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E-mail us at gci@gie.net with your thoughts and opinions.

Five flaws

"Truth & Consequences" (October 2010, page 50) certainly addresses the current situation we all face as businesses and organization leaders. However, the unsaid conclusion that people would join a local affiliate if they didn't have to join the national organization has many flaws.

The first flaw. I haven't heard many people say, "I am not getting my money's worth out of this association and affiliation; therefore I am not paying my dues."

And I have heard, "I can't afford to belong right now. There

isn't enough money to pay my dues."

The effects of the recession and oversupply are the real culprits here. Would this still be a problem if everyone's revenues were at pre-recession levels?

The second flaw. Because we have affiliation agreements, the supplier side of our industry has a clear understanding of who they need to work with to meet their own objectives. This supplier side provides tremendous amount of funds for infrastructure support of both the local and national groups. Can anyone really imagine trying to operate a statewide affiliation on \$50 or \$100 dues today and still be effective?

The third flaw. As affiliated groups we become the voice of

golf, representing thousands of courses, owners, superintendents, professionals, employees and golfers. Could we be as effective in unaffiliated groups?

The fourth flaw. The affiliation between local and national groups has led to more cooperative efforts with the organizations in golf. This cooperation has helped foster a "we are in this together" attitude and helped eliminate some of the "us versus them" attitude that had long been in place.

The fifth flaw. This could be the most important. The affiliation has helped to provide more and better informational, educational and networking opportunities for all of us. This is the active part of membership. The more active you are –

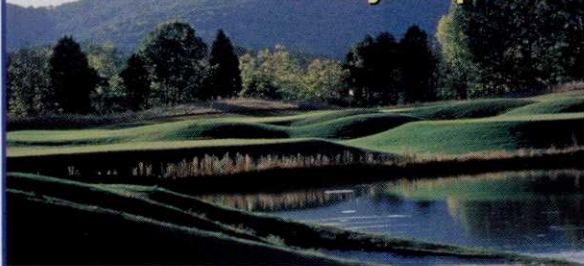
whether you are on the Internet searching through the organizations Websites or attending workshops and conferences – the more opportunity you have to become better at what you do.

While this is an extensive list, there are probably some items that could be added. However, I don't think breaking the affiliations and reducing the dues will increase membership at either the local or the national level. This would only fragment the industry and create obstacles to both local and national objectives.

Jeff Hoag
President
Golf Systems Inc./Scott Lake
Country Club
Comstock Park, Mich.

Want to access this article?
Enter <http://tinyurl.com/3ah6x8n> into your Web browser to read "Truth & Consequences."

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