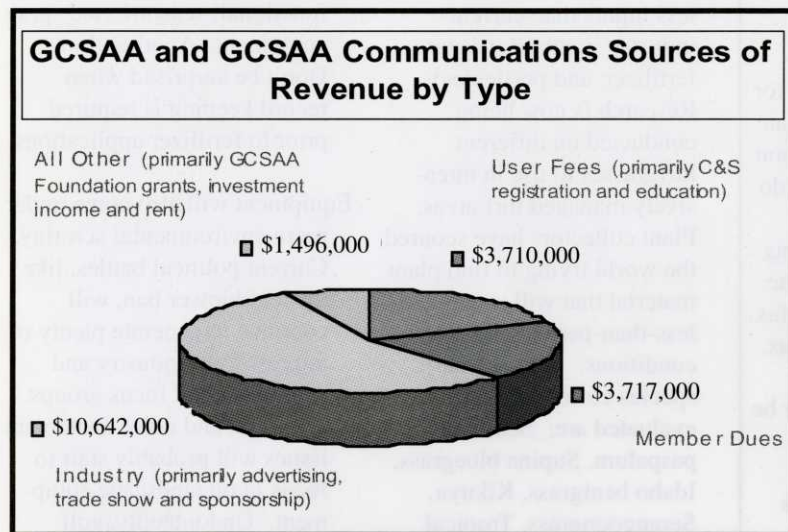




relations efforts. GCSAA has grown to rely on this income stream for program enhancement and growth.

## Sources of Revenue by Type



Sliced yet another way, over \$10 million, or 54% of the organization's total revenues, is provided by industry, primarily in the form of advertising, exhibit fees, and sponsorships. \$3.7 million, or 19%, come from program and service user fees (including Conference & Show registration, seminar registration, bookstore, etc.) and, as I stated before, \$3.7 million, or 19% of revenues, come from member dues. The remaining 8% of revenues are derived from GCSAA Foundation grants, rent and investment income.

## Membership Dues

The belief that member dues cover the cost of a majority of the organization's products and services is incorrect, as was noted earlier. If member dues were required to entirely cover the program and service costs of the organization, dues levels would have to be increased to \$1,270 instead of the current \$250 level, in place since July 1, 1997. The organization spends over five times the amount of money that member dues generate.

## Program Expenditures

On the program expenditure side, over \$8.3 million was spent on education, information, publications, and the web site. This includes Golf Course Management magazine and Newline, the information center, government relations, the web site, research and related offerings. Included in those totals, \$400,000 was spent during the year to further competency-based education improvements and \$100,000 was spent to fund MSRG meetings, needed cross-committee meetings and chapter communication outreach efforts related to the proposed member classification changes.

Approximately \$1.8 million was spent on image efforts, career development, and media relations; \$3.6 million was

spent on the Conference & Show to generate \$6.9 million in revenues; and \$1.1 million was spent on member chapter services and the service center. Finally, \$3.2 million was spent in support of the program areas, which included production, accounting, executive management, human resources and management information sys-

tems. In summary, the organization is financially strong; however, two key challenges remain—sustaining the positive momentum in our image, professional development and Internet development efforts; and growing and protecting our revenue generating assets, especially our Conference & Show and *Golf Course Management*, in the midst of increasing competition. /

## Future Trends

By: Mike McCullough

At the recent Southern California Turf Expo, Dr. James Beard, the author of the turf bible *Turfgrass: Science and Culture*, made a presentation about the future trends in turfgrass management.

During my short speech at Arrowcreek, I also highlighted several things I thought would be future issues. Ironically, there were several ideas that overlapped with Dr. Beard's points.

1. The highest priority to turf managers in the future is lack of water. More emphasis will be placed on knowing exactly how much water the turf needs on a daily basis. Evapotranspiration models and atmospheric measurement devices will become more sophisticated and probably mandatory in the near future. Improving irrigation designs, techniques and distribution is imperative when local water officials start looking around for wasted water or faulty systems. An interesting point Dr. Beard made was that local water officials rarely discuss

the amount of leakage their systems encounter on a yearly basis. He claims these entities are frequently the biggest wasters of water, yet nobody checks their efficiency records.

2. Energy conservation. Everybody is upset with the high cost of gasoline, yet rarely do consumers consider the rising costs associated with petroleum by-products (i.e. plastic containers and petroleum based consumer goods). Superintendents definitely know about petroleum by-products such as motor oil, solvents, lubricants as well as a variety of irrigation parts. The costs of producing those products will be rising and a person can bet the farm the maintenance budget will reflect these rising prices.

Other ways to conserve energy inputs on the golf course will be to reduce mowing frequency, use equipment that is fossil fuel-less and developing turfgrass species that require

See "Future Trends" on page 8





## Office Notes

By Barbara Mikel

- ✓ **Survey questionnaire.** Please fill it out and get it back to the office. I get a LOT of calls for these from superintendents. I also get calls from General Managers and owners for the information. The policy of the association is to circulate YOUR Survey to you. If you want to share that information with your Manager and or owners you have the ability to do so.
- ✓ **Dues renewal.** Yes, it is that time again. Invoices are being mailed. Please fill out the questionnaire and return it to the office with your payment. If you feel more comfortable, fax it to the office. It is important to get that information to us. We do share classification information with GCSAA. Having the correct Classification for superintendents may be more important in the future, assuming the Professional Development initiative is passed.
- ✓ **Update your PCA, CEU's and PDU's.** I get lots of calls this time of the year. We provide a sign up sheet at each function where these continuing education and professional development credits are available. The Superintendents Institute is receiving .6 PDU's. Don't forget!
- ✓ **California Fairways second class mailing.** We are including a "check off box" and a place for your signature in an effort to establish a second class mailing classification for the California Golf Course Superintendents Association Magazine California Fairways. If you want to get that magazine faster, please help the processing by checking the box and signing the form.
- ✓ **Call your GCSAA Delegate and let him know your position on PDI.** The association board of directors is there for your input. Take advantage of it!
- ✓ **Make your reservations for Casino Night accommodations.**
- ✓ **Establish a NCGA Golf Index.** This is a service provided to GCSANC members free of charge. If you don't have one — get one! Call the GCSANC office and I'll take care of the rest. The NCGA mails your card directly to you and you get a "Blue Book" with the membership. Their web site is an absolutely great place for information on member clubs. Fees, Superintendent name, PGA pro, course ratings, course and cart fees, even directions to the course! ([ncga.org](http://ncga.org))
- ✓ **MEMBER AWARDS** I feel very strongly about this item. Over the last ten years (yes, it's been that long), I have worked with all your officers and directors. You are served most ably by a few. That's the way with most groups. I know there are times when you don't agree on issues. So what a dull place this would be if we did! The service awards are a way of saying thanks. Not necessarily thanks for your opinion or thanks for agreeing with me or thanks for supporting my position. Awards simply recognize the precious time a few take to service the association. You in this organization are really blessed with the service of your fellow superintendents. Take some time to fill out the questionnaire provided last month and say thanks!

## Future Trends (Cont'd)

- less inputs than current industry standards (water, fertilizer, and pesticides). Research is now being conducted on different turfgrasses to use in intensively managed turf areas. Plant collectors have scoured the world trying to find plant material that will stand up to less-than-perfect growing conditions. Some of the species currently being evaluated are: Seashore paspalum, Supina bluegrass, Idaho bentgrass, Kikuyu, Serangoongrass, Tropical carpetgrass and tufted hairgrass.
3. Environmental regulations. There will come a time when the application of fertilizers, pesticides or other plant health products will have to comply with a nutrient or pesticide management plan. These plans will be based on up-to-the minute soil test results, on-the-spot disease diagnosis or plant nutrition sensor readings. The timing and placement of these nutrients/pesticides will become an exact science. Precise applications will help to prevent nutrient runoff and reduce useless environmental exposures. This will also lead to better advances in sprayer/spreader calibrations and multi-functional, sensor-based spray equipment. Another thing: Don't be surprised when record keeping is required prior to fertilizer applications.
- Equipment will also come under more environmental scrutiny. Current political battles, like the leaf blower ban, will continue to generate plenty of interest from industry and environmental focus groups. Emission and noise abatement issues will probably start to focus in on landscape equipment. Undoubtedly, golf course equipment will be included in this greener and cleaner campaign. The use of quieter and more efficient machinery is looming large on the horizon.
- Finally, these issues and many others should be on the mind of golf course superintendents. If our industry does not have solutions or start working on solutions to these problems, the politicians and die-hard environmentalists will. I seriously doubt the green industry will like the outcome when others start dictating future policies.
- Failing to plan for the future is planning to fail in the future. This train of thought has never been more appropriate as we look to a new century of turf management. /

## Casino Night

*The Monterey Beach Hotel  
2600 Sand Dunes Drive  
Monterey California*

*Reservations: 831-394-3321*

*Rooms are available Thursday, Friday, Saturday, & Sunday*

*For the following rates:*

<i>Gardenside Single or Double Occupancy</i>	<i>\$79.00 ++</i>
<i>Oceanside Single or Double Occupancy</i>	<i>\$109.00++</i>

*Friday,  
December 8, 2000*