

The State of the Association

Synopsis of CEO Report by Steve Mona

With continuing mergers and acquisitions in the industry, GCSAA is focusing on additional ways to add value, to maintain non-dues revenue growth.

Editor's Note: *I had heard Steve Mona give this message at the Publications Committee meeting in Lawrence and at the Harrell's Turf Academy this past June. This was the first time I came across a printed version, so it was easy to share with everyone.*

Our national PR campaign this year includes a series of video news releases to highlight the start of the golf season and to showcase the preparation for the U.S. Open Championship at Pebble Beach, featuring Ted Horton, CGCS.

We also have more than 100 airings of GCSAA's TV commercial booked on The Golf Channel, and are working on plans for our TV commercial for the John Deere Classic on CBS in July.

Our two-page image ad appeared in *Golf Magazine* and *Golf Digest*, reaching millions of golfers and golf enthusiasts with an example of what superintendents do to provide the best conditions possible. Infographs depicting the results of the 2000 Leadership Survey have appeared in *USA Today* and numerous other publications.

Fifty GCSAA-affiliated chapters have assigned First Tee liaisons to work with local First Tee chapters and facilities.

GCSAA also has 50 student chapters, and we will be working to improve the linkage between student chapters and the local affiliated chapters.

The first "Footsteps on the Green" scholarships will be funded by the Trans-Mississippi Golf Association. The scholarships are for golf course management students following in the footsteps of a GCSAA-member superintendent parent or grandparent. (GCSAA Legacy Awards are for children or grandchildren of GCSAA members who are seeking a degree and career in another field.)

Communications

Interviews with host superintendents for PGA Tour events are available on the Web via PGA Tour Radio's "Broadcast Booth." GCSAA's home page will offer links and more information about the interviews. Director of Communications Jeff Bollig has secured a commitment from the Senior PGA Tour to list host superintendents on Senior Tour event leader boards and involve them in various media activities. (The PGA Tour already involves the host superintendent in these ways.) Bollig also addressed a group of TV golf announcers at the Players Championship.

GCSAA News Weekly now has 11,000 subscribers and receives more than 80,000 hits per month. The online industry newsletter also received first place in the online publication division in the annual Turf and Ornamental Communicators Association competition.

GCSAA will be the presenting sponsor of the American Junior Golf Association national girls' championship, which will be played at Eagle Bend Golf Course in Lawrence, Kansas. GCSAA also will host an event at GCSAA headquarters for players, their parents and tournament officials. This is also the second year that GCSAA has supplied the paint for course marking for all AJGA events.

Corporate Marketing and Sales/ Conference and Show/Foundation

Better-than-expected advertising sales, exhibit sales and conference registrations generated significant extra revenues to support the association's programs and activities.

Golf Course Management continues to compete very favorably with newer publications aimed at golf course superintendents. With continuing mergers and acquisitions in the industry, GCSAA is focusing on additional ways



Education programs will be tracked with Thursday designated as Professional Development Day, Friday as Industry Day and Saturday as Agronomy Day. The new schedule will allow attendees to participate in the entire conference and show, leave on Sunday and be back at work on Monday.

to add value, to maintain non-dues revenue growth.

The 2001 Dallas conference and show will feature a new schedule, with the trade show running Thursday through Saturday.

Education programs will be tracked with Thursday designated as Professional Development Day, Friday as Industry Day and Saturday as Agronomy Day. The new schedule will allow attendees to participate in the entire conference and show, leave on Sunday and be back at work on Monday.

Staff also is working on logistics to help competitors in the San Antonio tournament get to Dallas in time for all the conference events. Information will be included in the registration packet.

Pledges to the "Investing in the Beauty of Golf" campaign have surpassed \$4 million. Many Senior PGA Tour players have agreed to donate their time for playing a round with successful bidders in cyber auctions to support The GCSAA Foundation.

Education

Ninety-one members participated in the April cross-committee meeting to review and improve the Professional Development Initiative proposal. Staff will be contacting the three chapters that have not scheduled a chapter meeting to learn about the proposal.

The GCSAA Chapter Leadership Institute is scheduled to begin with a two-day meeting in November.

Information Services

GCSAA's Washington, D.C.-based lobby firm has provided outstanding assistance in the areas of the Food Quality Protection Act and the Americans with Disabilities Act. The firm also is working on developing a golf course-specific manual regarding compliance with Occupational Safety and Health Administration regulations and standards. In addition to posting alerts on the GCSAA Web site when urgent state or local issues arise, government relations staff will begin sending e-mails to members in the area.

The information services committee is working on a mission statement and strategies to develop a more cohesive environmental program. Staff is working with USGA regional agronomists and university professors in anticipation of widespread drought conditions this summer to develop communications and materials to help members deal with concerns of employers and patrons.

Retired member Gordon Witteveen and golf writer Bob Labbanca are collaborating on the official history of the association, which will be published in conjunction with the association's 75th anniversary next year. A new mezzanine level for displaying elements of GCSAA's historical collection in GCSAA's headquarters lobby was scheduled to be completed by early September. GCSAA will continue to lend items to secure venues such as the World Golf Village and the World Golf Hall of Fame.

Pursell Technologies is interested in

developing a research program to monitor the environmental impact of golf course construction during the development of Pursell's new course in Alabama. The course is being designed by Michael Hurdzan, Ph.D.

Internet services

More than one-third of all GCSAA members are registered on GCSAA's Web site, including 35 percent of all superintendents and assistant superintendent members. GCSAA will be encouraging the 1,500 members who have provided e-mail addresses but have not already registered to do so in order to take advantage of content available to registered members only.

Publications

GCSAA received first place in the writing, use of photography and newsletter design categories in the annual Turf and Ornamental Communicators Association awards competition.

Golf Course Management has published 21 superintendent-written articles since July 1999. The magazine also is adding additional technical information to each issue, and is seeking opportunities to cover more limited-budget courses in stories and photography. A design consultant has been engaged to help improve the magazine's readability.

GCSAA will be testing an online version of *Newsline* to provide readers with a more interactive, functional publication. If the online version is adopted, all members will continue to receive the printed version unless they ask to discontinue it.

Executive management

GCSAA is continuing to monitor maintenance company activity, leadership changes in key industry clients and opportunities to partner in the development of technician training programs. I continue to serve on the Golf 20/20 executive board, The first Tee advisory committee and the National Golf Foundation board of directors.

REPRINTED WITH PERMISSION FROM
NORTH TEXAS NEWS

