FGMA reach their **membership goals**
- Co-operation built upon **education** and **roles**
  - FGA providing professional **greenkeeping** education
  - FGMA providing professional **leadership** education

**FGMA**  
FINNISH GOLF  
MANAGERS ASSOCIATION



# FGA & Finnish Golf Course Owners As

- FGA publication "**The Bunker News**" 1988–2017
- 2018 FGA produced articles for the FGCOA magazine **Hbnour-Golf**
  - FGA articles also published on the renewed [www.fga.fi](http://www.fga.fi)
- 2019 Hbnour-Golf goes 100 % **digital**
  - FGA continues providing articles
- Co-operation has been an **economic success**

The image shows a screenshot of the Finnish Greenkeepers' Association (FGA) website and a digital magazine cover. The website header includes the FGA logo and navigation links: ETUSIVU, AJANKOHTAISTA, KENTÄNHOITO, ILMOITUKSET, and Muuta. Below the header, it states "Suomen golfkentänhoitajien yhdistys - Finnish Greenkeepers' Association FGA ry". The main content area features a large banner with the text "TEKNISTÄ ASiantuntemusta JA KOVAN LUOKAN TUOTTEITA!" and logos for AICL, BARENBRUG, RAINBIRD, and SYMBIO. A sidebar on the right lists "Ajankohtaista" (Current events) with links to "ILMOITUKSET", "UUTU JÄSENEKSI", "PÄIVITÄ YHTEYSTIETOISI", and "TAPAHTUMAT". Below the banner, there is a section titled "Golfkentänhoidon kehittäminen Suomessa" with a date of 14.02.2019 and a photo of a golf course. In the foreground, a digital magazine cover for "HONOUR-GOLF INTERAKTIIVINEN DIGIJULKAISU" is displayed, showing a hand interacting with a tablet.

# FGA & Finnish Golf Course Owners Association

*"With co-operation with FGA we now have **more professional greenkeeping articles** in FGCOA Honour-Golf magazine. Our common task is to **raise the value of greenkeepers work** both in players and especially in decision-makers eyes"*

*"The co-operation has also been an **economic success for both parties** by grown target group. And all this started with an **open communication** resulting quickly to a solution that helped us both. Today our digital publication will take us to a new level of co-operation"*

Jukka Rimpiläinen  
Producer  
FGCOA Honour-Golf Digital



# FGA & The Finnish Golf Union

- Starting point

- FGA representative in the **Greens Committee**
  - Not receiving much information
- No events organized together
- The Golf Union's Image of FGA
  - Did not understand the **role of FGA**
  - FGA only officially recognized by the Golf Union

- Situation 2019 – at the moment

- Starting this winter FGA has two representatives  
→ **a more active role**
- Since autumn 2017 more **active communication**
  - Key contact in the Union: Golf Course Specialist Jari Koivusalo
- **GED OnCourse nationalisation** almost finished and ready for publishing
  - FGA in key role in starting and working with this project
- January 2019 meeting with Golf Union chairwoman and COO
  - FGA as a part of the "**Finnish Golf**" brand
  - FGA events on the Golf Union **calendar**



# FGA & The Finnish Golf Union

- GOALS

- Getting **GEO OnCourse Finland** ready as soon as possible
- Key role in developing **greenkeeper education** and events with the Union
- **Direct communication** between the Union and FGA as well as other organisations
- Utilise **STERF research** more and better – translations



# Thank you.

Finnish Greenkeepers' Association FGA

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