

GCSAA CHAPTER DELEGATES MEETING SUMMARY

OCTOBER 28-30, 2011

PRESIDENT'S MESSAGE

Bob Randquist, CGCS began the meeting repeating a message he has emphasized throughout his term in office: GCSAA must enhance the value of membership and demonstrate it to the members. He outlined several new programs implemented in the past year including expansion of the field staff program, a new job board, growth of social media, the new website, new resources to enhance sustainability of the golf facility and the new Online Self- Assessment Tool to measure member competency and identify resources to facilitate improvement. The website now has CUSTOMIZABLE IPM templates that can be used within your facility. The target for Mid-Atlantic Field Staff is by the end of 2012. GCSAA is now on Facebook.

Coming Soon: beginning November 1, GCSAA will be offering FREE webcasts. This replaces the current charge to view. EIFG has the Golf Course Energy Use and Conservation Report due soon. Members will have the opportunity to view expanded On-Demand Courses.

One huge takeaway is the best value of membership is Expertise, Advocacy and Government Relations. GCSAA supports WE ARE GOLF on the state and national level. What does it mean to us here? For the first time all groups (CMAA, GCSAA, PGA, NGCOA) are working as one. Currently if there is a Natural Disaster, golf courses are lumped in with massage parlors and are exempt from any Federal Aid. This has the greatest impact on our group. They are also working on expanding the H2B program, lobbying the EPA on our behalf each time an environmental group is protesting a chemical product and working with OSHA.

There has been some private investment from our industry partners for the Golf Channel spots. For the first time Golf Digest has printed articles about new grass varieties. Sports Illustrated and the Weather Channel have done articles about tournament prep. The superintendent is now mentioned 95% of the time on televised tournaments. All of this has been a direct result of GCSAA heightening awareness in the public eye. GCSAA has been working on our image for a long time. It appears the resource allocation for awareness will continue.

The future has to be secured by growth and diversifying revenues. They are working in China to help with the golf boom there. The GCSAA is providing programs for the first time as a test, in two foreign languages. GCSAA supports industry efforts to grow the game. GCSAA wants to revamp the EIFG. The incoming president wants to work with the USGA and solicit everyone with a USGA handicap to donate \$2-5 to the EIFG. Sustainability IS everyone's responsibility. EVERY facility benefits from our activities.

CEO BRIEFING

J. Rhett Evans spoke about How Are You Enduring? Heat, drought, business climate...better, same or worse than last year? Current State of Golf: Since 2000, the number of golfers has been slowly declining, leading many of us to wonder where is this headed?" We will endure. Reasons for optimism: people still enjoy the game and opportunities exist to grow the game. In order for growth to occur, our industry must embrace programming and messaging that demonstrates Golf as: a fun family activity, affordable, doesn't have to mean 18 holes, it is a healthy activity and welcoming to ALL demographics.

We are working with allied associations on a project GOLF 2.0. This is a vision for golf's future. The main goal is to engage the lapsed, retain and strengthen the golf core and create interest in non-traditional groups.

GCSAA currently has 18,480 members. Revenues have declined from a peak of \$20 million to slightly less than \$15 million. 34% is spent on advocacy. GCSAA's new mission is to serve its members, advance the profession and enhance the enjoyment, growth and vitality of the game of golf.

GCSAA is fixing the log in problems on the website and should have a single site log in soon. They have expanded into social media. They have developed a new webcast delivery system. Currently are developing iPhone and Android apps. They are looking to expand into international markets as a source of revenue. Focus is on Asia, Latin America and South America.

FIELD STAFF UPDATE

Mission: to assist GCSAA Chapters to become more effective and fully comprehend the services provided by GCSAA for the benefit of ALL members. The vision is to improve communication between GCSAA and affiliated chapters and advance the careers of its members. Be there to deliver value.

A small group discussion ensued about how can GCSAA measure the effectiveness of the program? Regionally what are our needs and expectations. As individuals what types of support or tools could field staff provide you. Discussion centered on what kind of background a potential field staff candidate should have. Some mentioned field staff could visit courses similar to the USGA. This was struck down as this program is designed to not compete with the USGA. Effectiveness can be measured by membership retention, participation and increased awareness of what the GCSAA provides. If anyone ever has a chance to sit in on one of these types of meetings, you would be convinced the advocacy alone is worth the membership and everyone in the golf business benefits from our activity,

PUBLIC POLICYUPDATE

GCSAA Chapters and members are leading the way making sure our voice is heard. Our chapter was mentioned as being proactive with the Chesapeake Bay Restoration Act. Policy covers federal/state and local government activities. Advocacy, grassroots lobbying, educating lawmakers, regulators and

coalitions is the majority of the GCSAA Public Policy. Policy makers do not value golf enough, as I stated earlier regarding disaster relief.

If anyone is interested in volunteering to go to Washington, DC...We Are Golf Day is April 18, 2012.

The website to send a letter to your congressman is: <http://capwiz.com/gcsaa/home/>

There is a 5 minute RSS podcast about this.

Public Policy is also working closely with the Americans With Disabilities Act and the requirement for courses to each have 1-2 single rider golf cars. One compromise being sought is courses sharing single rider golf cars.

GCSAA is fighting a Congressional proposal to increase H2B wages by 50% GCSAA is supporting passage of HR 3162. Information is also on capwiz.com/gcsaa/home

Other areas of involvement are: our Chesapeake Bay Watershed, Virginia, Pennsylvania, Florida, Fertilizer Use, Endangered Species Act Litigation, CWA/NPDES Pesticide General Permits.

GCSAA is lobbying to redefining the Clean Waters Act, which requires a permit to apply pesticides near "waters of the US". There are action alerts posted on capwiz.com/gcsaa/home

ELECTIONS

Usually this is a pretty boring part of the meeting, but of interest, this year for what may be the first time, a non-Certified superintendent is running for the Board. Darren Davis.

MEMBERSHIP STANDARDS

It has been 10 years since PDI was implemented. A committee has been formed headed by two past presidents and a mix of superintendents and assistants. The committee wants to get feedback on the current standards and investigate if there are any unintended consequences of implementation. No firm deadline was given for this committee, but they expect by the end of 2012 is reasonable.

AFFILIATION AGREEMENT UPDATE

For our next Affiliate Agreement, a STRATEGIC PLAN has to be in place. A strategic planning session must be held once during every 3 year renewal period. This has to be done (free of charge) with a GCSAA or outside facilitator. Chapter Leaders must define the chapters' mission, vision and goals. This exercise is to help a chapter board set objectives and provide a stronger connection between the chapter and the GCSAA. Goals must be set and achieved for the good of their membership.

GOLF CHAMPIONSHIP

GCSAA is adding 0.2 CEUs to this event. A 2 hour course Marking the Golf Course and Application of the Rules of Golf will be offers to add value to participation. They are also revamping the chapter team competition and a chapter payback program. \$200 will be sent back to the chapter for sending a team. Beginning next year, the golf tournament will be held in or very close to the host city.

GOLF INDUSTRY SHOW

Floor space sales are similar to last year. They are expecting 180,000 square feet of exhibit space. Vendor response favorable...more qualified buyers, more time for potential buyers to spend at booths. There is an Attendee Justification Kit online that is very good with cost saving ideas, letters and other information for your employer. Future sites next 3 years: San Diego, Orlando, San Antonio. The smaller show allows for different venues. The GCSAA goal is an eastern, middle and western city in rotation. David Fahety is one of the keynote speakers. There are value travel packages online. Little known fact: GCSAA members are entitled to one complimentary GIS entry per lifetime. This could reduce your cost to attend. There are a LOT of helpful tips online at the GIS site.

MISCELLANEOUS

- GCSAA continuing its Outreach program. Continuing involvement with 315 advertisements on the Golf Channel.
- We need to continue replying to GCSAA Surveys. The most important one is coming up: Member Needs Survey. NGF Golfer/Employer Attitudes/Perceptions.
- Discussion on raising the Life Insurance Benefit
- Dues can be paid in optional installments
- Unemployed can stay a member for \$30 a year.
- Newly appointed COO Richard Konzem was introduced.

Any of the presentations can be checked out online at the GCSAA website. As always, if there are any questions or comments, feel free to call me or email: msalvio@aol.com

Mike Salvio, CGCS
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