

Strictly Business



OFFICE NOTES

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GCSANC Association Manager

Communication with membership via postal service is rapidly becoming too expensive (and too slow) for our fast paced world. New postage rates are now \$0.39 for 1st Class mail. Our postage costs thru November of 2005 were off the charts. There is an obvious need for more communication via the favorable economic alternatives of email and fax. This effort is essential to keep membership dues in line and maintain a healthy financial picture for the Association. Your membership renewal form provides for correction of your Association information. By choosing either the e-mail or fax communication option, you are selecting something VERY important to your Association. California is unique in the country regarding what your association can do to communicate with you as a member. We have an "Established Business Relationship" that legally indicates you want to know what's happening in your association. This relationship allows us to provide you with e-mail and fax notification of notices and new positions available in your areas of interest.

Filling out and returning that information to the office is vitally important for clear and timely notification of all Association activities and events as well as items of interest in allied associations.

PLEASE make sure your updated information is returned with your dues renewal. I have already received many renewal checks WITHOUT your membership questionnaire. This questionnaire is the only way I know the current information I have for you is accurate. It's also the best tool you have to contribute to the financial health of your Association.

Another way you can contribute to the financial health of your association is to host a meeting. GCSANC meetings can offer financial rewards for your club as well as highlighting your facility to fellow members. If you are interested in hosting a meeting, please contact Program Chairman for 2005 Gill Stiles or 2006 Chairman Jason Green.

Since my tenure as GCSANC Executive Secretary/Association Manager encompasses some number of years, I have some thoughts regarding future GCSANC and CGCSA activities, events and relationships. The California GCSA was originally organized as a federation of the California chapters. The five chapter organizations, the GCSA of Northern California, San Diego GCSA, Central CGCSA, Sierra Nevada GCSA, HI LO Desert GCSA and Southern California GCSA are the actual "members"

of the California GCSA. As of 1989 each of these chapters contributed \$5.00 per dues paying member to the California GCSA.

The function of the California "federation" included:

- (1) A political entity - California would pool votes for GCSAA elections
- (2) A Hospitality Suite provided for individual members of the five regional chapters at the GCSAA conference and Show sponsored by the Affiliate Members of the five local chapters.
- (3) An Annual Meeting in May rotated among the various regional chapters

In 1990, a reorganization and re-incorporation was undertaken (the previous California GCSA incorporation had lapsed) with the five local chapters again being the "members" for California GCSA. This new corporate entity entered into a royalty agreement with a green industry publisher, Adams Media to distribute a state magazine to the various California chapters' individual membership. Your membership in GCSANC, SNGCSA, HI LO GCSA, Central GCSA and SDGCSA provided you with a copy of the California Fairways magazine.

The royalty revenues generated by the statewide publication provided:

- (1) Funds for turf grass research in California and in cooperation with GCSAA and other turf grass research entities to benefit the five chapter members.
- (2) The CGCSA with revenue to support a chapter manager
- (3) A CGCSA web site with a regional chapter presence. (Established and maintained initially on a volunteer basis by Bob Tillema, CGCS.)

Alas as time would have it, the financial resources and benefits provided to the California GCSA by the publication of California Fairways diminished to the point that the last publication was the last to be made.

With the cessation of the California Fairways publication comes the reduction of funding for state organization functions prompting a consideration of a dues increase to each member chapter of an additional \$5.00 per individual chapter member.

This increase would mean a \$10.00 per each GCSANC dues paying member (\$4500.00 total dues). Central GCSA, Sierra Nevada GCSA, So Cal GCSA, San Diego GCSA. Hi Lo GCSA would also be assessed the \$5.00 increase. For GCSANC this represents 6.67% of your annual dues as a Class A, B, C and Association member and 5.71% as an affiliate member.