

Highlights of the 2004 Chapter Delegates Meeting

Following is a synopsis of the topics and issues discussed at the 2004 Chapter Delegates Meeting.

Chapter Effectiveness

John Fulling, CGCS, reported on the work of the Chapter Effectiveness Task Group. The highlights of his presentation included:

- The importance of chapter effectiveness in GCSAA's ability to serve members through chapters.
- The effectiveness of different chapter models.
- The delegates' perspective on the usefulness of the chapter assessment tool.
- Chapters were asked to complete the assessment tool and return it to GCSAA by March 31, 2005. This will provide baseline information to aid GCSAA staff in identifying chapter goals and then identifying incentives and resources to address those needs.

Chapter Affiliation Agreement

Pat Sisk, CGCS, reported on the work of the Chapter Affiliation Task Group. The major revisions in the new affiliation agreement that takes effect on January 1, 2006 include:

- A new purpose statement.
- Nomenclature changes and conformity issues to align with GCSAA Bylaws.
- A more comprehensive list of cooperative programs that are available to chapter members as a result of their affiliation.
- New affiliation application guidelines.
- Chapter assessment tool requirements.
- The addition of an amendment clause, allowing for revisions to the agreement to be addressed during the affiliation period.

The Success of the Facility

A new membership growth concept was introduced that centers around the development of an affiliate "facility" membership as a 'value-add' to a Class A or Superintendent Member membership. By offering a facility membership, GCSAA will be able to deliver value, benefits and services to not only the golf course superintendent, but also to the golf facility that addresses the facility's goals. Delegates brainstormed content ideas for a facility membership and identified potential challenges. The information discussed by the delegates will be forwarded to the Membership, Career Development and Strategic Communications committees for further discussions.

Association Name Change Consideration

Jonathan Jennings, CGCS, chairman of the Messaging/Brand Strategy Task Group, outlined the process that will be followed to answer the following question: "Does the current name, Golf Course Superintendents Association of America, help us achieve our mission, vision and goals, or would a name with a clearer, more definitive meaning be better?" The process being engaged involves some of the same elements that were used in the exploration of membership standards (PDI) and the recent headquarters location study. The group is gathering information from a written survey sent to chapter leaders and a telephone survey being conducted with randomly selected members. The task group plans to make a recommendation to the Board of Directors at their winter board meeting in January.

Other Highlights

GCSAA chief executive officer Stephen F. Mona, CAE, addressed the decision-making process and the benefits of having allied associations join the Golf Industry Show.

GCSAA chief financial officer Cameron Oury provided the delegates with a financial overview and also outlined the process for investigating a potential long-term dues pricing plan.

Delegates had the opportunity to hear from and visit with the candidates running for the 2005 GCSAA Board of Directors.

Pat Finlen, CGCS, chairman of the Headquarters Location Resource Group, briefed the delegates on the process that his group had undertaken in reaching its three recommendations: <http://www.gcsaa.org/about/community/hdqrtslocation/report.asp>

Delegates learned about enhancements to the Golf Industry Show, including the establishment of solution centers, featuring interactive displays with best management practices.

Delegates also received updates on the new certification exam; The Environmental Institute for Golf; the GCSAA committee volunteer process; and the International Association of Golf Administrators (IAGA)/GCSAA action plan.

These highlights are also available online. For more information relating to the 2004 Chapter Delegates meeting, please contact Janet Satterlee, GCSAA's senior manager of chapter services, at 800-472-7878, ext. 3603, or review the delegates information online. 