

WORKFORCE DEVELOPMENT

Tools Supporting

- Attracting
- Training
- Retaining

ADVOCACY

Expanding GCSAA's Reach To

- Protect Your Resources
- Ensure Your Ability To Do Your Job



Continuing To Pursue Excellence

For YOU,
Our Members

PROFESSIONAL RECOGNITION

Marketing And Promoting Your Value To

- Employers
- Golfers
- The Public

ENVIRONMENTAL PROGRAMS

Working To

- Support Advocacy Efforts
- Help Facilities Adapt To A Changing World

GCSAA – Solving Your Challenges Every Day

In 2006, supported by the chapter delegates, GCSAA began adjusting member dues every two years determined by inflation based on the consumer price index (CPI).

The GCSAA Board of Directors is proposing a dues increase for approval at the 2025 annual meeting. The dues increase will allow GCSAA to continue building on the success of the significant number of programs and services developed since 2006.

Programs Launched to Serve You

The programs GCSAA has added since 2006 have supported member needs in the key areas of education, communication, workforce development, advocacy, environmental programs and professional recognition.

2006

- Golf Course Environmental Profile (GCEP)

- National Golf Day (NGD)

- Field Staff Program

2012

- Melrose Leadership Academy
- Rounds 4 Research

- Grassroots Ambassadors

- Equipment Managers
- Thank A Superintendent Day
- Equipment Management Certificate Program (EMCP) Level 1
 - GCSAA PAC
- Assistant Superintendent Certificate Series
- NGD Community Service
 - EXCEL
 - GCEP II

- Best Management Practices (BMP) Planning Guide
 - First Green
 - EMCP Level 2
 - BMP 50 States

2018

- Melrose Equipment Manager Experience
 - COVID Resources

- Certified Golf Course Superintendent (CGCS) Enhancements
 - GCEP III

- Operation Double Eagle
- Certified Turf Equipment Manager (CTEM)
 - EPA Partnership
 - Interactive Facility Tours
- Women's Leadership Academy
 - First Green & Work Force Development

2024

- First Green adds 'arts' – S.T.E.M. to S.T.E.A.M.
 - Links to Success
 - FFA at CTS
 - GCEP IV



WORKFORCE DEVELOPMENT

- Melrose Leadership Academy
- Equipment Manager Classification
- Equipment Managers Certificate Program (EMCP) - Levels 1 & 2
- Certified Turf Equipment Manager (CTEM) Certification
- Melrose Equipment Managers Experience
- Assistant Superintendent Certificate Series (ASCS)
- EXCEL Leadership Academy
- First Green / S.T.E.M. to S.T.E.A.M.
- New First Green and Work Force Development Department Added
- FFA at Conference and Trade Show
- Interactive Facility Tours
- Women's Leadership Academy
- Links to Success
- The Warrior Alliance - Operation Double Eagle



ADVOCACY

- National Golf Day (NGD)
- Grassroots Ambassadors
- GCSAA Political Action Committee (PAC)
- National Golf Day Community Service
- COVID Resources
- EPA Partnership
- Increased Presence at National, State and Local Levels



Added Field Staff Program to Serve Chapters



PROFESSIONAL RECOGNITION

- Certified Golf Course Superintendent (CGCS) Enhancements
- Thank A Superintendent Day
- Increased Presence on Golf Channel
- Weekly Spot on SiriusXM PGA TOUR Radio



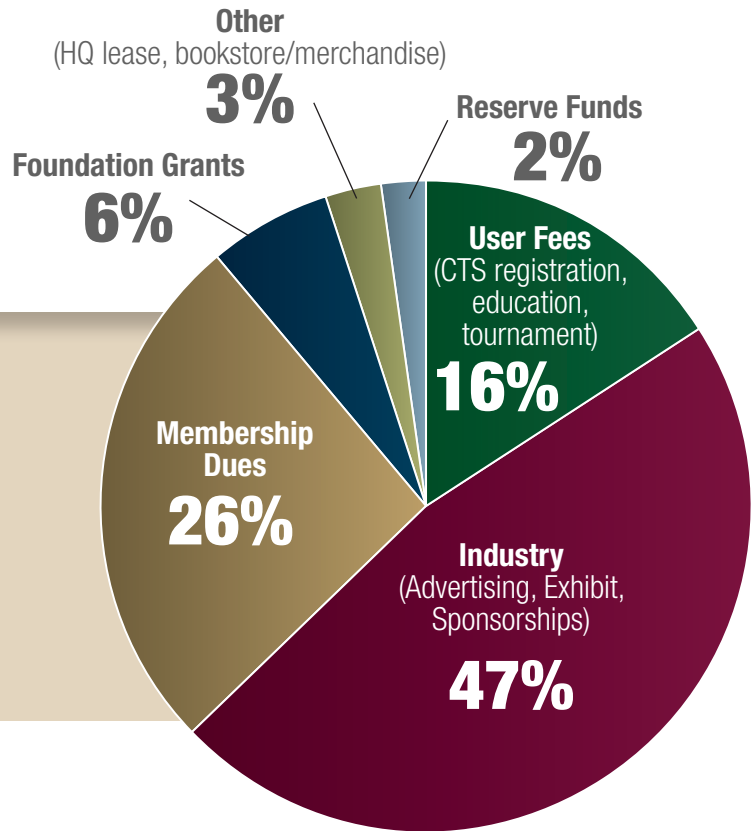
ENVIRONMENTAL PROGRAMS

- Golf Course Environmental Profile (GCEP) I, II, III & IV
- Rounds for Research
- Best Management Practices (BMP) Planning Guide
- BMP 50 States

Filling the Gap

HOW GCSAA IS FUNDED "Money In"

GCSAA has multiple streams for funding programs, and its dues income makes up a smaller percentage than most associations.



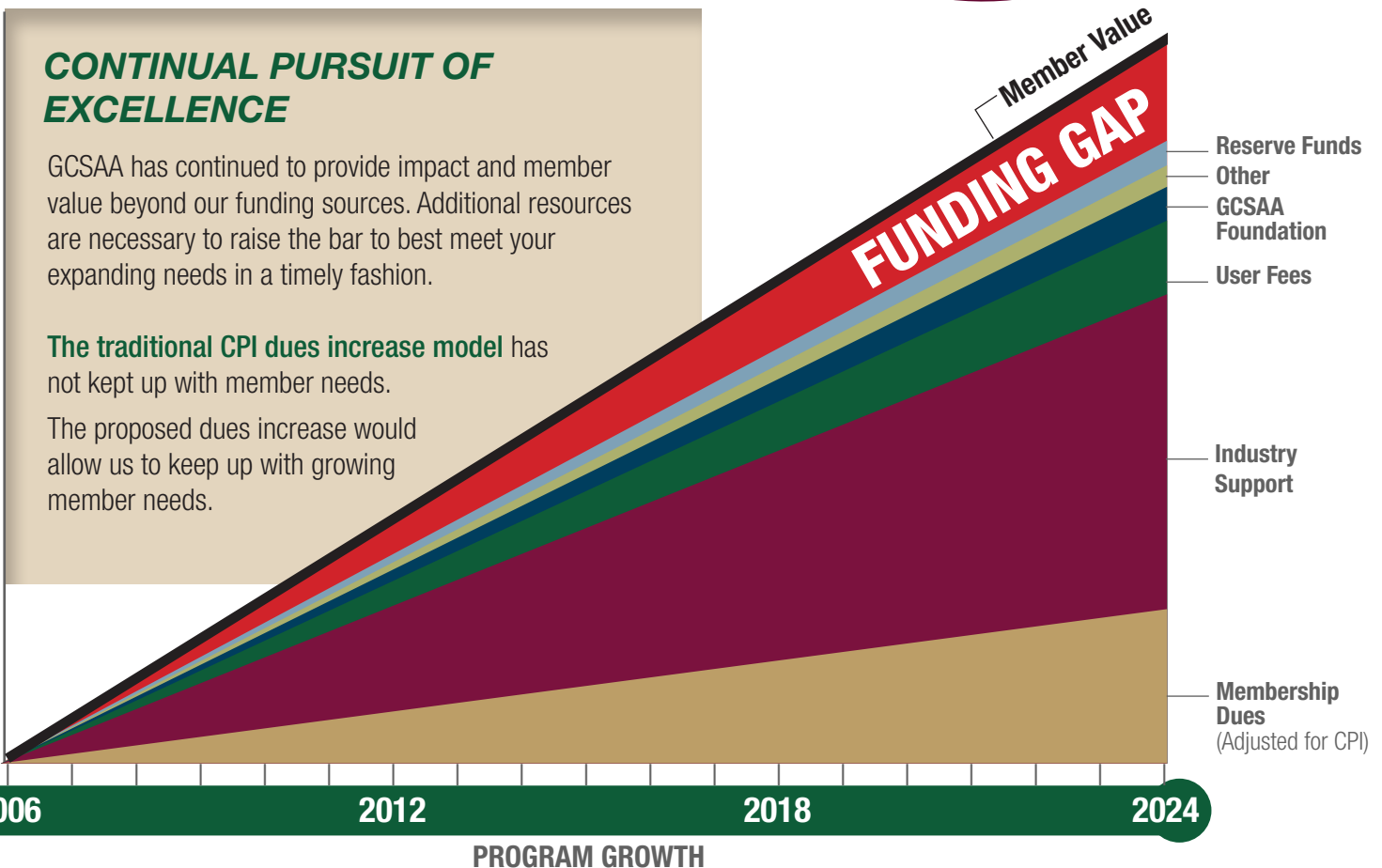
CONTINUAL PURSUIT OF EXCELLENCE

GCSAA has continued to provide impact and member value beyond our funding sources. Additional resources are necessary to raise the bar to best meet your expanding needs in a timely fashion.

The traditional CPI dues increase model has not kept up with member needs.

The proposed dues increase would allow us to keep up with growing member needs.

IMPACT



Raising the Bar

Increased funding will directly support:

**WORKFORCE
DEVELOPMENT**

ADVOCACY

**PROFESSIONAL
RECOGNITION**

**ENVIRONMENTAL
PROGRAMS**

Class A and B – \$530 (\$65 increase)

Current Dues	\$465
CPI Adjustment	+ \$ 40
Additional	+ \$ 25
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Proposed Dues	\$530

Class C – \$275 (\$35 increase)

Current Dues	\$240
CPI Adjustment	+ \$ 20
Additional	+ \$ 15
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Proposed Dues	\$275

Equipment Managers* – \$150 (\$35 increase)

Current Dues	\$115
CPI Adjustment	+ \$ 10
Additional	+ \$ 25
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Proposed Dues	\$150



*Watch this presentation from
GCSAA COO Kevin Sunderman, CGCS
to learn more.*

Contact Kevin at ksunderman@gcsaa.org

* While the Equipment Managers dues increase is illustrated, it is not voted on at the annual meeting.