



Chapter Delegates Meeting Report

By Mike Lyons, Golf Course Superintendent, Old Hickory Country Club, and WGCSA Delegate

The 11th annual GCSAA Chapter Delegates meeting was held September 6th and 7th at the Kansas City Airport Marriott. There were 97 delegates in attendance representing GCSAA'S 103 chapters.

I will try to keep this report brief; the minutes (23 pages) are available at the GCSAA office for any member wishing to see a complete report.

The meeting began with a review of GCSAA organizational audit. Mark J. Woodward discussed a clear need to define the accountability of the board, the CEO and the staff to the membership. Also, board service should be less time consuming, and the board should be less transparent in its work. Involvement from members should grow as a result.

Next was a discussion on the financial status of GCSAA. Most of the discussion revolved around dues and a need to better communicate with the membership about reasons for increases. Many delegates agreed that a long term dues pricing strategy should be implemented and a policy regarding timing and increases tied to indexes.

A discussion on the affiliation agreement followed. The delegates supported a one year extension of the current agreement, which is to expire on December 31, 2004. The extension will allow time for the GCSAA to address the issue of conformity. A task force from the Chapter Relations and Membership Committees will be formed to review these issues and bring recommendations to next year's delegate meeting.

A new membership class for local chapters was discussed. This membership would be called a Facility Membership. This membership is for facilities with limited budgets. The

membership would be in the facility's name and would designate who would receive the membership benefits. It would not be a Class A or Superintendent Member membership and no voting privilege would be permitted. This membership is designed to include those facilities with limited resources and is not designed to circumvent the dual membership requirement. The delegates were in support of this type of membership to help in allowing all golf course superintendents to be included in their local chapter.

Discussion on GCSAA committee selection process was next. A new committee structure is being designed to achieve four primary objectives.

1. Create greater flexibility in addressing specific areas of need by using ad-hoc task groups as needed.
2. Broaden the working perspectives of committees and raise the primary scope of their discussions to more strategic and policy levels.
3. Create a complementary, experience-based approach to committee volunteer selection, in concert with the current interest-based approach, in order to bring additional specific expertise and outside perspectives.
4. Support the professional development of the organization's future volunteer leaders.

The new committee structure will keep the GCSAA board and committee members engaged at a more strategic level. It also will allow a larger number of members in committee service.

Brief discussions followed on

these other areas.

• **Alternative Career Paths**

GCSAA is investigating partnerships with allied associations to develop programs that address superintendents' progression into upper management.

• **Superintendents' involvement in the growth of the game of golf.**

This topic revolved around how superintendents can get more involved with marketing themselves and their facilities to the public.

• **Update on PDI**

PDI was put into effect on July 1, 2003 and the delegates were shown how to use Member Central. And for those who do not have online access, you can request transcript form GCSAA by using fax on demand at (888) 838-4419 or you can contact the service center.

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• **Certification Program and Exam Update**

Work is continuing on a restructure of the certification exam to a competency-based program that ties in with the 48 competencies identified through the PDI. It will be closed book and at the convention in San Diego the new test will be beta tested by 50 superintendents.

• **Headquarters Resource Group Location Process**

Phase I of this process is to identify the stakeholders impact, engage them in the process and identify the strengths, weaknesses, risk and opportunities associated with the GCSAA'S location and potential new location. If at the end of Phase I the conclusion is to move forward then Phase II will be started.

Phase II will evaluate locations, costs, positive and negative impacts on operation, and specific risks and rewards. A report will be written and submitted to the board around July 1, 2004.

• **The Environmental Institute of Golf**

This was formally titled The GCSSA Foundation. The mission statement is "committed to strengthening the compatibility of the game of golf with our natural environment." GCSAA was dropped from the name because it was found that in order to work in concert with other organizations to fulfill the mission, the name of the organization needed to better reflect its purpose and focus. At a recent strategic session, 50 representatives from environmental and golf organizations

met. A result from this session was the implementation of a roadmap to generate measurable results through information collection, research, education and outreach programs.

• **National Golf Foundation Avid Golfer Attitudes and Perception Study / GCSAA Outreach Program**

The 2003 report was handed out and the report indicated among many other things that superintendents are being recognized as businesspeople and not skilled blue-collar workers, and golfers are now more likely to view a superintendent as the manager of the facility.

As I mentioned this is only a brief report; if you would like the complete report, please contact GCSAA and they would gladly send you a copy. ♣

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