



# GCSAA

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May 12, 1995

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Mr. Monroe Miller  
Blackhawk Country Club  
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Dear Monroe:

I just received a copy of your "Conference Comments and Questions" and wanted to respond.

First, I was very glad to see you praise the job that Joe Baidy did as President. I heartily agree that he did a terrific job. That is never easy, but it is especially notable at a time when members' expectations are much higher than their trust. I just hope that I can do as well, and merit high marks in your column next year.

I also wanted to respond to your comments on the industry partnerships and rising costs of the GCSAA Conference and Show.

These issues may seem separate, but actually, they are very closely tied. For this discussion, let's set aside the travel, hotel and food costs, because they depend on where the person is coming from, his or her personal tastes and so on. Let's just look at what GCSAA is in charge of: the tournament, the pre-conference seminars, the Conference and Show, and its many special events.

There are three ways to pay for these programs: membership dues, fee for service, and non-dues revenues. For years and years, GCSAA membership dues moneys have subsidized the tournament, even though the subsidy was indirect, such as staff time and other allocated expenses. Likewise, the Opening Session and Reception, the Banquet and Show and other special events have benefited from subsidies that eventually trace back to member dues.

The current Board of Directors' position is that we will not use membership dues to subsidize events that do not benefit the full membership — except in the case of education. We believe in plowing those dues into programs and services, and the survey show that the overwhelming majority of members

*GCSAA is dedicated to serving its members, advancing their profession and enriching the quality of golf and its environment.*

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