

The State of the GCSAA

By STEVE MONA, CAE,
Chief Executive Officer, GCSAA

Quarterly State of the Association reports are published in Newline 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. If you have questions, please use the staff contacts to direct your query to the appropriate person.

GCSAA is dedicated to serving its members, advancing their profession and enhancing the enjoyment, growth and vitality of the game of golf. To meet this commitment, GCSAA is focused on four strategic initiatives to:

Help members achieve career success

The Relocation Package, a new career resource to assist members who have changed jobs, is available online at www.gcsaa.org. The employment center at conference and show is being enhanced to provide improved member services.

Fifteen seminars will be offered this year through the Superintendent Leadership Series, which is funded through the Callaway Golf Grant for Professional Development through The GCSAA Foundation.

The association is beginning a new season of regional seminars. This season, 82 seminars are scheduled regionally, and 17 programs will be offered through the chapter administered program, up from five last season. The association has developed two online self-study programs that will be available in September. GCSAA also is examining a long-range plan for pricing educational products and services.

GCSAA has 120 seminars scheduled for conference and show in Orlando. The association also is identifying speakers for the Environmental Success Stories Session. At the government relations session, a panel of superintendents

will discuss nutrient use. The research session will feature four scientists who will discuss their GCSAA-funded projects.

The Professional Development Resource (PDR) is being improved, including increasing the speed of the program for members.

PDI scorecards will be distributed in July 2002 in order to assist members in tracking their membership classification requirements.

The certification committee, with input from Galton Technologies and a Web-based survey of approximately 1,200 certified members, has completed the new testing objectives for the redesign of the certification exam. The committee will now focus on finalizing the exam format and developing exam questions.

Advocate on behalf of the membership and the profession.

Planning continues for the March 18-19 Legislative Conference in Washington, D.C. Events include a Congressional reception and conference speakers. The association is working with the PGA Tour to schedule Senior Tour players for attendance at the conference.

In addition, the GCSAA Political Action Committee (PAC) papers will be filed with the Federal Election Commission in fall 2001.

Representatives of GCSAA will attend an organizational meeting of the National Alliance on Accessible Golf (NAAG) and will host a follow-up meeting at conference and show to the April National Forums on Accessible Golf meeting.

In May, the association launched a site geared for the general golf public. GCSAA's new site, www.GolfSuper.com, initially created for viewers of GCSAA's television spot, has received more than 165,000 hits by more than 1,500 first-time visi-

tors.

The Pesticide Environmental Stewardship Program video was completed and distributed to chapters, and the 30-second public service announcement was aired in Charleston, S.C., and Colorado Springs, Colo.

The Jim Colbert sponsorship continues to provide positive exposure for GCSAA. CNBC is considering highlighting GCSAA's 75th anniversary on its new show, *Golf Portfolio*.

The association participated as the presenting sponsor of the American Junior Golf Association (AJGA) Girls Junior Championship in Lawrence, Kan. GCSAA assisted with several duties, including media relations.

Provide authoritative information to the membership, the profession and the industry

The environmental stewardship committee is reviewing the Performance Measurement Survey in order to improve data collection.

The association is improving the updating process for information packets. In addition, a table of contents and order forms for the packets are now available on the association's Web site.

The association is working with Ted Horton, CGCS, to develop an environmental toolkit that will provide information on low-cost environmental projects, as well as empowerment tools to help superintendents gain the support needed to be environmentally active.

The 75th commemorative issue of GCM was published in September. Also in publications, the editorial production process of Newline has been improved.

At headquarters, GCSAA hosted a successful media roundtable for turf
(Continued on Page 19)

State of the GCSAA—

(Continued from Page 18)

trade media. Also at headquarters, a new exhibit is being installed in the atrium. "A Glimpse in Time" includes artifacts from the 1920s and 1930s.

The association continues to work on its historical exhibit for the Orlando conference and show and conclusion activities for the 75th anniversary. GCSAA also is working to expand its traveling exhibits and historical photograph catalogs.

Provide dynamic, responsive services to the membership, the profession and the industry

The association has made improvements to the conference and show brochure, registration process and shuttle service. The conference and show Web site, including online registration, has launched and is available through the association Web site or directly at www.golfcourseshow.com. The association began mailing conference and show credentials Sept. 15.

At the conference and show in Orlando, Jimmy Johnson will be the keynote speaker at the Opening Session, and Mike Singletary will be the keynote speaker at the Golf General Session. The group .38 Special will perform at the President's Dinner Show.

The association is working with the Center for Resource Management to develop a demonstration project at Fort Benning, Ga., and a manual of best management projects on military golf courses. GCSAA also has begun work with the National Arbor Day Foundation on a golf facility that will be built on National Arbor Day Foundation grounds.

Association representatives will meet with the United States Department of Agriculture - Agricultural Research Center (USDA-ARC) this fall to discuss the proposed National Turfgrass Laboratory that would produce turfgrass research for turfgrass practitioners, including golf course superintendents.

GCSAA continues to use the Internet to reach its members and disseminate information. More than 9,200 members are registered online. The association plans to launch an online storefront as part of its Internet Commerce Initiative. Two industry client discussion meetings have been held to gather input on the initiative. New discussion software for GCSAA's online forums is scheduled to launch this fall.

Membership is at an all-time high with 21,750

(Continued on Page 23)

©2000 Syngenta.

ASSURED PERFORMANCE

Banner^{MAXX}
FUNGICIDE

Barricade
HERBICIDE

Daconil
Fungicide

FUSILADE[®] II
Turf & Ornamental Herbicide

Heritage
FUNGICIDE

Primo^{MAXX}
PLANT GROWTH REGULATOR

REWARD
Landscape and Aquatic Herbicide

Scimitar^{GC}
INSECTICIDE

Subdue^{MAXX}
FUNGICIDE

syngenta

SYNGENTA PROFESSIONAL PRODUCTS

PO Box 18300, Greensboro, NC 27419-8300

Important: Always read and follow label instructions before buying or using these products.

Banner MAXX®, Barricade®, Daconil®, Fusilade®, Heritage®, Primo MAXX®, Reward®, Scimitar®, Subdue MAXX®, and the Syngenta logo are trademarks of Syngenta.

State of the GCSAA—

(Continued from Page 19)

members. Increased student membership also is a focus, in addition to increasing the number of affiliate memberships and regular members through the 75th anniversary \$75 dues offer.

The association is collecting chapter membership applications to distribute with GCSAA membership applications in order to expedite the dual membership application process.

To reduce the time commitments placed on chapters, several chapter liaison positions to GCSAA have been eliminated. In addition, GCSAA staff has begun contacting every chapter on a monthly basis to determine chapter needs.

The association is examining its outreach efforts to limited-budget facilities in order to provide the appropriate and desired level of service to this member group.

GCSAA is contacting regional turfgrass associations to gather information about the conferences they host or sponsor. The information collected will be used to develop a philosophy regarding the association's participation at regional trade shows and conferences.

The association's accounting department is exploring the use of electronic funds transfers for repetitive vendor payments that will allow the department to focus on other association and member projects and programs.

GCSAA CONFERENCE AND TRADE SHOW SET FOR FEBRUARY 3-10 IN ORLANDO, FLORIDA

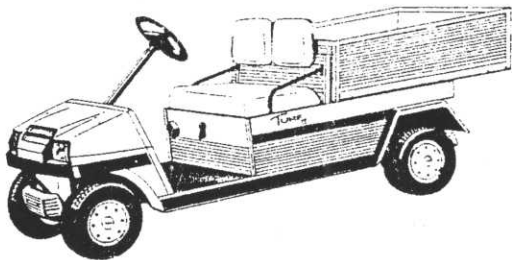
The human resources department is improving the staff performance management system to ensure that it is tied to the organization's goals and objectives.

The management information systems department has engaged gomembers.com to assist in updating GCSAA's membership database.

The Foundation's "Investing in the Beauty of Golf" campaign has raised \$4.79 million.

A staff reorganization has resulted in a new organizational structure that includes five centers in which association business is conducted. A strategy council has been formed to examine opportunities for new programs and services, and several staff teams are working in consort with member committees.

OUR CARRYALLS WORK OVERTIME SO YOU DON'T HAVE TO



GET OUT
AND
STAY
OUT.



Minnesota Golf Cars and Utility Vehicles

951 EAST 79th STREET BLOOMINGTON, MINNESOTA 55420

(612) 853-9836

CLUB CAR
INGERSOLL-RAND

CARRYALL
AUTHORIZED DEALER