

GCSAA posts financial information online

By ANDREW OVERBECK

LAWRENCE, Kan. — In a move to become more transparent, the Golf Course Superintendents Association of America's (GCSAA) board of directors has decided to post its pertinent financial documents as part of the "About GCSAA"

section of its Web site.

The IRS Form 990 for the GCSAA and the Environmental Institute for Golf for the period from June 2001 to July 2002 are available in addition to salary ranges for staff and specific salaries for executive positions.

According to GCSAA commu-

nications director Jeff Bollig, the information posted on the Web site has always been available through the association's service center in paper form, but board members decided that the financial details should be made more easily accessible.

"There has been a lot of talk of

financials over the years and the board wanted to put as much as possible on the Web," he said. "As much as our members like to think that we are not open, we are terribly open."

In addition to salary information, the association posted IRS forms that reveal the



GCSAA lost more than \$1 million over the period including investment losses that totaled almost \$1 million. The Environmental Institute for Golf posted a loss of

\$590,931 including investment losses of \$581,002.

For more information, visit www.gcsaa.org.

Agronomic Systems

Continued from page 6

in Scituate, Mass., and Newnan (Ga.) Country Club.

"I show them where they can save money or reallocate funds," Hofstetter said. "Many courses are reallocating saved money back into the course and improving the facility. So they are not taking money away from superintendents."

According to Hofstetter, the single largest culprit blowing maintenance budgets is overtime.

"A lot of clubs are running excessive amounts of overtime," he said. "I walk in and see courses running 25 to 30 hours of overtime a week in non-peak months. In that situation, it is cheaper to hire an additional worker."

Hofstetter said inventory control is another area where money can be saved.

"A majority of the time, instead of using one product to solve a problem you see the kitchen sink being thrown at a problem. I identify the fact that one product can fill a need, not seven products," he said.

Other areas that are covered in the evaluation are organization, shop cleanliness, detail around the facility and time and efficiency studies.

In addition to the evaluations, Hofstetter brings the power of national accounts to his clients.

"We have national account status behind us that can produce significant cost savings," he said. "The national account groups I work with have known me for a number of years and see the amount of business that I generate when I recommend products, purchases or materials."

Once he has finished an evaluation, courses can choose to bring Hofstetter back in quarterly, monthly or not at all. He currently visits four clubs monthly and 12 courses quarterly to provide follow-up services.

Looking ahead, Hofstetter said he would like to team with smaller management companies.

"Companies with four to five courses don't have the income to hire a full-time agronomist, but they could utilize Agronomic Systems to provide a higher level of maintenance to their customer." ■



IT'S AN ENDURING SYMBOL OF FREEDOM
BROWN PATCH AN