

GCSAA State of the Association QUARTERLY REPORT

Quarterly State of the Association reports are published in Newsline to offer GCSAA members a "big picture" view of GCSAA activities and operations. The following report is a synopsis of Steve Mona's quarterly report to the GCSAA Board of Directors.

Accounting

GCSAA successfully completed its year-end closing procedures and annual audit. In addition, the association continues to investigate a "check by phone" payment process.

Career Development

The 2000 Leadership Survey continues to be picked up by major media. Since the survey results were released last February, facts have appeared in publications with a total circulation of 8 million readers. The golf season video news releases distributed in 2000 have been viewed by more than 750,000 people. Currently, 5,000 members receive ERS subscriptions, with more than 90 percent accessing the service online.

Qualitative research has been completed on the state of the superintendents' profession. Phase one of the study focused on superintendents who were asked to discuss their level of satisfaction with their progress and GCSAA's efforts to advance the profession. Phase two targeted employers and how they view the role of the superintendent in the industry and the role of the association. Phase three examined how avid golfers view the role and importance of the superintendent and the association.

The study isolates trends and will provide the direction necessary to increase the visibility of superintendents and understanding of the profession. The information also will be used to direct the association's future public relations initiatives.

GCSAA continues to work with the National Golf Course Owners Association and the Internal Revenue Service on golf course depreciation issues. The association also is continuing to monitor issues regarding seasonal employment and unionization so that GCSAA can be a source of infor-

mation on these topics.

Communications

GCSAA is wrapping up the second year of the PGA Tour media program with unprecedented success. Exposure is at an all-time high, and the program has been expanded to include weekly PGA Tour Radio interviews.

GCSAA will be partnering with Golf Digest to present the Environmental Steward Awards beginning in 2002. The combined awards will be presented under the title GCSAA/Golf Digest Environmental Leader in Golf Award. Out of the 74 applications submitted for the 2001 Environmental Steward Awards, 41 chapter winners, 19 merit winners and three national winners were selected.

Public service announcements continue to be distributed. An estimated 50 million viewers will see these two vignettes. Public relations toolkit "tools" will continue to be distributed. Upcoming toolkits will be tied to the 75th anniversary.

Corporate Marketing and Sales Conference and Show / Foundation

With 595 exhibitors and 255,900 square feet of exhibit space, the trade show continues to grow as February approaches. And, with 65 percent of those who have registered for hotels staying over Saturday night, it appears the new closing session will be a successful addition to the conference and show.

The conference and show directory has been redesigned in a pocket size for greater ease of use.

GCSAA continues to develop programs that will make it easier to attend conference and show. Online registration and multiple registration packages will provide attendees with options that fit individual needs and desires.

The Foundation's "Investing in the Beauty of Golf" campaign has raised \$4.5 million. Currently, 111 companies have donated 155 items to the silent auction with a value of \$325,601. The Foundation also received \$237,152 generated from 6,001 dues renewals. In addition, the Golden Tee Club currently has 429 members.

Education

GCSAA's first videoconference education seminar was successful. Approximately 60 individuals participated in the seminar from seven separate sites in Texas. GCSAA is discussing opportunities for future videoconference seminars. The association is providing information about the Professional Development Initiative to chapters and individuals upon request.

(Continued on Page 21)



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GCSAA State of the Association-

(Continued from Page 20)

Superintendent members of the membership standards resource group have contacted each chapter to offer presentations on PDI. Presentations will be given to the chapters that request them.

GCSAA is continuing to develop return-on-investment methodology to determine the financial and time benefits that result from GCSAA education.

Environmental Stewardship

GCSAA's first performance management survey was mailed to all Class A and B members. Results will be reported at the conference and show in Dallas. GCSAA and the Center for Resource Management have completed final editing of the "Collaboration Guide," which will be introduced in Dallas.

In addition, a new Audubon Sanctuary specialization is being developed for the environmental management program.

Executive Management

The association continues to focus on its performance management system, the expansion of conference and show and the implications of PDI and classification standards. GCSAA also is focusing on the association's role in the Golf 20/20 Conference and the results of that meeting. In addition, GCSAA is planning to use its 75th anniversary celebration as a platform to advance the association's outreach, public relations and communications goals.

Government Relations

GCSAA's relationship with its lobbying firm continues to develop well. GCSAA's government relations department is working with members on environmental and regulatory issues. Water resources and use will be major topics at the Dallas conference and show.

GCSAA is planning for a legislative conference to take place in Washington, D.C., in conjunction with the association's 75th anniversary. GCSAA also is preparing for the final American with Disabilities Act Architectural Guidelines regarding rules for construction and renovation of golf courses. In addition, the association will begin publishing quarterly articles in GCM pertaining to OSHA regulations.

Historical Preservation

GCSAA completed its first major exhibit for its new lobby display. "The Reel Story: The Evolution of the Golf Course Mower" opened Sept. 8. Exhibits will rotate approximately every six months.

The first four chapters of a book about the history of the profession and the association have been completed. The book will be completed by the 2002 conference and show in Orlando.

Exhibit plans continue to be fine-tuned for conference and show. Seven historical exhibits are planned for Dallas.

Human Resources

GCSAA is educating staff on the role of the superintendent through "A Day in the Life of a Golf Course Superintendent" events. The association also is working on

staff competencies and will be conducting a pilot program for a 360-degree evaluation of association managers.

Information Services

GCSAA continues to respond to members' information needs, and the association is redesigning and developing several new information packs. GCSAA also is developing online ordering for information packs. In addition, the association is addressing space issues for archiving association records.

Internet Services

The GCSAA Web site is averaging 2.8 million hits a month, and 40 percent of GCSAA members are registered on the Web site. The conference and show Web site, which was launched Sept. 1, has been successful in disseminating information about the event and providing real-time registration for attendees. GCSAA's Internet strategy is now fully under way, with strong progress particularly in the Net Market Knowledge Management area of focus. Staff also is integrating the site's security system with new discussion forum software, which will be launched as soon as possible after the conference and show.

Management Information Systems

The association conducted an audit of the MIS structure and made the appropriate changes and updates, including a redesign of the computer room for greater access and control of key equipment. Technology supporting a new training venue was installed in the auditorium and GCSAA is working on the installation of an information kiosk in the atrium of the headquarters building.

Member/Chapter Services

The association held its annual Chapter Delegates Meeting in September. The meeting included productive discussions of Professional Development Initiative and classification standards.

The membership/chapter services department is preparing for the impact of the PDI if it is approved at GCSAA's annual meeting in Dallas. GCSAA also is working to ensure that its certification exam is tied to the competencies on which its education program is based. There was a 22-percent increase in certification applicants and newly certified superintendents from last year. In addition to focus on PDI and certification issues

Research

Clark Throssell, Ph.D., accepted the director of research position, replacing Jeff Nus, Ph.D., who recently accepted the position of research manager at the USGA. Throssell has been associated with GCSAA for many years and currently serves on the education committee and faculty resource group. Prior to accepting the position with GCSAA, he was a professor of turfgrass science at Purdue University.

Publications

A survey conducted on industry publications resulted in 72 percent of respondents naming Golf Course Management magazine as the top publication in the industry, and 70 percent indicating that they regularly read 50 percent or more of the magazine.