

**THE STATE OF THE ASSOCIATION**  
**Stephen F. Mona, CAE, Chief Executive Officer**  
**Golf Course Superintendents Association of America**  
**Lawrence, KS**

**Key Statistics**

- 21,000 members in 65 countries
- 120 staff
- \$21 million budget
- 8,000 participants in conference education
- 3,000 participants in regional seminar program
- 1,000 participants in superintendent leadership program
- 23,000 attendees at Conference and Show
- 750 exhibitors at Conference and Show
- 275,000 square feet of exhibit space at Conference and Show

**Today's Strategic Initiatives**

- Help members achieve career success
- Advocate on behalf of membership / profession
- Provide authoritative information to membership / profession / industry
- Provide dynamic, responsive services to membership / profession / industry

**Help Members Achieve Career Success**

- Career opportunities
- PDI
- Endowment campaign

**Advocate on Behalf of Membership / Profession**

- Public relations campaign
- Employer / influential golfer focus
- 75th anniversary celebration
- Government relations program focus
- Positioning as a golf organization

**Provide Authoritative Information to Membership / Profession / Industry**

- Web site
- Industry Partner Research Program
- Environmental focus

Provide Dynamic, Responsive Services to Membership / Profession / Industry

- Chapter focus
- Internet strategy

Today's Major Initiatives

- Endowment campaign conclusion
- Media outreach program
- Expansion of Conference and Show
- Expansion of membership
- Outreach to limited budget facilities

How Are We Doing?

- 2000 Compensation and Benefit Survey
  - Average salary
    - 2000 \$57,057
    - 1998 \$53,205
    - 1995 \$49,269
    - 1993 \$44,500
  - 25% earn \$68,000+
  - 10% earn \$88,000+
  - 3% earn \$110,000+
  - CGCS earn \$72,000

How Are We Doing?

- Average experience - 11 years as GCS
- Average tenure - 5 years at one facility
- Average age - 41 years old
- College educated - 80% have a 2 or 4 year degree
- Interest in general management - 28%

What Will the Future Look Like?

- For the Association?

By 2005, GCSAA will be viewed as one of golf's leading organizations, in terms of influence on and importance to the game of golf.

What Will the Future Look Like?

- For the Profession?

By 2005, the golf course superintendent will be viewed as the key to:

- the economic vitality of the facility by employers
- the enjoyment of the game by golfers