GCSAA NEWS: For Immediate Release

The age of the computer has come to GCSAA! At the touch of a button, the Association can learn almost anything it is necessary to know about a member.

What advantages are available through computer use? Ask James G. Prusa, CGCS, GCSAA Associate Executive Director. "I met a couple of members on one of my trips. After returning to the office, I wanted to drop them a note. I didn't have their addresses so I went to the GCSAA computer. By pressing a few keys on the computer keyboard, I was able to find their addresses, telephone numbers . . . all kinds of information -- just like that!"

Another example comes from Billy J. Shelton, GCSAA Media Relations Manager. "The LPGA called requesting the names of the professional superintendents at three courses where the LPGA was conducting tournaments. I went to the computer, and in less than five minutes had the names of the superintendents for those courses."

In both examples, it might have taken hours -- possibly days -- to find the information without the computer.

The computer will provide more information than phone numbers and names. By knowing only an individual's name, information such as phone numbers, addresses, club name, chapter affiliation, education, certification, awards and honors, committee assignments and personal information can be found. Other information is also stored in the computer that can be retrieved at the touch of a button.

Also, by knowing only the club name, the superintendent's name can be found through the computer; and vice versa.

GCSAA emphasized personal or sensitive information about members is treated as confidential. Security of computerized records is maintained by pass codes to which only key GCSAA officials have access to further insure confidentiality.

The following depicts the information shown on the computer screen:
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-----------------------------------------------------------------------
                        MEMBERSHIP MASTER FILE INQUIRY
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    CODE...             MEMBER ID#...            PHONE...
    NAME...
    ADDR1...            FOREIGN...               COUNTRY...
    ADDR2...            AIRMAIL...
    ADDR3...                                     MAIL TO...
    CITY...   STATE...  ZIP...                   VOT'G STATUS...
    TYPE MEMBER...      UNKNOWN...               TITLE...
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A special thanks to Bob Cox and his staff for a great August meeting. Thanks to Art McCain for being our very knowledgable speaker.

NEWS cont.	SELECTOR MENU

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                    1 = STATISTICS
                    2 = DEMOGRAPHICS
                    3 = GOLF COURSE AFFILIATION
                    4 = CHAPTER AFFILIATION
                    5 = EDUCATION/CERTIFICATION
                    6 = CONTINUING EDUCATION
                    7 = COMMITTEE PARTICIPATION
                    8 = HONORS/AWARDS
                    9 = COMPLIMENTARY SUBSCRIPTIONS
        ENTER SELECTION (CONTROL II FOR NEXT RECORD, CONTROL IV TO END)
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For further information on GCSAA's computer, call toll free 1-800-GSA-SUPT.