

New twist to 15th Chapter Delegates meeting

Delegates experience New Orleans; engage in discussions

Desiring to give members as much information as possible about the upcoming conference and show, GCSAA took its 2008 Chapter Delegates meeting to New Orleans, Oct. 24-26. A total of 97 of the 100 GCSAA affiliated chapters were represented.

"We knew there was some concern about New Orleans' ability to host conference and show," GCSAA President David S. Downing II, CGCS said. "We felt the best way to address that was by hosting the delegates in New Orleans. Various association activities have been held there since Hurricane Katrina, so we were confident the delegates would be impressed by what they saw."

Not only did the meeting break ranks by moving from its traditional Lawrence/Kansas City region, but it also included a two-hour tour of the city and a briefing from local officials on the recovery from storms during the past two years.

"I thought it was great that we got to see the city," first time delegate Gary Myers, CGCS said. "I appreciate that we saw everything. There are still some areas that need to be rebuilt, but from the standpoint of attending Conference and Show, everything was fine. I did not hear any delegate say New Orleans would not be a good place for us. It should be a great event."

The agenda for the meeting was developed by GCSAA Vice President Mark D. Kuhns, CGCS. His focus was on presenting a complete picture of New Orleans, providing in-depth discussion on Chapter Effectiveness and giving attendees a look at the future of the association. The meeting also afforded attendees to hear GCSAA Chief Executive Officer Mark Woodward address the delegates for the first time. Woodward, who took over in July, shared his vision for the association. He touched on the following topics:

- The importance of chapter effectiveness.
- The need for member engagement on the chapter and national level.
- Building relationships to advance the association and its members.

- GCSAA and The Environmental Institute for Golf's role as a leader in ensuring golf's compatibility with the environment.
- The role of the GCSAA member now and in the future.

Special attention was paid to sharing tactics with delegates how they could help their chapters to become more effective.

A report on the extensive work of the Chapter Relations Committee, chaired by GCSAA Past President Tim O'Neill, CGCS was presented. The committee identified four key elements to enhancing chapters:

- Strategic Planning
- GCSAA Field Staff
- Executive Paid Leadership
- Sharing of Resources with other Chapters

Peggy Hoffman and Peter Houstle of Mariner Marketing and Management facilitated a session focused on chapter effectiveness that explored means to increase volunteer participation, enhance communications, activate memberships, improve management and engage in strategic planning, all on the chapter level. The key take-away was research indicates that more people volunteer if they are directly asked, and are offered opportunities that are ad hoc or short term in nature.

The delegates heard several presentations and engaged in discussions regarding member programs and services. Topics included:

- Industry efforts to grow the game, focusing on the role of GCSAA and its members.
- Membership growth and retention efforts.
- GCSAA's financial picture.
- Marketing, outreach and advocacy activities.

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The importance of data for GCSAA and member input, including member needs, assessment, compensation and benefits report, and golf course environmental profile project.

GCSAA Education Conference and Golf Industry Show.

A staple of every delegates meeting, the opportunity to meet the candidates and discuss issues of importance was also conducted.

Based on the discussions, financial issues were leading area of interest. Downing, Woodward and GCSAA Managing Director of Finance Cam Oury presented the association's financial picture as being strong with no debt, valuable assets and a solid cash reserve. Although revenues will be lower in 2008 than 2007, association leaders indicated expenses were being managed down appropriately. Delegates also asked for assistance in communicating issues during tough economic times. Staff will provide support to help members in this area regarding Conference and Show attendance and in sharing their value and the importance of golf course maintenance in light of budget cuts.

"I appreciate the delegates taking their personal time to meet in New Orleans," Woodward said. We rely on them to be the conduit to chapters. We also need them to give us feedback. The one item that was very clear to me is that when member financial challenges are great, the opportunities and the need to assist our members are at their greatest. We live by the mantra that 'Members Matter Most' and I would contend they need us more than ever right now, and we need them as well because it is truly a partnership." -OC

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