

IAC Report

The Results Are In

Earlier this year the Mid-Atlantic Association of Golf Course Superintendents (MAAGCS) conducted a Commercial Membership Survey of the Class F members. The purpose of the survey was to determine our thoughts on the policies and overall value of the MAAGCS.

Just recently the Industrial Advisory Committee (IAC) met to review and interpret the results of the survey. Listed below are some generalized conclusions.

* 84% indicated they like to have guests introduced from the podium at meetings. Comments included the interest in bringing guests to the meetings and the fact that they do feel welcome when they come to the meetings.

- 74% stated they like the pre-season advertising selection process.

- 55% stated that MAAGCS does a good job of acknowledging supporters at meetings and encouraging members to support those vendors who support the association.

- 84% supported the cell phone policy which, given the use of cell phones in today's business, is a strong statement about the interest and willingness to focus on the meeting.

- 74% expressed an interest in creating more events that allow different people to play together when golf is offered at monthly meetings, but there were a few comments related to maintaining the emphasis on education.

- 71% supported the importance of everyone wearing nametags at meetings for identification purposes.

- 91% believe that a MAAGCS membership is a good investment

- 65% noted that, despite the formation of VGCSA and the ESGCSA, their attendance and financial support would remain the same. In general the comments did express concern that the discretionary funds would now need to be allocated between the associations.

- 84% stated their satisfaction with the current newsletter format, but 30% felt that the timeliness of the newsletter does affect their choice of using it as an advertising medium.

An overwhelming majority indicated an interest in serving on one of the committees for the MAAGCS board. This is an excellent opportunity for Class F members to work with Class A and B members for the good of the association and the industry in general.

Lance Ernst

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