



NAUMANN'S NORCAL NEWS

**Don Naumann**  
Sierra Pacific Turf Supply

**Corey Isom** has left Cordevalle GC in San Martin to become the new Golf Course Superintendent at The Preserve GC in Carmel. Corey is replacing **Kevin Siring**. Kevin left The Preserve to become a local manufacturer of the material product, Stabilizer... **Jonathan Ivory** has left Marin CC in Novato to take a superintendent position in Massachusetts... **Kevin Iverson** has returned to Sharon Heights CC in Menlo Park to become the new Golf Course Superintendent. Kevin was a former assistant superintendent at Sharon. Kevin takes over for **Bob Rafferty III, CGCS** who has moved on to pursue other opportunities... **Dan Miller** of Half Moon Bay Golf Links has completed the remodeling of the spectacular eighteenth hole of the Links Course. The green was moved and the bluff was modified at the request of the California Coastal Commission.

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## GCSANC NEEDS YOUR FEEDBACK ON PROPOSED GCSAA DUES PRICING STRATEGY

Todd Lyijynen, Superintendent of Diablo Country Club, your GCSAA chapter delegate, wants your feedback on the proposed GCSAA dues pricing strategy to share at the 2006 GCSAA Chapter Delegates Meeting, October 13-15. Todd can be reached by e-mail at [lyijynenx4@comcast.net](mailto:lyijynenx4@comcast.net).

GCSAA members also will have the opportunity to ask questions and offer comments in an online chat with GCSAA Secretary/Treasurer David S. Downing II, CGCS, and Managing Director of Finance Cam Oury, to be scheduled in September.

After the last dues increase, chapter delegates asked GCSAA to develop an easy-to-understand dues pricing system that would (1) keep pace with increasing costs of providing member programs and services and (2) reduce or eliminate the negative impact that large, infrequent dues hikes have had on membership growth and retention, and facility budgets.

To date, GCSAA's board of directors, several GCSAA committees and participants in the 2005 Chapter Delegates Meeting have been involved in developing and refining the proposed "indexed" dues pricing strategy. GCSAA member feedback will be discussed at the 2006 meeting to gauge interest in a potential bylaws proposal to adopt such a system.

**The Details** – The proposed system is designed to make dues increases (Class A, SM and C) more manageable from a planning and budgeting perspective and more clearly tied to actual inflation factors. If adopted, the proposal would delegate authority to the GCSAA board to consider raising dues every two years according to the Consumer Price Index (CPI).

Specifically, a maximum potential dues increase would be calculated using the published CPI for 24 months ending on August 31st, and then rounded to the nearest \$5. At the GCSAA Plan and Budget meeting in the fall, the board of directors would determine whether to raise GCSAA dues by that amount, a lesser amount or not at all, taking into account other revenue sources, the association's financial position and other general economic and political factors. The board-approved increase, if any, would then be communicated to GCSAA members so that they could adjust their budgets accordingly, and take effect the following January 1st.

If, however, there were a future need for a dues increase exceeding the maximum tied to the index, it would require a majority vote of the membership at a GCSAA annual or special meeting. The average annual CPI increase over the last ten years has been 2.5%.

**The Impact** – Between 1988 and 2005, GCSAA dues (Class A and SM) rose from \$175 to \$300, with the increases of \$35, \$40 and \$50 – although merited – yielding corresponding drops of 11.3, 6.9 and 6.7 percentage points in the annual membership growth rate.

*(Continued on page 12)*