



Member Offers

Compiled by David Brandenburg, Golf Course Manager, Rolling Meadows Golf Course

With the US Bank Championship at Brown Deere Park Golf Course in Milwaukee July 13 to the 19th it is a good time to review the tournament entry benefits granted GCSAA members.

Complimentary admission to designated golf events is a privilege of membership intended for only those who carry the appropriate valid GCSAA membership card bearing their name. The tournament admission benefits listed below are to be used as a general guideline. Prior to attending any tournament event, GCSAA recommends that members contact the tour's tournament office at the course where the event is to be held in order to verify that specific tournament's admission policy. As of February 1, 2009:

- PGA TOUR (Champions Tour, Nationwide Tour and World Golf Championship events included). Complimentary grounds admission to all PGA TOUR, Champions Tour, Nationwide Tour and

World Golf Championship events is available for all GCSAA Class AA, Class A, Class A-Retired, Superintendent Member, and Superintendent Member-Retired members and their immediate families, when they present a valid gold membership card, along with a picture ID. Cards should be presented at the admission gates.

- The Masters (Augusta National). The governing body at Augusta National has extended complimentary daily admission to include all Class A, A-Retired, and AA Life members possessing a valid gold membership card. You are required to present your current gold GCSAA membership card along with your driver's license at the Will Call booth each day to gain admission.
- PGA of America (PGA Championship and Senior PGA Championship events included). The PGA of America has extended complimentary grounds

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admission to all Class AA, Class A, Class A-Retired, Superintendent Member, Superintendent Member-Retired, Class C and Class C-Retired members and accompanying spouses. Members must present a current gold membership card and photo identification. Spouses must also present a photo ID. Juniors (17 and under) will be admitted into the Championships FREE of CHARGE when accompanied by a ticketed adult. Each adult may bring up to two (2) complimentary Juniors. Junior tickets may be purchased at the Main Spectator Gate and each Junior will have the same level of access as the ticketed adult.

- USGA (All USGA Championships). Complimentary grounds admission to all USGA Championships is available to Class AA, Class A, A-Retired, Superintendent Member and Superintendent Member-Retired members. Complimentary admission to all events, except the U.S. Open, will also be offered to the spouse or guest of these members. To receive a complimentary daily admission, members should park at general parking and take the complimentary shuttle to the Will-Call facility, where they will present their valid gold GCSAA membership card and another form of picture identification. This procedure will need to be followed each day of the championship that the member wishes to attend.
- At the U.S. Open, children age 12 and under will gain complimentary access on a daily basis when accompanied by a credentialed (tickets or badges) adult. Youths age 13-17 will be able to purchase reduced rate tickets when accompanied by a credentialed adult.
- At the Senior Open, Women's Open, U.S. Amateur and Walker Cup, youths age 17 and under will be allowed complimentary admission on a daily basis when accompanied by an adult ticket holder. Junior tickets can be obtained at Will Call or the main spectator entrance of each Championship.
- LPGA Tour. The LPGA Tour honors all current gold and green membership cards.



GCSAA's Government Relations Committee joined members of the board of directors, staff and representatives from 10 allied golf associations in Washington, D.C., May 13, for National Golf Day. The coalition of golf leaders met with members of Congress and their staffs to bring a united message of the industry's very significant economic and social contributions. The committee also held its annual meeting while in Washington.

In addition to focusing on the National Golf Day message of the industry's contributions, the committee also pushed for passage of the H-2B Visa "returning workers" legislation.

At the committee meeting, members began crafting the 2010 Priority Issues Agenda, which outlines the association's legislative and regulatory priorities, along with the associated position statements. The committee also held a strategic discussion on steps that the golf industry as a whole can take now and in the future to address recent anti-golf sentiments in the media and with Congress. The group shared ideas on how to engage golf allies and other potential stakeholders to advance the key "golf is valuable" messages throughout the year.

"The amount of policy that the GCSAA Government Relations committee discussed this year in D.C. was staggering," said committee member John C. Madden Jr. "At our roundtable with the other allied golf organizations to recap our Hill visits, it was illustrated to me that - while there is always room for improvement in defining a unified clear message of our industry - golf's presence on the Hill is now known.

More information about the meetings can be found at GCSAA.org

If you have a need to learn some new skills, prepare for a presentation or just need some education points GCSAA offers "GCSAA ON DEMAND" Webcast sessions.

Each presentation is available at the member price of \$45 and awards 0.2 education points for completion. Registration is available online in the education section of gcsaa.org, by calling GCSAA's Finance & Member Solutions at 800-472-7878 or by returning the fax back form. You may also download an evaluation form you can return after participating to receive your education points.

I counted 103 different presentations covering a variety of topics regarding Business, Computers, Environmental issues, Communication and Agronomics. It a great way for you and your staff to learn from the nations best and brightest all from the confines of your home or office.

You can start planning now for the 2010 Golf Industry Show in San Diego. The interactive Web site www.golfindustryshow.com launched this week with information about the new two-day schedule for 2010, USGA joining the show partnership, and schedules for the event, Feb. 10-11, plus links to the concurrent education conferences of GCSAA, CMAA and NGCOA.

Throughout the months leading up to San Diego, additional information will be added, such as the full exhibitor listing, housing information, and complete hour-by-hour schedules.

The Golf Industry Show is an innovative trade show designed for the owners/operators of golf facilities and the professional members of the golf course and club management industries. The event combines education, networking and solutions for golf course superintendents, owners, operators, club managers, chief operating officers, architects and builders.

The Golf Industry Show is presented by the Golf Course Superintendents Association of America (GCSAA), National Golf Course Owners Association (NGCOA) and Club Managers Association of America (CMAA), along with participating partners Golf Course Builders Association of America (GCBA), American Society of Golf Course Architects (ASGCA) and the National Golf Foundation (NGF).

The USGA will join the Golf Industry Show beginning in 2010 as a participating partner.

In addition to the inclusion of the USGA, the Golf Industry Show will follow an enhanced format in 2010. Based on feedback from attendees and exhibitors, the schedule will be modified so that all events (education conferences and trade show) are held on weekdays. Responding to member and exhibitor desires to preserve more



San Diego offers show attendees a world of recreational opportunities.

of their weekends, the trade show portion of the event will be conducted Wednesday and Thursday (Feb. 10-11), with virtually no competing events. GCSAA, NGCOA and CMAA education will be held on Monday, Tuesday and Friday, with CMAA education continuing through Saturday. In addition to the inclusion of the USGA, the Golf Industry Show will follow an enhanced format in 2010. Based on feedback from attendees and exhibitors, the schedule will be modified so that all events (education conferences and trade show) are held on weekdays. Responding to member and exhibitor desires to preserve more of their weekends, the trade show portion of the event will be conducted Wednesday and Thursday (Feb. 10-11), with virtually no competing events. GCSAA, NGCOA and CMAA education will be held on Monday, Tuesday and

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Tradeshow Week magazine has listed the 2008 Golf Industry Show in Orlando as the 77th largest trade show. *Tradeshow Week* compiles data submitted from trade shows and ranks the 200 largest annual trade shows in the United States. Rank is determined by net square feet of paid exhibit space. There are approximately 3,500 trade shows that occupy 5,000 square feet or more of exhibit space each year in the United States.

Overall attendance at the 2008 Golf Industry Show in Orlando was a record 25,737, and there were a record 10,553 qualified buyers - those who can directly influence a purchase decision. The trade show itself was the largest ever with 965 companies represented with exhibits covering a record 300,900 square feet. 