GCSAA actively pursues public-access members

By Hal Phillips

Lawrence, Kan. — To keep pace with changing demographics in the industry, the Golf Course Superintendents Association of America (GCSAA) is poised to more actively include superintendents at public-access golf facilities.

The GCSAA's newly formed Public Golf Resource Group met in October to discuss ways the association could reach out more effectively to superintendents at daily-fee and municipal golf courses, according to Chief Operating Officer Joe O'Brien.

"We talked about better providing services to our members in the public sector and attracting new members from it," said O'Brien. "The numbers speak for themselves."

Two-thirds of the nation's golf facilities are public access: daily-fee, municipal and resort. The percentage is climbing higher: From 1990 through 1993, 80 percent of spending thousand-dollar rounds of golf was at public-access facilities.

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Up the coast at Greenwich (Conn.) Country Club, the grounds crew spent many days and lots of money creating a berm to muffle noise from its power equipment to try to keep ahead of the noise laws the suburban New York community is considering. Farther south, Lochmere Country Club's revenue dropped the past two summers when it was forced to hold golfers off the course.

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