

It's in the Hole

GCSAA Approves \$19.4 million Budget

At GCSAA's December 1 meeting, the Board of Directors approved a nearly \$19.4-million budget (GCSAA-GCSAA Communications Inc. combined) designed to achieve important strategic indicators during 2007. The meeting was held on the heels of the Industry Executive Roundtable, which brought together GCSAA leaders and top executives of several golf industry companies to discuss the golf economy and opportunities for growth.

Highlighting the 2007 plan and budget is a \$1.15-million positioning campaign to reach employers and avid/influential golfers and create marketplace awareness, understanding and demand for GCSAA Class A members and the association. Funding for the commitment includes \$695,000 in funding from GCSAA's strategic reserves and \$455,000 in the annual operating budget.

Messages

Messages directed to employers will position GCSAA Class A members and GCSAA as representing qualified professionals who are:

- Key to the customer's golf experience
- Crucial to the facility's revenue generation
- Effective business managers
- Responsible for mitigating both expenses and risk

Messages to avid/influential golfers will position GCSAA and its members as delivering:

- Enjoyment of the game
- Quality playing conditions
- The golfer's "third place" - the main place to spend time besides home and work.

The integrated marketing plan will also illustrate to member and non-member superintendents the value that GCSAA provides, increasing demand for involvement with the association.

Golf Channel

Included in the 2007 positioning campaign is an \$800,000 media buy with The Golf Channel, including a first-time presence in TGC's online properties. The Golf Channel website's home page will feature a GCSAA area with links to course setup information for the week's events. The network's weekly e-newsletter will incorporate GCSAA-provided course setup information, including a link to a specially designed area of the GCSAA.org website.

Advertising

Additional media buys include year-round advertising in:

- Golf Business magazine (target: golf course owners)
- Club Management (club managers, owners and directors)
- Golf Inc. (golf course owners, developers)
- Club and Resort Business (club and resort owners and management - primarily golf)
- Boardroom (private club directors)

State/Regional Publications

The 2007 plan also calls for purchasing advertising in and providing editorial copy for the state/regional golf publications in three or four targeted markets. This pilot program is intended to support stronger relationships between local chapters and golf associations, and would be evaluated by both GCSAA staff and leadership of the chapters involved.

The Legends Golf Club Named NGCOA Course of the Year

The Legends Golf Club in Prior Lake, Minn., was named the 2006 Course of the Year. The Course of the Year award goes to a National Golf Club of America (NGCOA) member facility with exceptional quality and superior management. The course's contributions to the game and support of its community are also determining factors. Legends qualified for the award after being named the NGCOA's "Midwest Chapter Course of the Year."



Have you tried Xango? Country Club Turf representatives enlightened attendees at the Minnesota Green Expo trade show of the benefits of Xango.