



From the Field

By **JEFF JENSEN**, GCSAA Field Staff, Southwest Region

First and foremost, I would like to take a moment to thank all of our GCSA of Northern California members for their participation in the 2013 GCSAA Education Conference and Golf Industry Show and the National Championship and Golf

Classic. Without the support of our affiliated chapters, we would not be able to stage these successful events.

The GCSAA Education Conference and Golf Industry Show featured 13,192 attendees spread over nearly 173,000 square feet of exhibit space. 517 exhibitors participated and 4,560 seminar seats were filled. Additionally, the annual California Room event aboard the U.S.S. Midway was a complete sellout with 650 California GCSA members and guests in attendance.

The National Championship and Golf Classic featured nearly 450 participants. Charlie Costello, Class A superintendent at Phoenix Country Club claimed the GCSAA National Championship firing a two-day total of 3-over-par 147. California was well represented with San Diego GCSA member David Buckles and Central California GCSA member and defending champion Mike Stieler tying for second at 148.

If you want to relive both events, visit the "Hub," at <http://social.gcsaa.org/>. The "Hub" is a dynamic compilation of feeds from the GCM blog, GCSAA TV, Twitter, Facebook and Flickr, plus overall highlights from both events.

In other news and notes, I wanted to make you aware of some facts and figures from the recently released 2011 Golf Economy Report. This report was researched by SRI International and commissioned by the World Golf Foundation and Golf 20/20. As an industry, it's important that we cite the economic activity supported by golf to the media, public and various government agencies. A few highlights that I feel are important in relaying our message:

- The U.S. golf economy generated \$68.8 billion of goods and services in 2011.
- Golf generated a total economic impact of \$176.8 billion in 2011.
- Golf supported 1.98 million jobs with a wage income of \$55.6 billion in 2011.
- Golf attracted 25.7 million participants in 2011.
- Revenues generated by golf's core industries exceeds that of spectator sports, performing arts, and other amusement and recreation industries.

While the industry has certainly had its share of struggles over the past 5 years, these numbers prove that golf continues to offer lifelong recreational opportunities and enjoyment for millions. Keep these figures in mind when you are promoting your profession and the game.

Thank you again for all of your support and if I can be of assistance, don't hesitate to contact me at jjensen@gcsaa.org or follow me on Twitter @GCSAA_SW.

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