



Membership Growth and Retention - In a changing world

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542



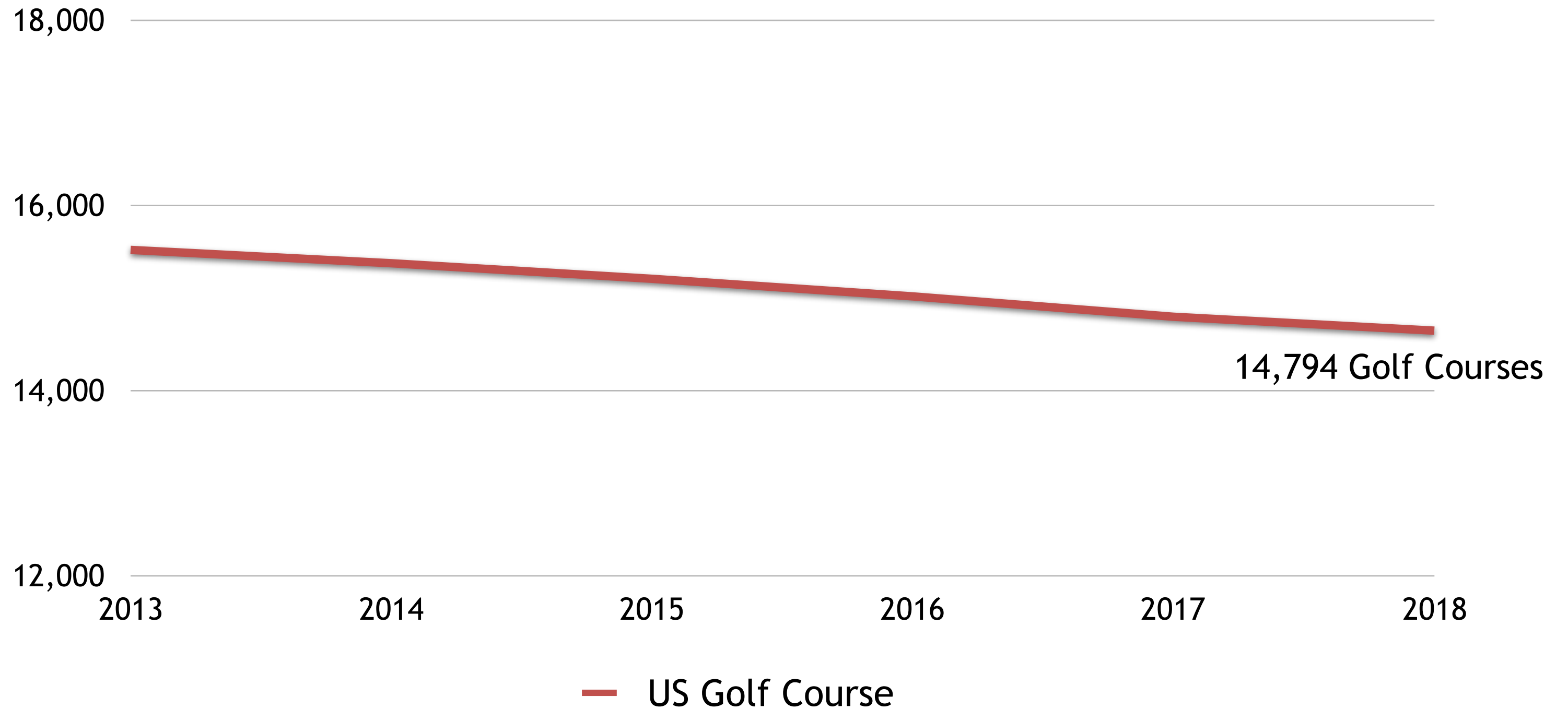
442

Membership

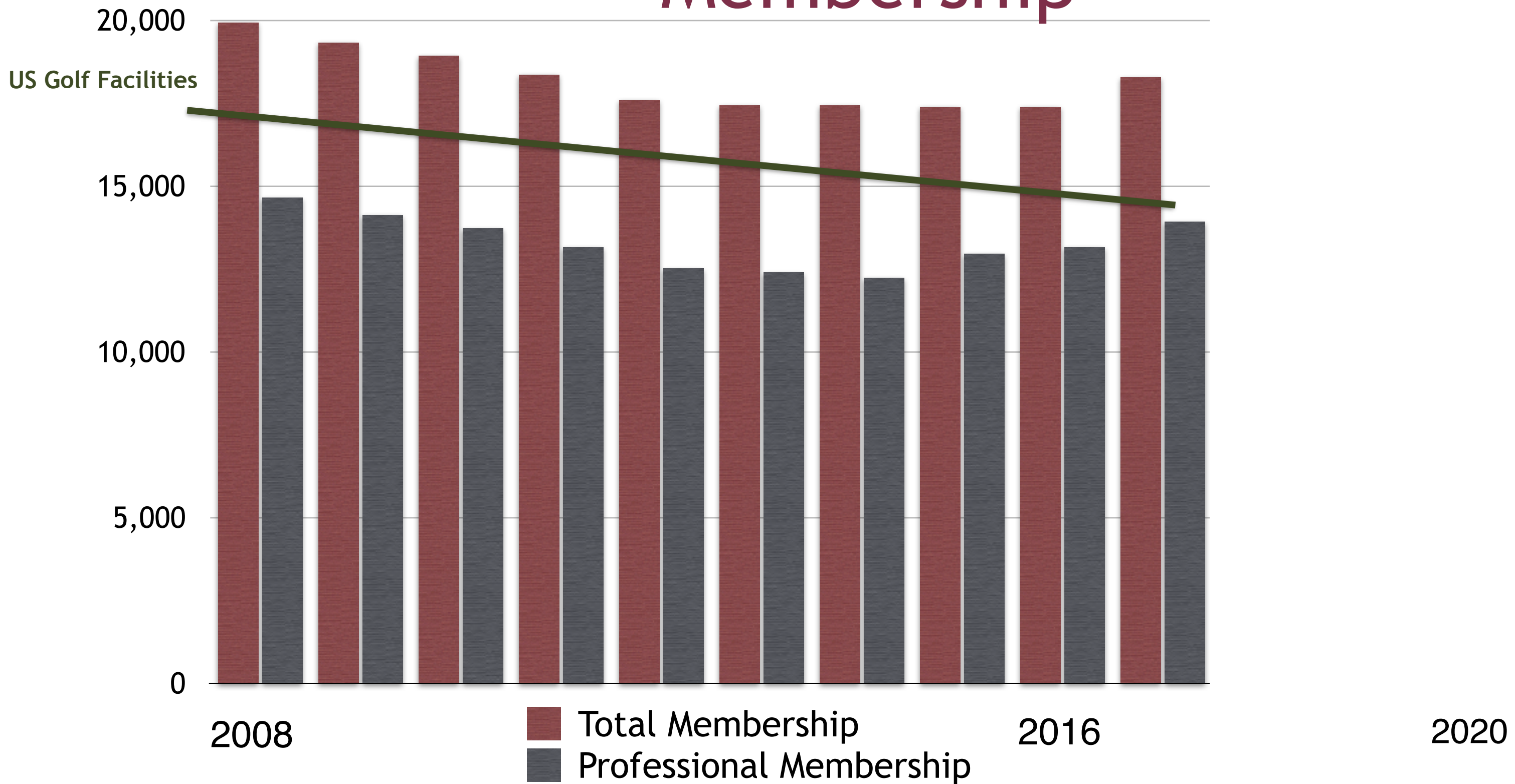
The lifeblood of our organizations



USA Golf Courses



Membership



MEMBERSHIP GROWTH GOALS

2018 = 18,000

2019 = 19,000

2020 = 20,000



**“I want you to find a bold and innovative way
to do everything exactly the same way
it’s been done for 25 years!”**



How can we grow the profession and our associations?

Ability to adapt and change

Increase value proposition

Membership engagement

Strategic brand management

VALUE PROPOSITION

Recognition

Research

Field Staff

Golf Course BMPs

First Green

Education

Outreach

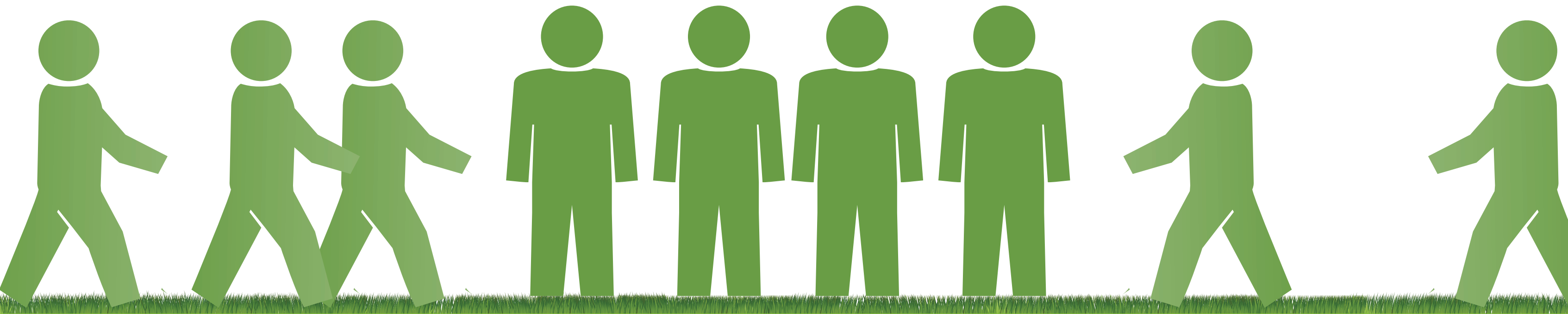
Advocacy

Golf Industry Show

Gov. Affairs



MEMBERSHIP ENGAGEMENT



347

Grassroots
Ambassadors

24

Committees
Task Groups

99

Chapter
Delegates

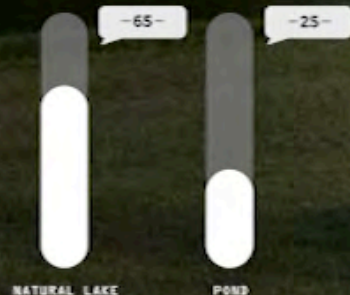
STRATEGIC BRAND MANAGEMENT

TECHNOLOGY ADVANCEMENTS



Source of recycled water: Natural Lake, ponds

% IRRIGATION BY SOURCE



Sodium absorption ratio 2.36 5.3a



36



CHART 01 CHART 02 CHART 03 CHART 04 CHART 05 CHART 06

Mow green to 1/8 inch

Average green size: 500 sq. ft.
Greens: A1 / A4
Bentgrass

Mow fairway to 9/16 inch

Sand bunkers: 98

Fairways
Meyer Zoysia
Areas of fairway: 25

maintain water circulation
to reduce algae



LABOR COST
(% of budget)

26
PERCENT

BUNKER SAND
comprised 36-52
particles in
0.25 to 1.0
range

65
PERCENT

Cl (mg kg⁻¹) 27.7 34.0

Water hazards: 23

PH BALANCE
ALKALINE ACIDITY

Mow tee box
.45"

Marker Min.
8.4 ft apart

Average tee size: 500 sq. ft.

MOVE TEE BOX MARKERS MINIMUM 10 FT / 7X PER WEEK



.75"

RAIN EXPECTED BY SAM

GET TO 6.5 BALANCE

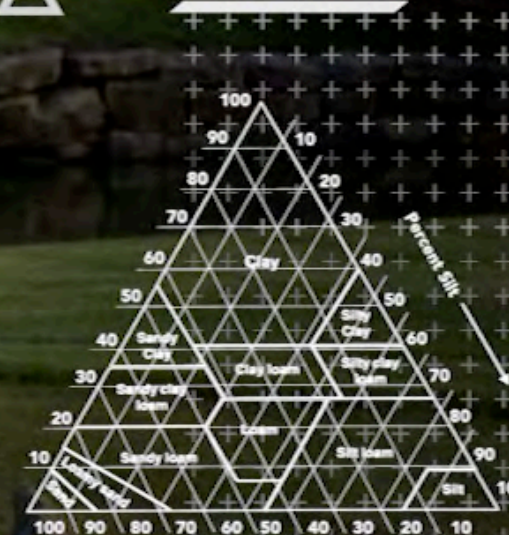
INCREASE PH LEVELS ON BACK NINE

DISEASE MANAGEMENT
Protect against leaf diseases
and maintain preventative
fungicide programs.

Mow rough to
2-2.5 inches

Rough
Kentucky Bluegrass

170 ACRES OF ROUGH



EVALUATE SHADE, SUNLIGHT PATTERNS AND AIR CIRCULATION TO MAINTAIN A HEALTHY GROWING ENVIRONMENT FOR QUALITY

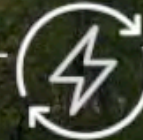


CHART 03. 500

PLANT OVER 500 LBS
WILDFLOWER SEEDS



PUMP HOUSE
USE 100% RECYCLED
AND LAKE WATER
SOLAR ENERGY
FOR CLEANER
FOOTPRINT



SOLAR FOR 92% REDUCTION
OF ENERGY CONSUMPTION

Wildlife conservation
efforts: sustain deer
population, raccoons,
houses for birds and
food; flowers for bee
pollination.



CHART 01. 25

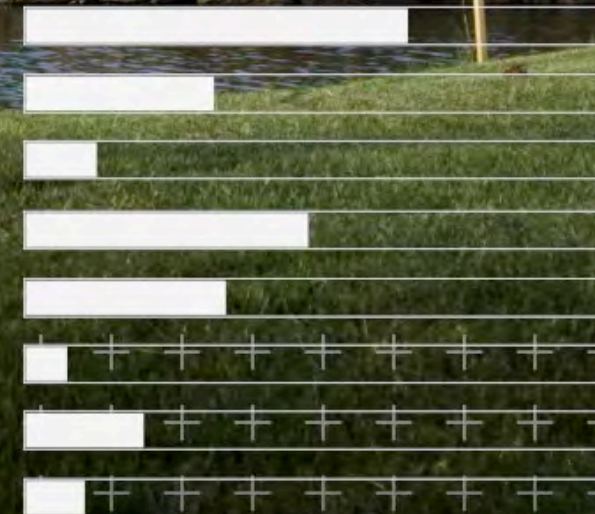
-- LARGE MOUTH BASS POPULATION --

CHART 02. 65

-- WALLEYE POPULATION --

WILDLIFE POPULATION INCREASES

MAINTAIN MIN.
DEPTH OF
LOFT - 15FT



WILD TURKEY

DEER

BEAVER

BLUE HERON

HONEY BEES

FINCH

FISH

TURTLE

SNAPPING TURTLE NEST



NATURAL
WETLANDS
AND HABITATS

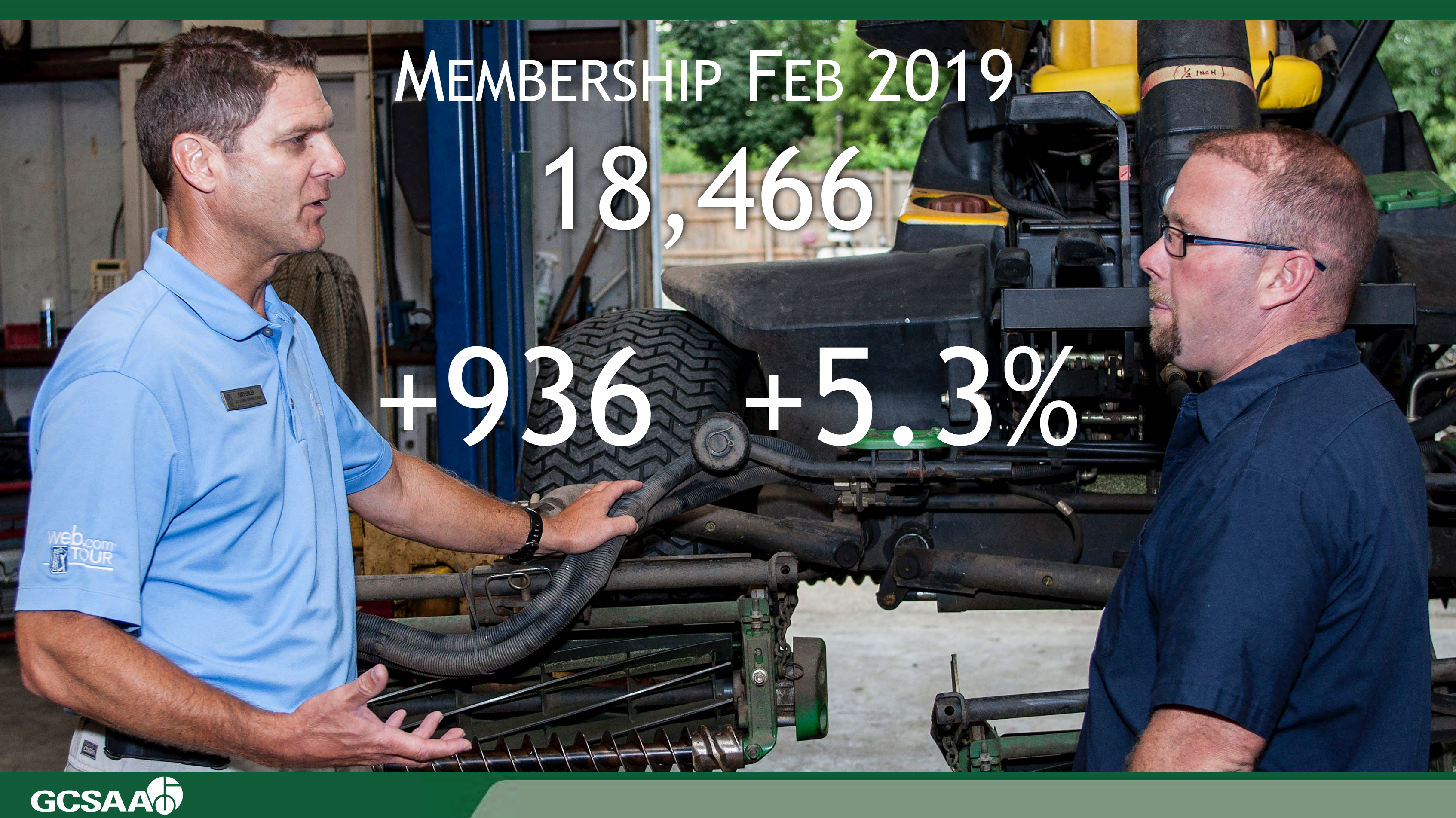
MEMBERSHIP FEB 2018
17,530



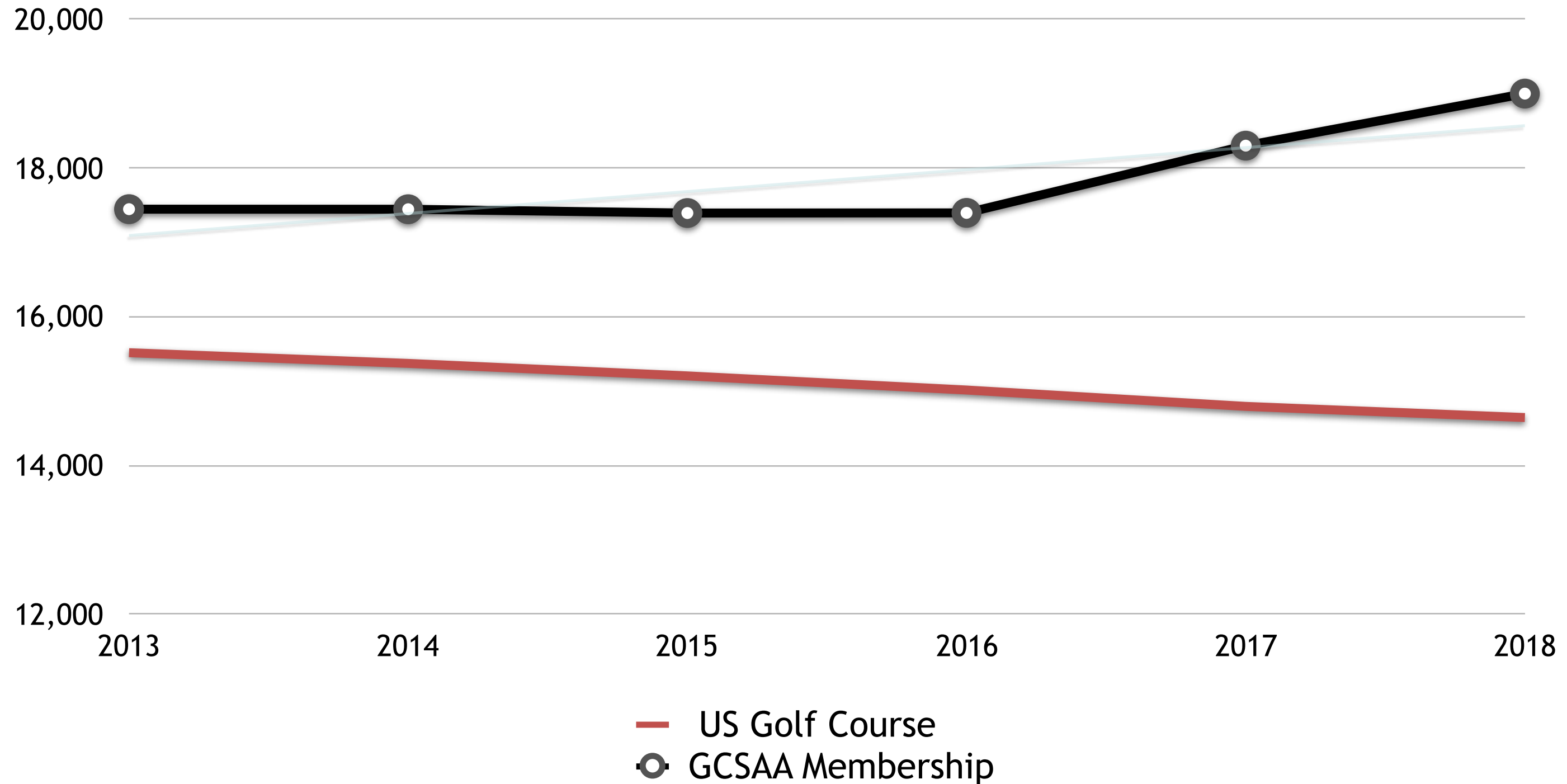
MEMBERSHIP FEB 2019

18,466

+936 +5.3%



GCSAA Membership vs USA Golf Courses

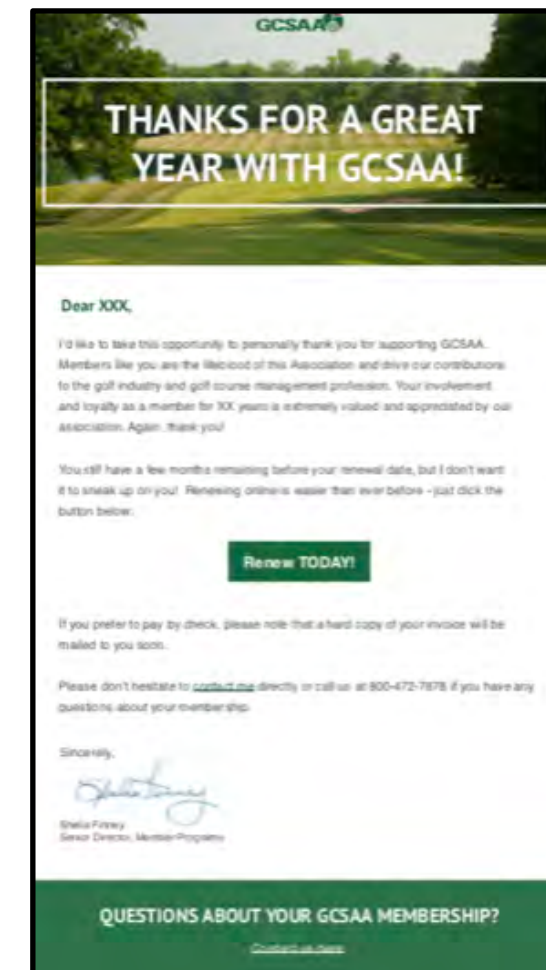


MEMBERSHIP STRATEGIES

1. Intense retention program
2. Equipment Manager Classification
3. Friends of the Golf Course Superintendent classification (wildlife & environmental protection)
4. Facility Membership Classification
5. Incentives for Existing Members

1. RETENTION

- 90-100 days from renewal date, open invoice online for online payment
- 75 days prior to renewal date, email “Thank You for Being Member!”
- 60 days prior to renewal date, paper invoice is sent
- 30 days prior to renewal, email reminder sent
- 15 days prior to renewal date, email reminder sent
- Renewal date, Field Staff calls begin
- 15 days Past renewal date, 2nd paper copy mailed
- 30 days past renewal date, Last Chance email sent
- 45 days from Drop date, FMS calls begin
- 30 days from Drop date, personal note card sent
- 7 days from Drop date, text is sent
- Drop date, Membership Termination letter is sent.



2. Equipment Managers



Certificate Program

Areas of competency

- Hydraulic troubleshooting
- Electrical troubleshooting
- Internal combustion engines
- Drivelines
- Sprayer troubleshooting
- Cutting units
- Metalworks
- Agronomics

3. FRIENDS OF THE GOLF COURSE SUPERINTENDENT MEMBERSHIP



3. FRIENDS OF THE GOLF COURSE SUPERINTENDENT MEMBERSHIP

- Golfers and Potential Advocates (wildlife & environmental protection)
- Suggested \$50 to \$75 Dues
- Newsletter with content promoting the profession, GCSAA initiatives such as First Green, BMPs and Rounds 4 Research, Educational content
- Potential new fundraising reach
- No access to membership benefits received by professional members, i.e.
 - Life insurance, magazine, website, webinars, voting, etc

4. FACILITY MEMBERSHIP

NON MEMBER FACILITIES

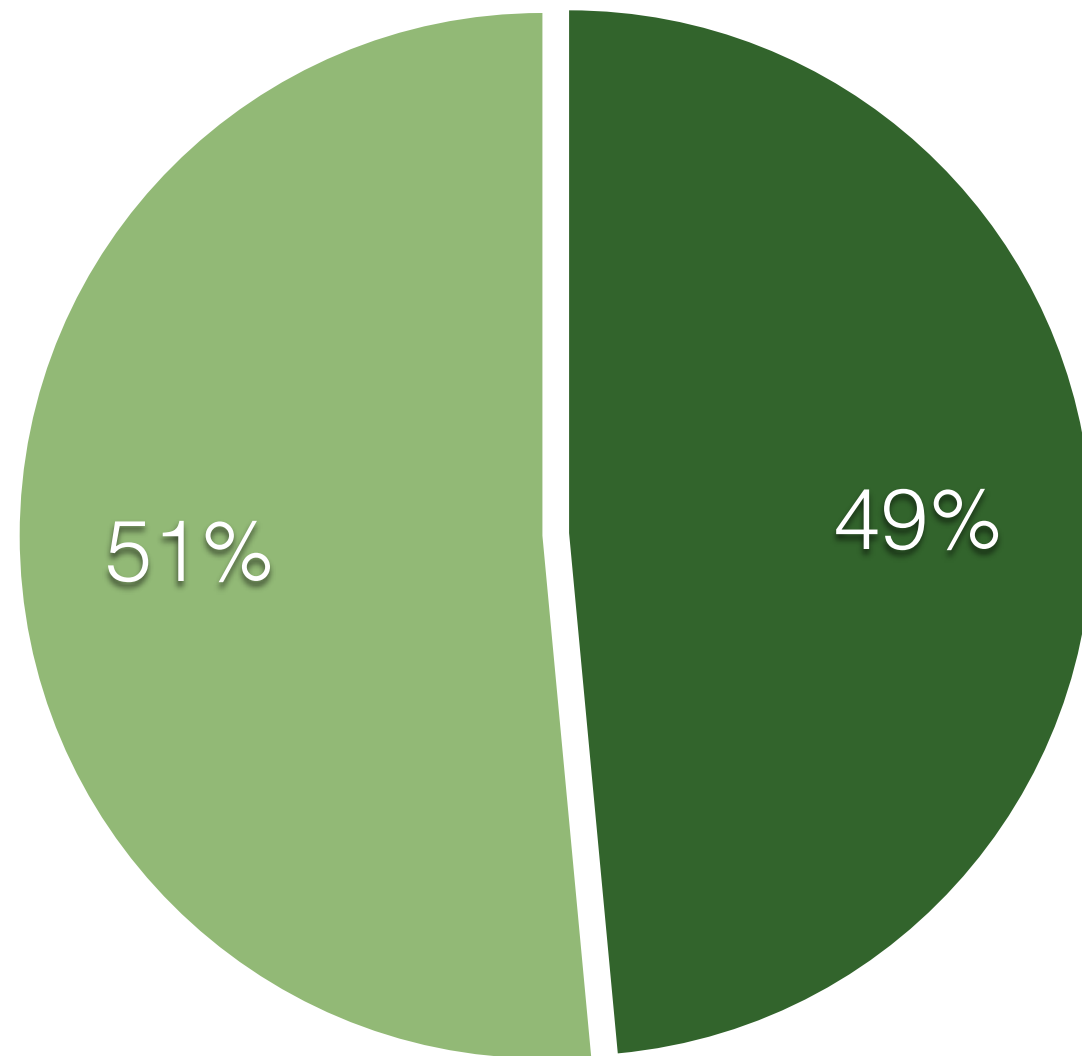
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USA FACILITIES PENETRATION

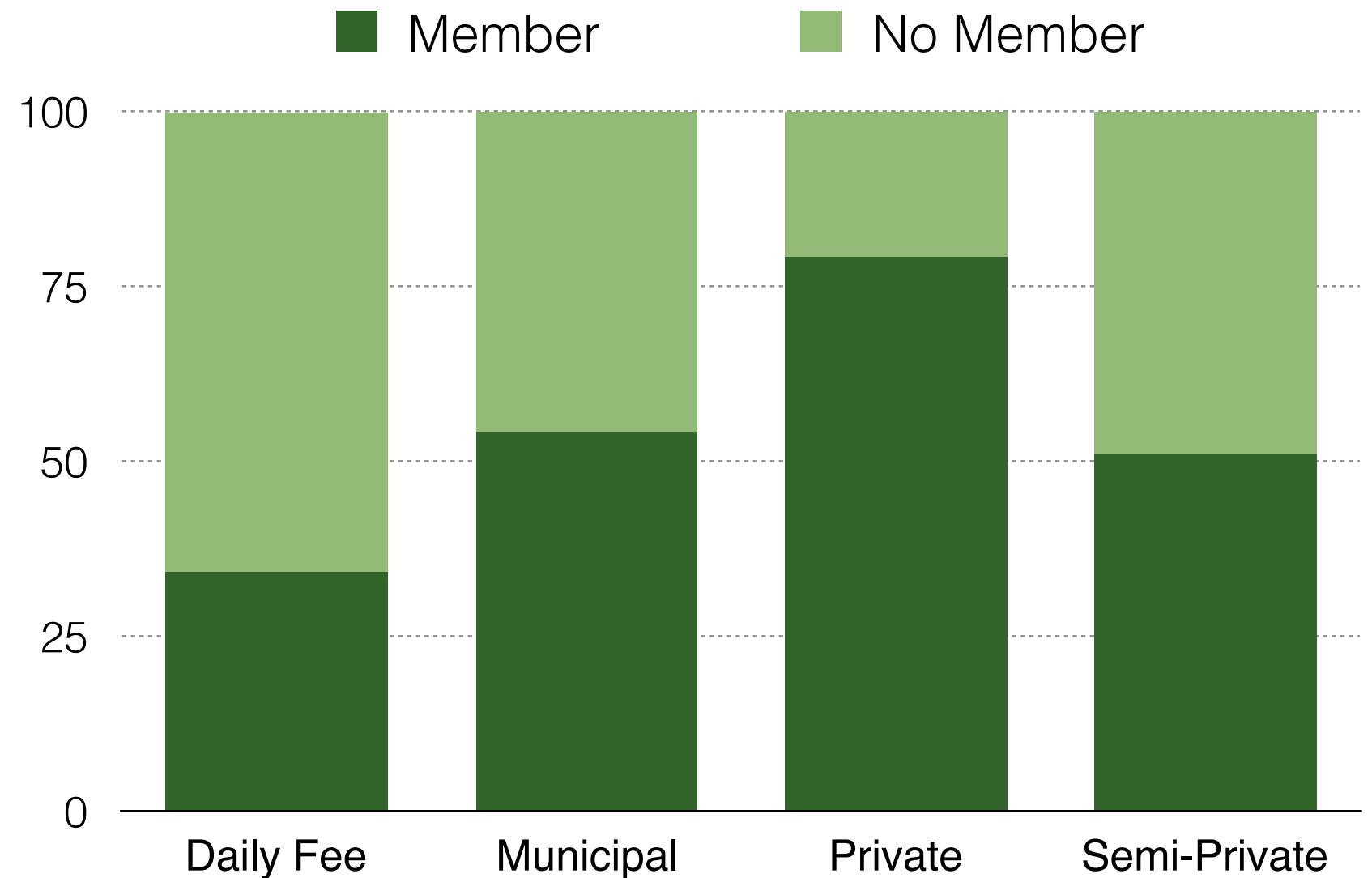
14,794 Golf Courses



● Non Member ● Member



49% Total Penetration



An aerial photograph of a golf course. In the foreground, there's a clubhouse and a large yellow storage building. A road runs horizontally across the middle. Behind the road, there's a pond and more golf course greenery. The background shows a mix of trees with autumn foliage and open fields.

4. FACILITY MEMBERSHIP

NON MEMBER FACILITIES

- Target Market - Smaller Budget Facilities
- Single Owner / Operator
- Suggested dues \$200
- Provide Exposure to our products and services
- End goal - Migrate to full membership

4. FACILITY MEMBERSHIP

NON MEMBER FACILITIES

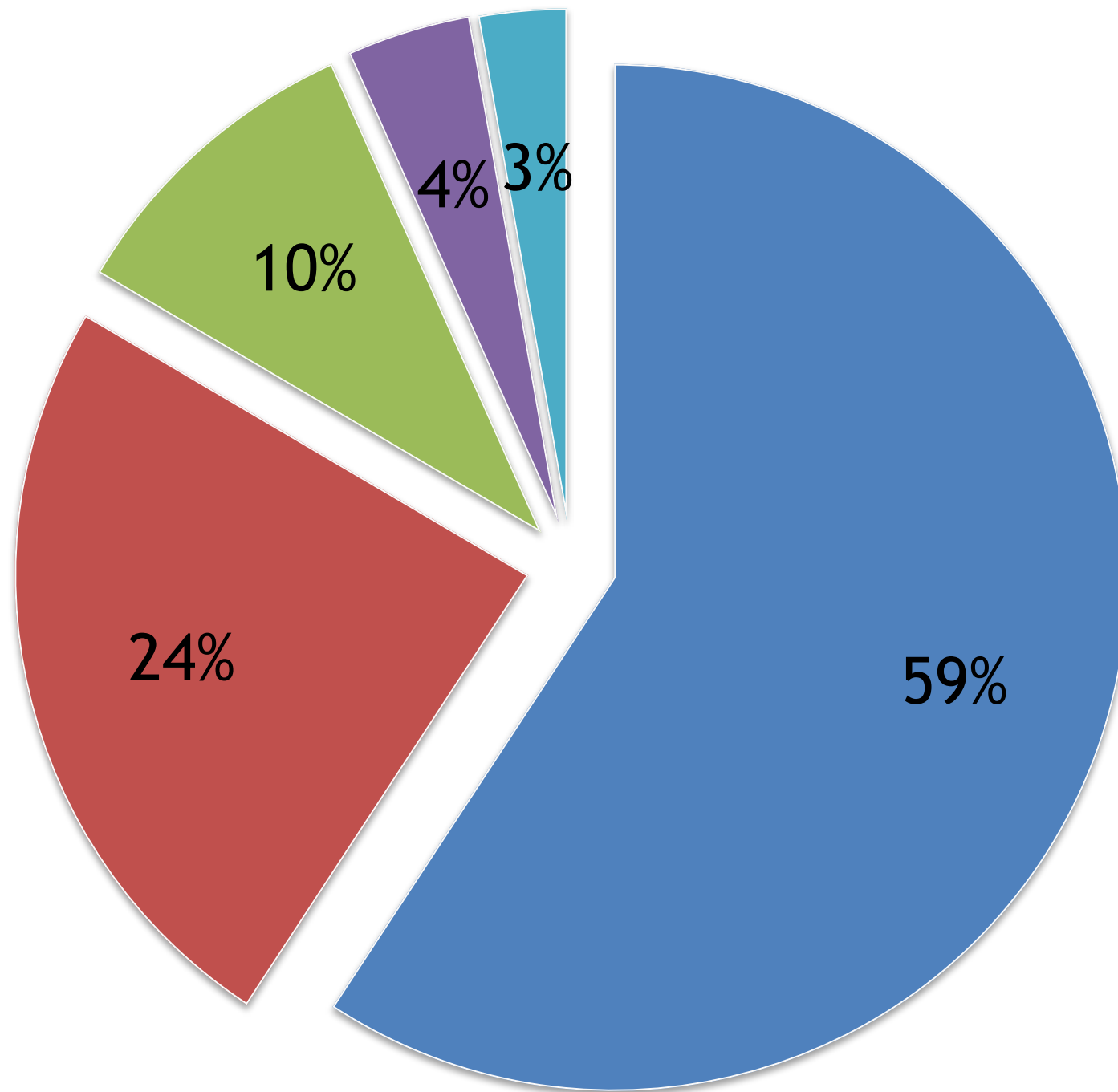
Qualifications:

- Must not have a current GCSAA member
- Must not have had a GCSAA member in the last 3 years
- Maximum greens fees of facility based on geographic location. Qualifying facility will be in the lower 50% of that market
- Limited benefits and privileges

5. INCENTIVES FOR EXISTING MEMBERS



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- 4,250 Facilities w/ 1 GCSAA Member
- 1,738 Facilities w/ 2 GCSAA Members
- 707 Facilities w/ 3 GCSAA Members
- 281 Facilities w/ 4 GCSAA Members
- 199 Facilities w/ 5 plus GCSAA Members

5. INCENTIVES FOR EXISTING MEMBERS

- Must add a member to qualify
- 10% discount up to a total of \$100 off
- “Promotion” instead of “Program”
 - Promotion good through end of 2020
- Discount remains in effect as long as the facility membership numbers are maintained.



FUTURE DATES

SAN DIEGO

San Diego Convention Center
February 2-7, 2019

ORLANDO

Orange County Convention Center
January 25-30, 2020

LAS VEGAS

Las Vegas Convention Center
Jan. 30-Feb. 4, 2021

It is not the strongest or the most intelligent who will survive but those who can best manage change.

- Charles Darwin

THANK YOU

#STRENGTH IN NUMBERS



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