

# FEEL THE LOVE

*Good news for the National:  
Golfdom readers approve of the work  
they're doing by a margin of 4 to 1*

BY SETH JONES

There have been a lot of changes at GCSAA headquarters in Lawrence, Kan. From the implementation of a field staff to adjustments in dues and the GIS schedule, the national association for superintendents has kept busy.

And it has caught the attention of readers. A whopping 81 percent of readers reported they were satisfied (73 percent) or extremely satisfied (9 percent) in the GCSAA's performance. Only 18 percent reported dissatisfaction with the 88-year-old association.

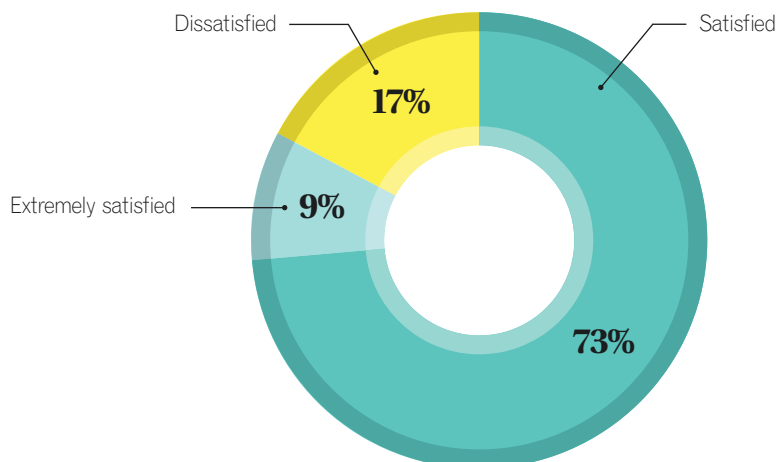
"From my years of experience, GCSAA is trying to stay ahead of the times and change as best it can," reported one participant in the survey. "GCSAA is making

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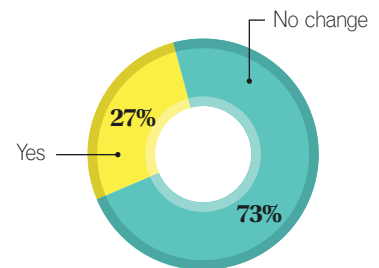
the most out of a challenging economic time but still supporting us with its whole heart."

"They do so much that is never really touted to their membership," reports another reader. "Things like their government relations, or advertising the role of the superintendent."

## OVERALL, HOW SATISFIED ARE YOU WITH THE PERFORMANCE OF THE GCSAA?



DID YOU MAKE AN EQUIPMENT CHANGE IN 2013, OR DO YOU PLAN TO MAKE ONE IN 2014?



According to Billy Hausch, superintendent at the Nicklaus Club of Monterey (Calif.), the GCSAA has adapted to the times well.

"As a whole, the organization is finding ways to better serve their members in a modern setting," he says. "They've become technologically advanced... For example, I can take care of a lot of my stuff online, I don't have to call someone anymore."

Of course, there are still those who feel the GCSAA has let them down. "I feel that I don't get enough out of the membership price," reports one reader, while another more harshly states, "They are creating a group of branded elitists. I dare say they are becoming a burden to the mid- to low-budget superintendent, instead of an empowering supporter."

And yet others place blame on themselves. "They do a pretty good job — it's mostly my fault for not taking advantage of all the areas offered!"

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