

Kansas City Here I Come!

Chapter Delegates Gather for 11th Annual Meeting

By Vince Keats

All aboard for Kansas City! Kansas City MO, that is, location of the 11th annual Chapter Delegates Meeting. One hundred and three chapter delegates from all over the country met on September 6th and 7th for a day and a half meeting to discuss GCSAA business and to meet with candidates running for the Board of Directors. Gary Carls, CGCS, past president of the CSANC and CGCSA, delivered an eloquent speech as he made his bid for GCSAA Director. Topics discussed at the Chapter Delegates Meeting include:

Organizational Audit

The GCSAA Board of Directors, as representatives of the membership, conducted an independent organizational audit that included a number of findings and recommendations. The audit gave the association high marks for establishing four strong goals and a clear vision held by the board and staff.

Delegates engaged in discussions and small group exercises to provide feedback on how to measure progress in achieving the association's four goals and 34 strategic indicators that have been identified. This is important to help ensure that GCSAA continues to build an association that best meets member needs, clearly defines the direction members want the association to go and clearly defines the roles of the board, chief executive officer and staff and their accountability for results.

• **Chapter/GCSAA affiliation issues**

Delegates supported a one-year extension of the current affiliation agreement, which is set to expire December 31, 2004. This will allow time to address several issues related to how GCSAA can most effectively partner with affiliated chapters in the future. A task force consisting of representatives from the Chapter Relations Committee and the Membership Committee will be appointed this fall to review these issues and bring forward a recommendation at next year's Chapter Delegates Meeting. Issues for discussion include:

Update on the financial status of the GCSAA and discussion of long-term dues pricing structure. The organization remains financially strong, despite the economic times. Delegates discussed a long-term dues pricing strategy that would include communications to the membership about the reasons for a dues increase as they are planned. This feedback will be forwarded to the Membership Committee for further discussion.

Update on the Professional Development Initiative (PDI)

The PDI was launched July 1, 2003. Delegates participated in a demonstration of Member Central. Members who do not have online access can document their points and request their transcript through GCSAA's fax on demand service at (888) 838-4419, or they can contact the service center and request information through the mail.

Certification program and exam update work is continuing on a restructure of the certification exam to a competency-based program that ties in with the 48 competencies identified through the PDI.

Articles of Incorporation and bylaws amendments for the 2004 annual meeting and election

A number of proposed amendments that will bring the association's bylaws up-to-date with the way that business is currently being conducted were presented to the delegates for their input.

Headquarters resource group location process

Pat Finlen, CGCS, he adquarters resource group chair, and Tom Mason, vice chair, presented to the delegates the location study process. Phase I of this process is to identify the stakeholders impacted, engage them in the process, and identify the strengths, weaknesses, risks and opportunities associated with the GCSAA's location and potential new locations. At the end of this process, if the

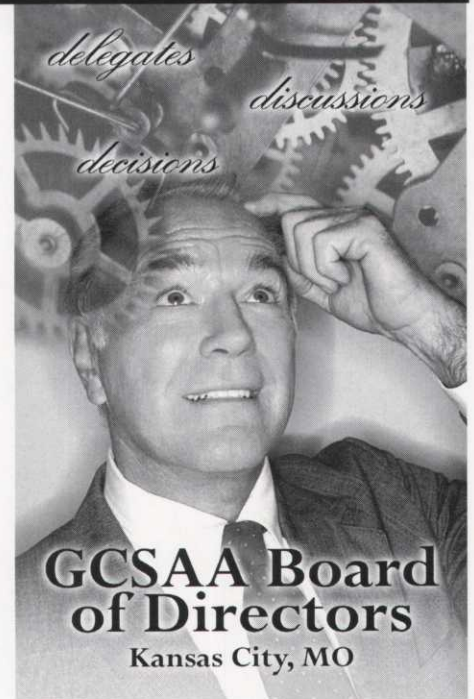


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conclusion is to move forward with the study, then Phase II will be implemented. Phase II is to evaluate locations, costs, positive and negative impacts on operations, and specific risks and rewards. A report will be written and submitted to the board around July 1, 2004. The report will include responses to the questions:

- Where are we now?**
- Where do we want to be?**
- What is the best plan to get from where we are, to where we want to be?**

Questions or feedback for the headquarters resource location group should be sent to location@gcsaa.org. Delegates were encouraged to gather feedback from their members and relay it to the resource group.

GCSAA's International Golf Course Conference & Show

Changes in the programming and schedule for the 2004 conference and show in San Diego were discussed with the delegates. Ideas for making this a must-attend event were shared. Delegates were reminded that a new GCSAA member receives complimentary registration to the first conference and show he/she attends. Chapters may wish to provide financial assistance to a member to help offset their travel expenses to conference and show, or ask vendors to sponsor this.

Please visit the web site at www.gcsaa.org to view the full set of outcomes from this meeting, as well as the slide presentations, notes and list of chapter delegates.