

CHAPTER DELEGATES MEETING OUTCOMES

DECEMBER 1, 2001 - GCSAA HEADQUARTERS

LAWRENCE, KANSAS

DECEMBER 2, 2001 - KANSAS CITY AIRPORT MARRIOTT

KANSAS CITY, MISSOURI

(Editor's Note: Meeting participants included Delegates Representing 99 Affiliated Chapters, GCSAA Board of Directors, and 2002 GCSAA Board of Directors Candidates.)

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GCSAA's Board of Directors, the 2002 GCSAA board and officer candidates, and delegates representing 99 of GCSAA's 102 affiliated chapters convened at GCSAA Headquarters on Saturday, December 1 for the 9th annual Chapter Delegates Meeting. Nearly 50% of the delegates were first-time visitors to GCSAA Headquarters.

Prior to the meeting, attendees participated in a dedication ceremony to commemorate GCSAA's 75th anniversary. Brad Pearson, golf course superintendent at Holdrege Country Club in Holdrege, Nebraska was on hand to unveil the Old Tom Morris statue. Pearson designed and sculpted the statue, which is on permanent display in front of the GCSAA Headquarters building. Pearson was assisted with the unveiling by David W. Fearis, CGCS, 75th anniversary resource group vice chairman and R. Scott Woodhead, CGCS, GCSAA Immediate Past President.

Tommy D. Witt, CGCS, GCSAA President and Timothy T. O'Neill, CGCS, 75th anniversary resource group chairman, shared thoughts on the founding of the association and discussed plans to celebrate the anniversary at the conference and show in Orlando.

The Chapter Delegates Meeting was called to order at 9 a.m. by Michael Wallace, CGCS, GCSAA Vice President and Chapter Relations Committee Chair. He welcomed everyone to GCSAA Headquarters and thanked them for their willingness to participate in the rescheduled meeting, originally planned for September 15-16, 2001.

President's Message - Tommy D. Witt, CGCS

GCSAA President Tommy D. Witt, CGCS, also welcomed the delegates to the meeting. In his president's message, Witt encouraged the delegates to interact with one another, participate in the meeting discussions and take back to their chapter's members the information learned at the meeting. Witt noted that superintendents' compensation, recognition and visibility are at an all-time high. However, employers' expectations of superintendents and the challenges they impose upon them are equally high.

Witt said superintendents must be willing to grow, remain flexible, compete and excel in order to survive the demands of today's economy and the golf industry. He said that superintendents are the masters and planners of their individual professions.

Witt also encouraged the delegates to spend time getting to know the 2002 GCSAA Board of Directors candidates.

They will be the leaders of the association in the next several years. The nine current GCSAA board members have read a book entitled, *The 21 Irrefutable Laws of a Leader* by John Maxwell. The book focuses on being a person of influence and integrity and learning to lead people. These are characteristics the board strives to maintain.

State of the Association - Stephen F. Mona, CAE

Chief Executive Officer Stephen F. Mona, CAE gave a state of the association presentation to the delegates. He discussed GCSAA's short-term and long-term goals. GCSAA has 22,000 members in 61 countries and 12 territories. The association has about 120 staff. Mona introduced Chuck Borman, CAE as GCSAA's new Chief Operating Officer.

The association consists of GCSAA, GCSAA Communications Inc. and The GCSAA Foundation. The Foundation funds GCSAA's scholarship and research programs, as well as historical preservation and curriculum development efforts. All together, the revenue for the association is nearly \$21 million. GCSAA has nearly 1,800 certified golf course superintendent members, as well as 102 affiliated chapters and 55 student chapters.

The association's four key strategies are:

1. Help members achieve career success. GCSAA wants to enhance its members' job continuity, and expand their career opportunities. Some members aspire to become general manager, director of golf or chief operating officer at their facility. GCSAA wants to help position those members so that they have the opportunity to move in that direction, if they are so inclined.

2. To be a powerful and influential advocate for the interests of the profession and our members. The association is focused on national media awareness. Television spots, a leadership survey at the conference and show, Jim Colbert serving as a spokesperson for GCSAA, media outreach pieces and articles are all ways that the association is building awareness of the golf course superintendent profession. The Golf Channel recently aired a two- to three-minute documentary that appeared during the Warburg Cup. It featured interviews with Arnold Palmer and Rees Jones, and was well received.

Advocacy is conducted through GCSAA's government relations programs. GCSAA has a national focus through the support of Reed Smith, a lobby firm from Washington, DC. GCSAA's government relations staff serves behind the scenes to identify state and local issues and then mobilizes chapters to contact and interact with their legislators.

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Chapter Delegates Meeting—

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GCSAA is positioning itself as a golf organization that happens to be in turfgrass. This is a change from being a turfgrass organization that happened to be in golf. GCSAA wants to be at the table when major decisions are being made in the world of golf. The association has representation on the World Golf Hall of Fame Selection Committee, Golf 20/20, the National Golf Course Owners Association and the First Tee Advisory Committee, among others.

3. To be the recognized authority on information and issues related to golf course development, management and operations. The goal is to have members think of GCSAA first when they need information. The Web site is averaging 3.8 to 4 million hits per month. Forty-three percent of the membership is registered on the Web site. GCSAA's newest Web site - golfsuper.com - is averaging 90,000 hits per month.

GCSAA is also charged with being the organization that pays attention and manages environmental issues for the industry.

4. To be a strategically positioned, dynamic and responsive organization. GCSAA serves mem-

bers through chapters. GCSAA is as strong as its chapters are collectively.

GCSAA's Internet strategy is one strategy for providing dynamic, responsive services to the membership. This strategy consists of five elements: Internet commerce, online education, knowledge management, 24/7 services so that members can access the Web site and conduct business at any time, and image enhancement (i.e. the development of the golfsuper.com Web

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site).

Other major initiatives for the association are the conclusion of the "Investing in the Beauty of Golf" campaign, which reached its goal of \$5 million. Two endowments are being created. One is for applied agronomic research on the golf course under actual playing conditions, and the second is to help fund curriculum development.

GCSAA is working on the expansion of the conference and show. The goal is to have 30,000 attendees (primarily golf course superintendents) by 2005. GCSAA also wants to expand its membership to 30,000 by 2005, with representation at 80% of the golf courses in the U.S. Current penetration rates are 55%.

For the future, GCSAA wants to be one of the leading organizations in golf. Secondly, GCSAA wants the golf course superintendent, by 2005, to be recognized as the key to the economic success of the facility by employers and influential golfers and the key to the enjoyment of the game by golfers. GCSAA, through its public relations efforts, continues to meet the challenge of getting the average golfer to make the connection between the enjoyment of the game and the contributions of the superintendent that attribute to that enjoyment.

The state of the association is strong. GCSAA has good sources of revenue and cash flow. Membership growth, participation in activities and recognition within the industry are strong. Challenges exist - particularly with the current state of the economy. However, the future has never been brighter for the golf course superintendent. Mullen (a public relations firm that provides consulting for GCSAA) has conducted research to show that employers recognize the superintendent as the most influential person at the golf facility. At a recent event, Jim Colbert stated that GCSAA will be recognized as the top organization in golf within the next four to five years because its members have more influence on the game than anyone else.



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