

## Chapter Delegate Meeting Outcomes

By David Brandenburg, Editor

*EDITORS NOTE: The following was condensed from the GCSAA Chapter Delegate Outcomes and GCSAA.org*

83 Delegates representing 88 of GCSAA's 99 chapters met with the GCSAA Board of Directors and 2014 board candidates, at The Oread Hotel and GCSAA Headquarters on October 1-3, for the 21st annual Chapter Delegates Meeting. Thirty-three of the delegates were first-time attendees including Wisconsin's Jon Canavan.

GCSAA President Patrick R Finlen gave a snapshot of the association starting with evidence GCSAA is in a good position.

- Financially strong
- Offers quality programs and services.
- Delivers value to golf facilities.

However challenges exist.

- GCSAA continues to lose members.
- Needs to diversify revenues.

Finlen went on to discuss the importance of continuing education as members positions have changed. Our responsibilities to our clubs are broader and deeper requiring efficiency and utilizing technology. Regulatory pressures are increasing and although agronomics are important so are skills in business, leadership and communication skills.

Overall golf is contracting in the United States but growing worldwide leading to GCSAA programs and services to be in demand internationally. The contraction of golf here has led to reduces membership numbers and association revenues.

President Finlen finished with the GCSAA's priorities.

- Enhance the association's technology road map – 24/7 access to programs and services; mobile applications; simplification of business processes
- Full implementation of field staff
- Enhance resources to conduct advocacy efforts on behalf of members in

regards to government relations and marketing

- Enhance education programming and membership classifications to remain relevant in the marketplace
- Explore revenue opportunities: new GIS partners, licensing and association services to chapters upon request
- Be prudent in exploring programs/services that expands GCSAA contribution to growing the game worldwide

Next up J Rhett Evans, GCSAA's CEO gave a State of The Association.

GCSAA will move from 16 committees to 9 committees and 20 task groups to engage more members in the associations future.

The financial picture is good despite the declining membership and industry contraction. GCSAA is funded by:

- 47% Industry Support through advertising, sponsorship, exhibit space.
- 27% Member dues
- 15% User fees for education, conference registration and tournament fees.
- 7% EIFG grants and lease space.

Evans shared how GCSAA puts that money to work.

- The associations education, publications and conference and show contain the most expense but also

generate most of the revenue for GCSAA.


- Marketing and branding initiatives are aimed at promoting the profession in the marketplace.
- Chapter services continues to increase as field staff are put into place.

Evans gave a progress report on some of the key priorities of the association.

- GCSAA TV has had 500,000 views in 140 countries in 3 years
- Best annual membership retention rate in 5 years
- Implementation of the Bayer Plant Health Academy and Melrose Leadership Academy
- The development of the new GCSAA App
- 300 scholarships granted annually
- 21 new research projects
- 130 case studies depicting environmental success

The programs was turned over to Vice President Keith Ihms, CGCS who presented the GCSAA Rounds for Research generated \$175,000 in bids from 787 rounds of golf sold. 51 organizations participated and 80% of the money is returned to the organizations.

GCSAA headquarters is 20 years old and is going through improvements and renovations. Work included the roof, parking lot and sidewalks at a total cost of 2.1 million. Rather than take money out of reserves where it has been earning 6.5% it was borrowed at 3%.

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The delegates then broke into groups to discuss 4 membership related questions.

1. The groups consensus was membership classifications should be simplified and the value of being a class A member needs to be communicated to employers, golfers and the public.

2. The majority of groups thought membership standards should be enhanced to highlight business, communication environmental and leadership skills.

3. The consensus was to encourage non class A members to want to achieve class A status employer groups need to see the value of Class A superintendents and actively seek this as part of the hiring decision.

4. The majority thought changes to classifications should take place as soon as possible.

Candidates up for election at the Conference and Show are:

- President - Keith Ihms
- Vice President - John O'Keefe
- Secretary/Treasurer - Peter Grass and Bill Maynard
- Director - (Electing 2) Rafael Barajas, Mark Jordan and John Walker

Remaining on the board to finish two year director terms are Darren Davis, and John Fulling. Pat Finlen will serve at Past President in 2014.

Watch for full candidate details in Golf Course Management Magazine or at GCSAA.org. Feel free to contact Chapter Delegate Jon Canavan if you have any questions or comments.

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On Friday November 22 GCSAA announced that Greg Lyman, Director of Environmental Programs and Jeff Bollig, Senior Director of Communications are no longer working for the association. No explanation was given for the changes.

Also announced was the hiring of Matt Shatto and J.D. Dockstad. Shatto will serve as Chief Operating Officer to replace Richard Konzem who resigned in June. Matt most recently served as the city administrator for North Kansas City, MO.

Dockstad will serve as the new Chief Business Development Officer. J.D. most recently served as the Director of Commercial Facilities for the city of Mesa, AZ. Both men will start Jan. 1st.

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The GCSAA Conference and Golf Industry Show is coming Feb. 1-6, 2014 in Orlando. With the educational events shortened to Monday-Thursday to allow members to get home on Friday or join their families for fun in Orlando.

GCSAA members can attend the CMAA Conference Feb. 4-8 and Expo Feb. 7-8 at the Marriott World Center In Orlando at no charge with their badge.

More information, the complete brochure and travel information can be found on the association website.

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GCSAA has a new mobile app for iPhone and Android users. It will consolidate GCSAA news, social media feeds, GCSAA TV and association information. 