

GCSAA PROGRAMS AND SERVICES

While the Golf Course Superintendents Association of America (GCSAA) bears little semblance to its formative years, the basic tenets that provided the impetus for organizing in 1926 are still alive today. GCSAA is the professional association for the men and women who manage and maintain the game's most valuable resource -- the golf course.

GCSAA came into being because golf course superintendents saw a need to network and share their experiences on the maintenance and upkeep of golf courses. The association would be called upon to provide information to its members, represent their interests and conduct education on their behalf. The Depression and World War II were obstacles to the growth of GCSAA, but its members persevered in extraordinary ways to keep it alive. Personal financial support, publishing a magazine from a member's home and loans from local chapters kept this tight-knit association together. Prosperity and the growth of golf put the association on strong footing. Today, GCSAA and its members are recognized by the golf industry as one of the key contributors in elevating the game and business to its current state.

GCSAA's 21,000 members are comprised of superintendent, assistant superintendent, student, educator, affiliate and retired classifications. The association has 102 affiliated chapters, with 65 countries having a GCSAA member

in residence. Day-to-day affairs are directed by the chief executive officer that reports to a nine-person board of directors elected by the membership. Elected officers include a president, vice-president and secretary/treasurer, all of which are one-year terms. The association's strength lies in its participatory form of governance where committees and resource groups comprised of members bring forward recommendations for programs and services to the board of directors.

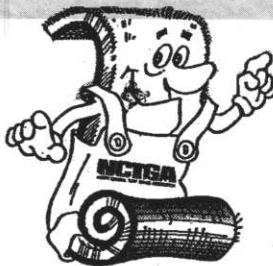
Three different companies comprise GCSAA, however all share the same executive management and support staff. The parent company (GCSAA) is a tax-exempt 501(c) 6 organization responsible for core association activities. The GCSAA Foundation is a tax-exempt 501(c) 3 charitable organization devoted to education, research and historical preservation initiatives. Founded in 1956, the foundation has supported nearly 200 research studies with a combined value of more than \$1 million. It has also provided more than \$2 million in scholarships to 1,200 students. GCSAA Communications Inc., is a for-profit corporation designed to advance core association activities through programs and services such as Golf Course Management magazine. The association is funded primarily through its Conference and Show (education fees and exhibitor fees), sponsorships, donations, advertising and member dues.

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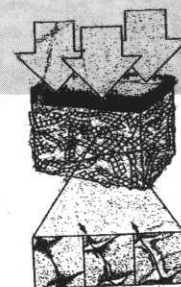


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