



OFFICE OF DIRECTOR



CHRISTOPHER A. REVERIE
ALLENTOWN MUNICIPAL GOLF COURSE
ALLENTOWN, PENNSYLVANIA

GCSAA BOARD OF DIRECTORS CANDIDATE QUESTIONNAIRE

PERSONAL DATA

Name: Mr. Christopher A Reverie

Title: Golf Course Superintendent

Home: 3400 W Tilghman St

Club / Course: Allentown Municipal Golf Course

City: Allentown

Number of Holes: 18

State: PA

Type of Course: Municipal

Zip: 18104-3466

Primary Phone: (610)462-2589

Business Phone: (610)395-5108

Responsibilities: In one sentence "To provide an economically self-sustaining recreational activity for the local citizenry to enjoy." I am responsible for the largest revenue stream for the Department of Parks & Recreation. My main responsibility is to maintain what the core values of municipal golf are and to keep them to a standard that elevates the City's Parks System. We have a synthetic turf driving range tee with lights, two ponds, two putting greens, a short game practice area with two greens and a practice bunker. My focus has been to reduce our inputs and have grown our natives to over 30 acres with 24 bird houses. We have 30 acres of fairways, 3 acres of tees, 3 acres of greens and 15 acres of green surrounds.

Responsible to: Karen El-Chaar Director of Parks & Recreation

EDUCATIONAL DATA

Institution	City	State	Degree Date	Major
Rutgers University/Cook College	New Brunswick	NJ		Turf Cert/Short Course 400 hr min

EMPLOYMENT DATA

Employer	Title of Position	Start Date	End Date
Allentown Municipal Golf Course	Golf Course Superintendent	2/27/2014	
Indian Creek Golf Club	Owner	8/16/2012	8/31/2013
Merion Golf Club	Intern	3/17/2012	8/15/2012
Rutgers University/Cook College	Student	1/4/2012	3/16/2012
Shepherd Hills Golf Club	Director of Operations	2/1/2010	3/15/2012
Indian Creek Golf Club	Employee	1/1/2008	1/31/2010

CIVIC PARTICIPATION

"Turf Guy" I would say I diagnose more homeowner turf problems than my own. It's great when golfers stop to show me pictures or bring the weeds in for me. I'm active with the recreation board for the City of Allentown. National Golf Day is a great experience. I was the JV golf coach for Emmaus High School but Covid has really changed things. I get out to vote which is the only way golf is heard. I consult on turf for the local high schools and Parks Department. We just did a tall fescue baseball field. I'm also the agronomist for our local sod farmer. Free of charge.

GCSAA ACTIVITIES

Committee	Position	Start Date	End Date
First Green Task Group	Volunteer	3/1/2021	2/28/2022
2020 Chapter Delegates Meeting	GCSAA Board of Directors Candidate	9/24/2020	11/1/2020
First Green Task Group	Volunteer	3/1/2020	2/28/2021
2020 Chapter Leader/Executive Symposium	Chapter Leader	2/24/2020	3/19/2020
2019 Chapter Delegates Meeting	Chapter Delegate	9/30/2019	11/1/2019
2019 Chapter Leader/Executive Symposium	Chapter Leader	3/11/2019	3/21/2019
Chapter Affiliation Agreement Task Group	Member Superintendent	3/1/2019	2/28/2020
2018 Chapter Delegates Meeting	Chapter Delegate	10/26/2018	11/30/2018
Grassroots Ambassadors		4/1/2018	

LOCAL CHAPTER ACTIVITIES

Chapter	Position	Start Date	End Date
Pocono GCSA	Secretary	8/31/2020	
Pocono GCSA	Voting Delegate	1/8/2020	8/31/2020
Pocono GCSA	Director	8/20/2019	8/30/2020
Pocono GCSA	Chapter Delegate	10/9/2018	8/31/2020

ALLIED ASSOCIATION DATA

Name	Position	Start Date	End Date

IMPORTANT NOTE:

Only Class A superintendents whose classification truly reflects their current employment are eligible for office in GCSAA.

500 WORD STATEMENT

The Golf "Industry". That may be a bit too broad for what we do. Very few understand the lifestyle and culture of Superintendents and their crew. GCSAA is the symbol of our profession and what we stand for. GCSAA has elevated my personal growth while preserving the long-standing fraternity of individuals who will do anything and everything, we can for each other.

I've known golf my whole life. Growing up on my grandfather's public course Indian Creek in Emmaus, Pa. It was originally 9 holes and expanded to 18 in 1996. I was introduced to the industry at the age of 7 pulling rocks from the new fairways. I used to work on the course doing set up before school and after doing either more maintenance or working the Pro Shop.

I finished High School managing a golf course at 16. I have worked in all three aspects of the business. Golf Shop, Food and Beverage, and naturally as a kid who became a Superintendent. I had a lot of staff that worked for free golf which truly engaged me in how to manage people and how to relate to them. I look back and feel very appreciative of how older employees respected me at that age. I also launched a few kids into the industry which felt great.

This was the late 90's early 2000's and the industry was starting to change. The "Tiger" era and "Agusta Conditions". I took over in 2004 recalling having 3 hundred golfers on a Sunday with players on the course from sunup to sundown. I was adapting to the public's demand for conditions.

My grandfather was a farmer at heart (so he saw a grass field) and that lifestyle stuck with me, but until I took over it held back the potential for not only myself but the facility. We were a very low budget course so the Golf Industry Show or GCSAA was not something he felt investing in.

I eventually moved on and continued in the public and municipal golf market. I finally took a vacation, went to the golf show and learned the full potential of GCSAA. It was always a budget issue but it's worth it. My goal is to be a voice for the common superintendent like myself who has a shoestring budget, works out of a barn, and has mice running across his desk. I would like to help break the untrue personification of the association.

My goal is to be relatable, an individual that is in the trenches with a different perspective. I've run the golf shops, tournaments & restaurants. This dictated perspective, insight, and passion while learning from my peers. I take pride in mentoring and lending an ear while providing the best golf course I can. This is the everyday golfers CC and I'm proud to provide them with this product. Most of all hopefully representing, respecting, and highlighting the key values and benefits of GCSAA. The "resurgence" of golf truly shows adaptability.

**DATE
SUBMITTED:**

7/30/2021 10:42:57 AM

SIGNATURE: _____



Pocono Chapter

GCSAA

Golf Course Superintendents Association of America

GCSAA Nominating Committee Chairman

c/o Shelia Finney, Senior Director, Member Programs

1421 Research Park Drive

Lawrence, KS 66049-3859

The Pocono Chapter would like to nominate Chris Reverie for the position of Director in the upcoming 2022 election.

Chris has experienced a lifetime of golf and is starting to see where those efforts have taken him. I do not believe he was expecting to be a Grassroots Ambassador Award winner or a Turf Net Superintendent of The Year nominee, but his commitment to the industry is unwavering.

Where it first began was growing up as a child on the golf course his grandfather built. Indian Creek Golf Club in Emmaus Pa. This was the start to this obsession, passion, and lifestyle. Looking back, he wished he was involved with GCSAA earlier on his golf career.

It began in turf maintenance but grew to managing the golf shop along with running tournaments and leagues. That experience continued to grow into a Director of Golf Operations position. His time in the industry has given him three management positions at each facility. He has spent the last seven years transforming Allentown Municipal into a regionally recognized golf course.

His experiences have led him to a wide range of budgets and culture. He is a leader that believes great results are possible at any budget level with the collaborative effort of the team you build and the values you instill in them.

He is an advocate for golf in general as he is currently serving as Secretary on the Board of Directors for Pocono and a First Green Committee Member for National. The passion to mentor, educate and lead is clearly in his nature. He was launching a First Green Field Trip for the Chapter before Covid, which was put that on hold. He also served as the Chapter Delegate and is currently a Grassroots Ambassador for Susan Wild. His attendance at National Golf Day and the Chapter Leadership Symposium are examples of his commitment to GCSAA. The culture and bond between industry professionals is something sacred. The betterment of this culture and the game truly shows the desire to be and advocate and a resource for our industry.