

State of the GCSAA

By STEVE MONA
USGA President

Quarterly State of the Association reports provide GCSAA members with 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. For more information, visit GCSAA's Web site at www.gcsaa.org.

Career Development

GCSAA has developed a new image enhancement strategy based on qualitative research conducted last fall. As part of this strategy, GCSAA is using television instead of print media for this season's media campaign. Television spots are airing on The Golf Channel through Sept. 30. The television spot also will advertise GCSAA's new consumer Web site, www.golfsuper.com, which launched in April or early May. GCSAA continues to expand its online ERS services. Online application forms now allow members to apply for positions directly to employers via e-mail. This year, at GCSAA's conference and show, the career development resource center showcased an online employment center. Currently, 63 GCSAA chapters are working in an official capacity with First Tee facilities. The association also is developing a public service announcement for homeowners on pesticide use with a grant from the Pesticide Environmental Stewardship Program.

Communications

GCSAA completed a highly successful conference and show with media coverage in such outlets as the San Antonio Express News, Dallas Morning News, Fort Worth Star Telegram, Sports Illustrated, Los Angeles Daily News, and The Golf Channel. The professional golf events reception brought CBS-TV coordinating producer of golf Lance Barrow as a featured speaker. The first quarter of 2001 brought extensive media coverage, including "The Golf Course Superintendent's Analysis" in all The Golf Channel's televised events and exposure through GCSAA's relationships with allied associations, such as the PGA Tour. The association continues to receive media play through its sponsorship of Senior PGA Tour player Jim Colbert, who wears GCSAA's logo on his shirt. GCSAA also plans to begin a program of communication aimed at publicizing GCSAA's 75th anniversary. The Golf Channel media buy value ad will continue with superintendent interviews and a 75th anniversary feature. GCSAA has finalized the restructuring of its environmental award program with Golf Digest.

Corporate Marketing and Sales/Conference And Show/The GCSAA Foundation

A record 750 people participated in GCSAA's annual tournament, which took place this year in San Antonio, Texas. Mitch Clodfelter, superintendent at Cowans Ford Country Club in Stanley, N.C., won the 2001 GCSAA Golf Championship. 550 people participated in the four-ball tournament. A record 275,500 square feet of exhibit space was sold for the 2001 conference and show in Dallas, accommodating 735 exhibitors. 20,500 people attended the conference and show. GCSAA is researching the feasibility of growing conference and show attendance and influence by merging GCSAA's trade show with the trade shows of other selected allied associations. The association is focused on several Foundation issues, including capping the "Investing in the Beauty of Golf" campaign. The GCSAA Foundation received 6,300 donations through dues contributions, which resulted in \$248,000. Currently, there are 543 Golden Tee members.

Education

GCSAA has completed 79 regional seminars with an average attendance of 39. This number combines all forms of the regional program, including the traditional program, the Superintendent Leadership Series and the chapter-administered programs. In November, the association hosted the first session of the GCSAA Leadership Institute; 19 people, representing 18 chapters, participated in the program. The participants are using GCSAA's action learning guidebook to address specific challenges their chapters are facing. Environmental stewardship The association continues to work with Audubon International to increase participation in the sanctuary program. Results of the Performance Measurement Survey, which is part of the Golf and Environment effort, were presented Feb. 16 at the conference and show. Also at conference and show, GCSAA introduced the Collaboration Guide for Golf Course Development, which was jointly funded by GCSAA and USGA, and the Environmental Principles Checklist. Information services GCSAA has completed the redesign and updates of information packets and mini packets. A total of 37 information packets and 17 mini packets were on sale in the bookstore at the Dallas conference and show, and the packets will continue to be available through the service center.

(Continued on Page 27)

State of the GCSAA—

(Continued from Page 24)

Government Relations

GCSAA has completed the redesign of the Government Relations section of the Web site, which now includes an online advocacy and legislative tool called the "GCSAA Legislative Action Center." The tool allows members and chapters to access a wide variety of information about lawmakers and the legislative process. A legislative conference is being planned for the spring of 2002. It will include a reception, visits with legislators and educational programs. The association continues to work on issues related to the Food Quality Protection Act and the Americans with Disabilities Act.

Historical Preservation

Six major historical exhibits were created for the Dallas conference and show, in addition to historical displays by 28 vendors. Several travelling exhibits have been shipped to regional turf shows. Work continues on the 75th anniversary gala in Lawrence, Kan., and Kansas City in September. GCSAA also is planning a golf tournament in addition to the other anniversary festivities. Along with the 75th celebration, the association is encouraging members to participate in the commemorative brick program and the golf ball showcase. In addition, a 75th anniversary toolkit will be available to help chapters celebrate GCSAA's anniversary. GCSAA member Gordon C. Witteveen and affiliate-member Bob Labbanca have completed four chapters of the book they are writing on the history of the profession. The book is scheduled for release by the 2002 conference and show. Membership/chapter services The association is focused on increasing membership, which currently numbers 21,075. To address this issue, GCSAA is contacting nonmember superintendents and non-renewing superintendents. The \$75 dues opportunity, offered in conjunction with the association's 75th anniversary, is another way GCSAA is planning to impact membership numbers.

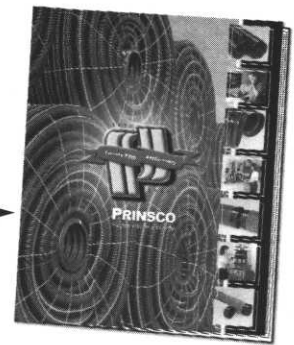
Member/Chapter Services

The membership committee established the first cut of proficiency levels for Class A members, which will be used by superintendents to assess themselves when using the Professional Development Resource. The certification committee also has set the proficiency levels for certified

superintendents. Work has begun on the redesign of the certification exam, which is being updated so it more closely aligns with and supports the competencies. In chapter relations, GCSAA has identified limited budget outreach program liaisons for 57 affiliated chapters, and 101 affiliated chapters have identified
(Continued on Page 28)

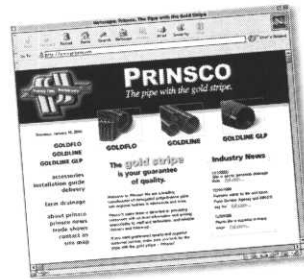
Two ways to check out the new and improved Prinsco...

Call



Call for a free catalog at
(800) 992-1725, or
see the distributor nearest you

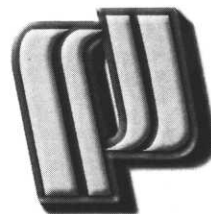
or



Click

Visit our new website at
www.prinsco.com

**MN Corporate
Headquarters
(800) 992-1725**



Website & online
catalog:
www.prinsco.com

PRINSCO
The pipe with the gold stripe.

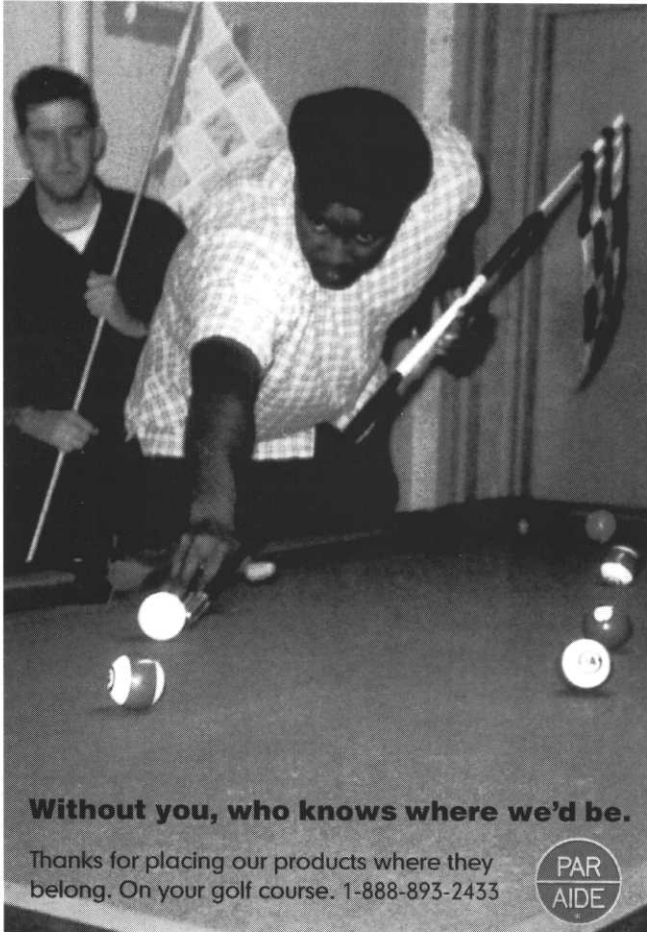
State of GCSAA—

(Continued from Page 27)

a 75th anniversary representative. The speakers bureau program also is in full swing -- approximately 50 chapters a year take advantage of the presentations. Merchandise and bookstore The association launched the 75th anniversary merchandise catalog last fall and all merchandise has been placed on the Web for online purchasing. Second quarter revenue for the bookstore was \$67,135. GCSAA opened a satellite bookstore at conference and show. In addition, 36 titles, which aren't normally offered through the bookstore, will be available this year to the membership at below suggested retail cost.

Publications

A 320-page January issue of Golf Course Management magazine was completed for conference and show. The September 2001 issue of GCM will be a commemorative issue of the magazine to celebrate the association's 75th anniversary. GCM also collaborated with Golf Digest to co-publish the Top 100 Golf Course List in the May issues of both GCM and Golf Digest. NewsOnline, the Web-based version of Newsline, is being delivered to all members and has been well received.



Without you, who knows where we'd be.

Thanks for placing our products where they belong. On your golf course. 1-888-893-2433



Research

For the fourth year, GCSAA prepared research posters for display at the conference and show. This year, the exhibit demonstrated each of the 29 projects that The GCSAA Foundation currently funds. Six speakers gave presentations on a range of research issues at the conference and show in Dallas.

Internet Services

The GCSAA Web site is averaging 3 million hits per month. Forty percent of GCSAA's members are registered on the Web site, and 48 percent of registered members use the Web site on a monthly basis. The conference and show Web site, which launched Sept. 1, was successful in disseminating information about the event. At conference and show, GCSAA greatly expanded its program over last year's conference, including an Internet Strategy Update, a Web demonstration area, a cyber café, a series of hands-on workshops and giveaways to publicize the "Get Connected" concept. GCSAA also is advancing the Net Market RFP process, Knowledge Management focus groups and enrollment strategy discussions.

Accounting

GCSAA has successfully implemented "check by phone" payments to allow members to order items at headquarters using a check or credit card option of payment. The association also is investigating the possibility of electronic fund transfers for donors to The GCSAA Foundation.

Human Resources

The association completed its team member benefit enrollment for the year 2001 maintaining a competitive package. Online tools are guiding staff members in performance management and professional development, ensuring an affective and professional staff to serve GCSAA members.

Management Information Systems

GCSAA has completed a comprehensive program that has aligned all users with the proper level of PC hardware and software. User activity is monitored to ensure a consistent level of service across the entire network. With the passing of PDI, the association also is focussed on preparing for the additional support requirements that will be placed on the association's computer environment.

Executive Management

GCSAA continues to work on the Net Market and Knowledge Management initiatives, as well as the 75th anniversary and the Professional Development Initiative.