

# GCSAA's mission: to educate

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By PAUL MCGINNIS, President,  
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**F**rom its humble beginnings in a meeting of 60 golf course superintendents on September 13, 1926, at the Sylvania Country Club in Toledo, Ohio, the Golf Course Superintendents Association of America (GCSAA) has become a major player in the game of golf.

GCSAA's mission in those early, formative years was to inform and educate its membership and to strive for the betterment of the superintendent profession. Those basic tenets remain today, but much has changed in the 70-plus years of the Association's existence.

GCSAA celebrated its 36th year in 1962 as

membership hit the 2,000 mark, the conference and show drew 1,750 and circulation of *Golf Course Management* topped 10,000. Those numbers have grown appreciably in the last 35 years as membership has eclipsed 18,000, 1997 conference and show attendance was 22,227 and GCM circulation is approaching 40,000.

But the true measure of GCSAA's success is in the expertise, dedication and vision of its members. As golfer expectations for better playing conditions have risen, so too has the performance level of the profession. Mowing heights of today's fairways are the length that were found on putting greens in the

1960s. Television has also served to fuel the growth of the game, but has put demands on superintendents to provide similar conditions, despite having a fraction of the resources available to high-profile courses.

Approximately 75 percent of GCSAA members have two or four-year degrees or have attended graduate school.

Approximately 24 percent of GCSAA members who meet eligibility requirements, have advanced certification, while 49 percent have set certification as a goal.

One-half of GCSAA members control budgets in excess of half a million dollars.

Based in Lawrence, KS, GCSAA's mission is to serve to its members by advancing their profession and enriching the quality of golf and its environment. This mission is being accomplished through numerous member services and projects aimed at providing the resources to ensure successful course management operations.

Among the services and programs offered by GCSAA are:

Sponsorship of educational seminars in areas such as turfgrass, business management, water usage and chemical applications, among others.

Organizing an annual conference and show featuring the latest equipment, services and practices in golf course management, and educational opportunities.

—GCSAA President Paul S. McGinnis, CGCS, is superintendent at Moon Valley, C.C., Phoenix.



**McGinnis: Members the difference as turf care advances.**



GCSAA Board of Directors and dignitaries participate in dedication ceremonies of GCSAA Headquarters, Sept. 6, 1991. GCSAA will celebrate its 75th anniversary in 2001.