



GCSANC Dues Notice

The Board of Directors of the Golf Course Superintendents Association of Northern California will present to the membership for a vote at its Annual Meeting in January of 2003 the following increases in dues for 2003.

Class	2002 Dues	2003 Dues
A/B/C/ Inactive	\$100	\$125
Affiliate	\$145	\$170
Associate	\$100	\$125
Class A	\$100	\$125
Class A Life	\$0	\$0
Class B	\$100	\$125
Class C	\$100	\$125
Retired	\$30	\$37
Retired A or B	\$30	\$37
Student	\$40	\$50

As Secretary-Treasurer I will explain the rational behind a dues increase for our association. I will start by giving a little history. It has been five years since the last dues increase for our association. Costs for everything that we do as individuals have increased, the same goes for our association. Most notably we have seen increases in our Administrative costs, postage, printing and meetings.

In addition, we have increased services in many areas to the membership. Credit card processing is now available for payment of meetings. More and more of our members are taking advantage of this form of payment, which is at a cost to us. Our presence in the media has increased dramatically during the last five years through the use of a media consultant and by our attendance at many events that increase the image of the superintendent.

Other expenses that have increased or are new to us include the cost of compliance for dual membership with GCSAA, our commitment and participation with the state association on many different fronts including legislative issues, insurance for the association and Board of Directors and research within the association. How have we funded these increases? During the past few years we have dipped into our reserves to pay for these added services and increased cost of doing business. We are at the point where we will not continue to spend more money than we take in.

With the current state of the economy, before any discussion of a dues increase could take place, we challenged each board member and committee chair to look at the expenses of the association and to make recommendations of where we could limit spending and ways to increase revenue.

We have curtailed spending in many areas this year, including board meetings expenses, research and media relations. We are looking at our newsletter and directory, which both lose money, to see how we can at least break-even or make money in these areas.

Several times in the previous year we have lost money on monthly meetings. This year we have operated monthly meetings at a break-even or slightly above break-even point.

We are in the process of developing (SOPs) Standing Operating Procedures for everything we do as a board. This will include financial worksheets for every event and a much more detailed budgeting process that will have continuity from year to year.

One bright spot this year during a downturn in the economy has been the support of our affiliates. They have continued to support the association and our activities. Without their continued support a larger dues increase or a curtailment in services would be needed.

Our board is committed to operating in a prudent fiscal manner. The reality is that there never is a good time to raise dues, but that time is here and an increase will be presented in January. Dues statements are now being sent out at the current rate. If the increases are passed, a supplemental statement will be sent out in late January.

It all comes down to value and what you get out of the association for your dues. We are committed as a board and association to providing value at these increased amounts and trust you will support our efforts.

Patrick R. Finlen, CGCS
Secretary-Treasurer
Golf Course Superintendents Association
of Northern California



GCSAA Education

Tuesday, January 7 - Wednesday, January 8, 2003

8:00 am to 5:00 pm

Crowne Plaza Pleasanton
Pleasanton, CA

- Managing Turfgrass Root Systems
- Management of Localized Dry Spots and Water Repellent Soils
- Fundamentals of Turfgrass Management 1

Managing Turfgrass Root Systems and Management of Localized Dry Spots and Water Repellent Soils are each a half day seminar.

Member Fee: \$65 [seminar] • Non-member Fee: \$100 [seminar]

Fundamentals of Turfgrass Management 1 is a full day seminar.

Member Fee: \$130 • Non-member Fee: \$195

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