

# The State of the GCSAA

GCSAA currently has 21,955 members, and the association expects to surpass 22,000 members this summer. Of the membership, 1,807 members are currently active CGCS members.

GCSAA conducted its first Chapter Leadership Conference May 21-22 at headquarters in Lawrence, Kan. The conference was designed to help ensure the development of strong leadership for chapters.

In order to provide members with the most up-to-date resources, GCSAA information packets will be updated on a year-round basis. In order to assist members with compliance issues, an Americans with Disabilities Act toolkit will be created and sent to chapters' government relations liaisons.

GCSAA has been working with members nationwide on the issue of drought. Through concerted efforts, the association and its members have addressed this issue in a proactive manner and have received positive media exposure in many regions.

An informational brochure is being developed to describe the entry-level and ongoing requirements for Class A membership. Information about requirements for certification, based on the new member requirements as of July 1, 2003, will be included.

GCSAA is preparing for the PDI scorecard mailing this fall and for the redesign of the certification exam.

## Be a Powerful and Influential Advocate for the Interests of our Members, the Profession and the Industry

GCSAA continues to work closely with members and industry partners on issues such as water and pesticides. The association remains a leader in the National Alliance for Accessible Golf, representing the needs and interests of the profession.

In regard to environmental issues, GCSAA is working with the National Arbor Day Foundation on the National

Habitat Documentation and Restoration Project and with Audubon International to continue promoting the Cooperative Sanctuary Program. In addition, GCSAA will play a prominent role in the Golf and the Environment Conference.

The historical preservation committee is investigating opportunities to leverage the association's historical collections to raise awareness about the superintendent profession and recognition for GCSAA members.

Although the 75th anniversary of the association has passed, the association continues to use the profession's history book, "Keepers of the Green," as a tool to raise awareness about the profession and its heritage.

The Leadership Survey continues to provide useful information to the media. At this time, more than 10 publications have used infographs from the survey.

Tournament fact sheets continue to supply the media and golf enthusiasts with reliable information about tournament courses, while simultaneously providing exposure for GCSAA members and the profession. The USGA will begin establishing links to GCSAA tournament fact sheets for USGA tournaments.

## Be the Recognized Authority on Continuing Education, Information and Issues Related to Golf Course Management

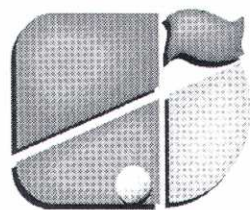
Through the third quarter, GCSAA had conducted 78 regional seminars. In 2003, 104 regional seminars are planned. A total of 100 seminars are planned for conference and show in Atlanta, 14 of which are new programs.

In partnership with the Irrigation Association, GCSAA will offer the Golf Course Irrigation Auditors class and examination in Atlanta, and the association is working with the CMAA to offer CMAA's Business Management Institute to superintendents interested in pursuing a career path in club management.

The Internet is becoming a part of the association's educational offerings. GCSAA has made "Weed Management and Turfgrass Physiology" learning opportunities available online through funding from The GCSAA Foundation. In addition, GCSAA conducted its first Webcast on March 13.

To provide information on resources, services and programs available to chapters, GCSAA has

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# State of the GCSAA—

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services and programs available to chapters, GCSAA has redesigned the chapter extranet. The association also has launched a chapter administrator listserver to provide chapter executives and volunteers a forum in which to network and to share ideas and successes that may benefit other chapters.

GCSAA will begin its wetting agent evaluation in April 2003. The association is currently identifying an advisory committee for the evaluation project.

At the 2003 Research Session, a brief overview of the research program will be included.

## Be a Strategically Positioned, Dynamic And Responsive Organization

GCSAA has instituted a quality improvement initiative to identify areas of member service that may be improved and to maintain and build on areas that are strong. One of the first areas the association is addressing is conference registration. Major improvements were made in 2002 com-

pared with 2001; however, there continues to be opportunities for better service. The association is developing a plan for superior registration service in 2003.

The budget for the 2002-2003 fiscal year has been approved, and GCSAA has set goals that allow the association to continue providing programs and services that meet the needs of the membership, while operating in a leaner economic environment.

GCSAA Online continues to serve as an important source of dynamic, responsive service. Web registrations have surpassed the 10,000 registered-user mark, with 54 percent of Class A members and 48 percent of the entire membership registered online. In order to provide members with a quality online experience, the Web site is being relaunched with a new streamlined home page design July 17.

The Golf Super-Market is continuing to grow. A total of 35 storefronts are currently showcased in the Golf Super-Market.

The Web site for the conference and show, [www.golf-courseshow.com](http://www.golf-courseshow.com), is now being maintained on a year-round basis. Members may obtain information about the Atlanta conference and show 24 hours a day.

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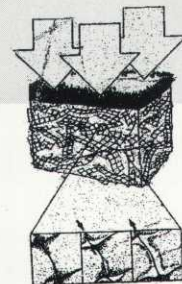
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