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## GOLF RESULTS INSTITUTE AND GCSANC-SNGCSA JOINT MEETING THE COURSE AT WENTE VINEYARDS

**ROSS BROWNLIE**  
*THE LINKS AT MARINERS POINT*  
Chipping & 2nd Low Gross

**RONALD BUCKELEW**  
*TMT ENTERPRISES*  
2nd Low Net

**ERIC CARGO**  
*E-Z GO*  
2nd Low Gross

**BILL DAVIS, CGCS**  
*LOS LAGOS GOLF COURSE*  
Closest to Pin #14

**MICHAEL L. FARMEN**  
*FARMLOAD DISTRIBUTORS*  
Closest Hole In One #3

**JOE GARDEMEYER**  
*DELTA BLUEGRASS CO.*  
Closest #7

**MIKE LIGON**  
*H.V. CARTER COMPANY, INC.*  
Long Drive

**CAMERON MILLER**  
*PRESERVE GOLF CLUB*  
1st Low Net

**DONALD A. PAUL**  
*LOS LAGOS GOLF COURSE*  
Closest #11

## GCSAA CHAPTER DELEGATES SUMMARY 2007

*By Brian Netz, CGCS*

I was fortunate enough to attend the 2007 Chapter Delegates Meeting in Kansas City this year as the GCSANC Delegate. It was a valuable learning experience that shattered many of the myths that I have had about our national organization. I left the meeting feeling excited about the things that are happening in Lawrence, and proud to be a part of this profession. There are a few points I feel that are necessary to convey to GCSA Northern Cal:

GCSAA will spend \$1.2 mil on the Class A branding and image campaign in 2007. The LPGA Agronomist position is a part of this campaign. The LPGA will do a series of Public Service Announcement spots during their tournaments as a part of our agreement in providing the Agronomist position for them.

GCSAA will spend this year \$850,000 on 30 second Golf Channel commercials as a part of the image/branding campaign. This would equate to 6, 30 commercials during the PGA Championship or 1, 30 second commercial during Sunday's round at the Masters. The GCSAA felt that there was a greater chance for good saturation for our dollar in the Golf Channel advertising versus spending that kind of money for a 1-6 commercial opportunity. I have to agree, as I do wait myself, for the commercials during the Masters and the like to go and make a sandwich.

GCSAA is a \$20 mil revenue operation with 52% of its revenue coming from industry support. Wow. Dues make up about 20% of GCSAA's annual revs.

Last years GIS came up nearly short of expected revenue in Anaheim. That money was made up without affecting the branding/image campaign and member services by tightening staffing levels and other expenses. The GCSAA Board did not want member services to be affected.

I sat at a table with a gentleman named Mark Bisbing, the current Director of Corporate Sales and Marketing for GCSAA. Mark worked with both Nike and Microsoft as a sales and marketing executive. I had no idea that we employed people with that level of talent and knowledge. We had only a few group work sessions, but it was obvious he was absolutely swimming in great ideas. I was very impressed with him and his enthusiasm.

Due to the increased cost of doing business (such as electricity, postage, etc.), GCSAA has opted to increase dues according to the CPI. This currently equates to \$20 for 2008. With these increased costs and the Board's dedication to maintain the image/branding campaign GCSAA had to dip into its reserves maintain current service and programming levels. The \$20 dues increase will cover these increased business costs so that a draw from reserves in 2008-9 will not be necessary.

The staff at headquarters feels about helping us advance in our profession the way we feel about what we do on the golf course.

A lot was learned. This is only a small portion of what I walked away knowing. If anyone has any questions or comments about what is happening at the national level, feel free to call me or any of the GCSAA Board of Directors.