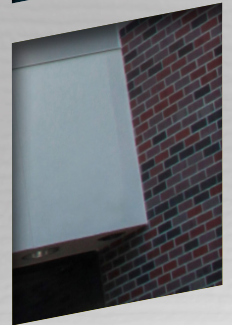
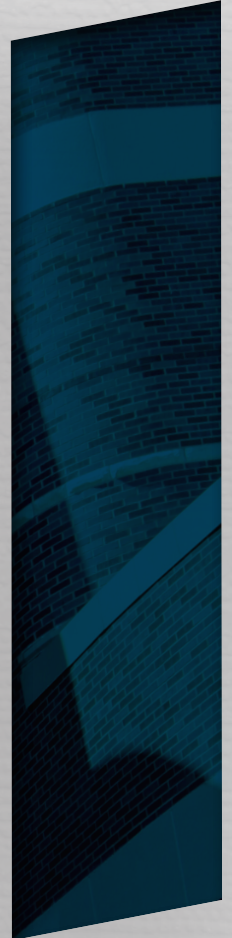
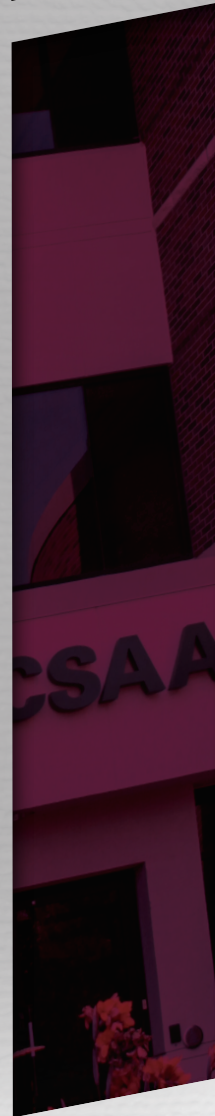
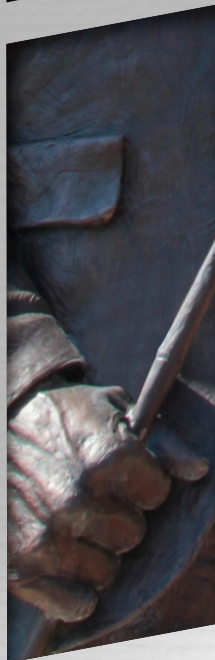
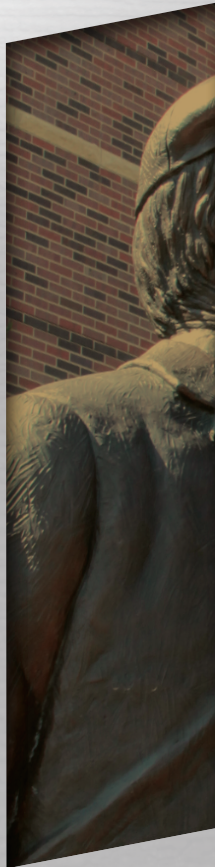


# 2022-2023

---

## *IMPACT* REPORT





518

Grassroots Ambassadors

69%

Increase in attendance at CTS in 2023

## The Essentials

Fairway mowers, greens mowers, grinders, irrigation systems, hole cutters. These are all vital pieces of equipment that keep a golf course running whether a high-end private club, a sprawling daily-fee resort or a treasured municipal course. Of course, these tools can't run without the other essential element to the golf course – GCSAA members. GCSAA superintendents, assistants, equipment managers and other crew members are essential to the game.

The valuable knowledge and skillset GCSAA members bring to their facilities and communities is being recognized with average salaries that have risen to new heights. The latest GCSAA Compensation and Benefits Report showed that the average annual salary for superintendents in the U.S. is up to \$109,621, an increase of 12.6 percent in the last two years. Assistants and equipment managers saw even higher percent increases, with assistants up 15.3 percent to \$56,299 and equipment managers up 14.2 percent to \$60,584.

Despite those salary numbers, like so many other industries, golf courses struggle with finding and retaining good employees. GCSAA superintendents regularly report that labor is one of their top challenges. We've listened to our members, and in May announced the creation of a workforce development initiative to place greater emphasis on our key workforce development programs. One of these key programs is First Green, our STEM education program that not only introduces school-aged students to the science, technology, engineering, and math needed for golf course management, but it also introduces golf course jobs as a viable career path.

Thousands of school-aged children across North America have had the chance to take part in First Green field trips since GCSAA took over the program in 2018. Now students on two more continents will have the chance to learn about STEM concepts and golf career opportunities. In January, we announced a collaboration with the British and International Golf Greenkeepers Association (BIGGA) to bring First Green to the UK, and in May announced a partnership with the Australia Sports Turf Managers Association (ASTMA) to bring First Green Down Under.

Learning is a lifelong journey, and GCSAA members find continuing education to be essential to their professional growth. After two years of being affected by the pandemic, the GCSAA Conference and Trade Show came roaring back in 2023. Attendance was up 69% over 2022, and participation in education seminars was at the highest level since 2008.

The lessons and skills that GCSAA members learn at CTS, through GCSAA webinars or as part of our certification programs or certificate offerings, are then put into practice at their facilities to improve conditions, save money and to make their facilities more sustainable.

By using best management practices, GCSAA superintendents continue to demonstrate their dedication to environmental stewardship. The latest reports from GCSAA's Golf Course Environment Profile (GCEP) show that golf courses are applying fewer inputs since the GCEP began in 2005. According to the studies, nitrogen use is down by 41 percent, potassium use is down by 54 percent and phosphorus use is down 59 percent since 2005. Establishing naturalized areas on golf courses plays a big role in reducing the amount of needed inputs vs. maintained areas, and since 2005 the median total number of maintained turfgrass acres on 18-hole U.S. golf courses has declined by 14 percent.

The science behind established golf course best management practices came from research, and GCSAA continues to support turfgrass research to ensure the future of the game. For the second year in a row, GCSAA's Rounds 4 Research online auction to support turfgrass research set records. The 2023 auction raised more than \$544,500, and brought the total amount raised by R4R to more than \$3 million in the last decade.

Programs like Rounds 4 Research and First Green showcase the essential work GCSAA members do for golfers and community members, while GCSAA's advocacy efforts help give the golf industry a voice at all levels of government. From National Golf Day on Capitol Hill to statehouses and city council chambers across the country, the story of golf is being told. Currently 518 GCSAA members have established one-on-one connections with members of Congress through the GCSAA Grassroots Ambassadors program to discuss key issues like water, labor, inputs and the value of golf in their communities.

As GCSAA nears its 100th anniversary in 2026, we remain a strong and growing association thanks to an engaged worldwide membership of nearly 20,000. We are in a solid financial position, and support of GCSAA and the GCSAA Foundation from our many industry partners is growing, which fuels the programs and services that allow us to serve our members, advance their profession and improve communities through the enjoyment, growth, and vitality of the game of golf.

Golf provides essential recreational, environmental, and economic benefits to communities, and every day GCSAA members provide the essential skills to keep these valuable greenspaces that bring enjoyment to millions of golfers healthy and sustainable for years to come.



## GOLF COURSE SUPERINTENDENTS ASSOCIATION OF AMERICA

**\$109,621** Average superintendent salary

**3** Number of continents with First Green

### Golf Course Superintendents Association of America

As of December 31, 2022 and 2021

	2022	2021
<b>Total Assets</b>		
Cash	\$ 397,548	\$ 1,277,300
Accounts receivable, less allowance for doubtful accounts of \$5,000 in 2022 and 2021	419,462	287,716
Due from related party	112,355	42,723
Inventory, net of valuation allowance	246,244	190,819
Investments	9,431,326	10,892,207
Other assets	1,706,806	1,407,428
Property and equipment, net of accumulated depreciation	4,014,863	4,256,928
Software, net of accumulated amortization	254,489	296,953
	<b>\$ 16,583,093</b>	<b>\$ 18,652,074</b>
<b>Total Liabilities</b>		
Accounts payable	\$ 742,348	\$ 723,790
Accrued expenses	842,219	1,024,228
Due to related parties	838	255
Deferred revenue	8,142,929	7,092,702
Note payable	2,358,502	1,700,000
Line of credit	1,250,000	—
	<b>\$ 13,336,836</b>	<b>\$ 10,540,975</b>
<b>Total Liabilities and Net Assets</b>		
Net assets without donor restrictions	\$ 3,246,257	\$ 8,111,099
	<b>\$ 16,583,093</b>	<b>\$ 18,652,074</b>

The consolidated financial statements for GCSAA, GCSAA Communications, Inc. and GCSAAPAC were audited by an independent certified public accounting firm. The full text of the audit reports, financial statements and related notes are available at <https://www.gcsaa.org/about-gcsaa/financials>, or by contacting GCSAA at 800-472-7878.

	2022	2021
<b>Total Revenues</b>		
Advertising and marketing opportunities	\$ 2,598,360	\$ 2,534,034
Conference and show	6,438,052	2,442,546
Membership dues	4,442,506	4,272,494
GCSAA PAC Contributions	11,498	12,764
Investment income (loss)	(1,506,039)	1,457,306
Professional development	1,176,181	1,486,799
	<b>\$ 13,160,558</b>	<b>\$ 12,205,943</b>
<b>Total Expenses</b>		
Program services		
Education, environmental programs, GCM and website	\$ 5,689,389	\$ 4,756,857
Conference and show	4,907,190	2,255,487
Member and chapter services	3,066,641	2,576,338
Career development, marketing and branding, and media relations	1,631,666	1,762,692
	<b>\$ 15,294,886</b>	<b>\$ 11,351,374</b>
Management and general	3,000,961	2,961,558
	<b>\$ 18,295,847</b>	<b>\$ 14,312,932</b>
<b>Change in Net Assets with Donor Restrictions Before Other Income (Expense)</b>	<b>\$ (5,135,289)</b>	<b>\$ (2,106,989)</b>
<b>Other Income (Expense)</b>		
Paycheck Protection Program loan forgiveness	—	\$ 1,122,857
Interest expense	(121,476)	(24,345)
Rent income	371,830	374,396
Loss on disposal of assets	(1,314)	(21,694)
Other	21,407	6,486
	<b>\$ 270,447</b>	<b>\$ 1,457,700</b>
<b>Change in Net Assets</b>	<b>\$ (4,864,842)</b>	<b>\$ (649,289)</b>
Net assets, beginning of year	\$ 8,111,099	\$ 8,760,388
Net assets, end of year	<b>\$ 3,246,257</b>	<b>\$ 8,111,099</b>



**\$544,500** Raised in the 2023 Rounds  
4 Research auction

## GCSAA Foundation

As of December 31, 2022 and 2021

	2022	2021
<b>Assets</b>		
Cash	\$ 10,794	\$ 31,928
Accounts receivable, net	26,703	750
Due from related parties	838	255
Prepaid expenses	79,361	57,212
Pledges receivable, net	441,439	553,249
Investments	11,133,962	12,918,763
Intangible assets, net	—	3,750
	<b>\$ 11,693,097</b>	<b>\$ 13,565,907</b>
<b>Liabilities</b>		
Accounts payable and accrued expenses	\$ 138,304	\$ 107,016
Due to related parties	112,355	42,723
Deferred revenue	8,220	56,070
Line of credit	500,000	—
	<b>\$ 758,879</b>	<b>\$ 205,809</b>
<b>Net Assets</b>		
Net assets without donor restrictions - board designated	\$ 10,492,779	\$ 12,806,849
Net assets with donor restrictions	441,439	553,249
	<b>\$ 10,934,218</b>	<b>\$ 13,360,098</b>
	<b>\$ 11,693,097</b>	<b>\$ 13,565,907</b>

	2022	2021
<b>Revenues</b>		
Individual contributions	\$ 190,721	\$ 176,430
Facility and chapter contributions	32,001	35,725
Industry contributions	134,447	85,476
Silent auction income	149,428	136,210
Scholarship and grant contributions	233,008	112,479
Online auction	571,678	427,535
Disaster relief	14,424	9,300
Investment income (loss)	(1,784,801)	1,801,880
Net assets released from restrictions — time	369,310	187,671
	<b>\$ (89,784)</b>	<b>\$ 2,972,706</b>
<b>Expenses</b>		
Program activities	\$ 1,735,093	\$ 1,671,077
Management and general	118,531	41,350
Fundraising	370,662	170,872
	<b>\$ 2,224,286</b>	<b>\$ 1,883,299</b>
<b>Changes in Net Assets without donor restrictions</b>	<b>\$ (2,314,070)</b>	<b>\$ 1,089,407</b>
Restricted contributions — major gifts	\$ 257,500	\$ 350,000
Net assets released from restrictions — time	(369,310)	(187,671)
	<b>\$ (111,810)</b>	<b>\$ 162,329</b>
<b>Change in Net Assets</b>	<b>\$ (2,425,880)</b>	<b>\$ 1,251,736</b>
Net assets, beginning of year	<b>\$ 13,360,098</b>	<b>\$ 12,108,362</b>
Net assets, end of year	<b>\$ 10,934,218</b>	<b>\$ 13,360,098</b>

The financial statements for the GCSAA Foundation were audited by an independent certified public accounting firm. The full text of the audit reports, financial statements and related notes are available at <https://www.gcsaa.org/about-gcsaa/financials>, or by contacting GCSAA at 800-472-7878.



## GCSAA BOARD OF DIRECTORS

### President

Kevin P. Breen, CGCS  
La Rinconada Country Club  
Los Gatos, Calif.

### Vice President

Jeff L. White, CGCS  
Indian Hills Country Club  
Mission Hills, Kan.

### Secretary/Treasurer

T.A. Barker, CGCS  
Fore Lakes Golf Course  
Taylorsville, Utah

### Immediate Past President

Mark F. Jordan, CGCS  
Westfield Country Club  
Westfield Center, Ohio

### Directors

Paul L. Carter, CGCS  
The Bear Trace at Harrison Bay  
Harrison, Tenn.

Douglas D. Dykstra, CGCS  
White Mountain Country Club  
Pinetop, Ariz.

Marc E. Weston, CGCS  
Indian Hill Country Club  
Newington, Conn.

Steven J. Hammon  
Traverse City Country Club  
Frankfort, Mich.

H. Scott Griffith, CGCS  
University of Georgia Golf  
Course  
Athens, Ga.



## GCSAA FOUNDATION BOARD OF TRUSTEES

### President

Kevin P. Breen, CGCS  
La Rinconada Country Club  
Los Gatos, Calif.

### Vice President

Jeff L. White, CGCS  
Indian Hills Country Club  
Mission Hills, Kan.

### Secretary/ Treasurer

T.A. Barker, CGCS  
Fore Lakes Golf Course  
Taylorsville, Utah

### Trustees

Paul L. Carter, CGCS  
The Bear Trace at Harrison Bay  
Frisco, Texas

Arjun Chowdri  
PGA of America  
Palm Beach Gardens, Fla.

Paul Vermeulen  
PGA Tour  
Ponte Vedra Beach, Fla.

Emily Palmer  
USGA  
Far Hills, N.J.

## EXECUTIVE OFFICERS

**GCSAA/  
GCSAA FOUNDATION  
Chief Executive Officer**  
J. Rhett Evans

**GCSAA/  
GCSAA FOUNDATION  
Chief Operating Officer**  
Kevin P. Sunderman, CGCS

**GCSAA/  
GCSAA FOUNDATION  
Chief Financial Officer**  
Cameron Oury

**GCSAA/  
GCSAA FOUNDATION  
Chief Marketing Officer**  
Ed Several

### GCSAA IS...

A leading golf organization that has as its focus golf course management. Since 1926, GCSAA has been the top professional association for the men and women who manage golf courses in the United States and worldwide. From its headquarters in Lawrence, Kan., the association provides education, information and representation to 20,000 members in more than 78 countries.

### GCSAA'S MISSION IS...

to serve its members, advance their profession and improve communities through the enjoyment, growth and vitality of the game of golf.

### GCSAA'S VISION IS...

To be the global leader in golf course management.

### THE GCSAA FOUNDATION IS...

The philanthropic, 501c(3) charitable arm of GCSAA, supported by generous GCSAA members and industry partners.

Founded in 1955 as the GCSAA Scholarship & Research Fund, and more recently known as the Environmental Institute for Golf, the GCSAA Foundation engages a wide range of stakeholders to provide financial support to the association, its members, and the communities they serve.

### GCSAA FOUNDATION'S MISSION

Secure funding and support to strengthen advocacy, education, and research that advances the work of golf course management professionals.

### GCSAA FOUNDATION'S VISION

Enriching golf for future generations.

**Golf Course Superintendents Association of America**

1421 Research Park Drive • Lawrence, KS 66049-3859 • 785.841.2240 • 800.472.7878

[www.gcsaa.org](http://www.gcsaa.org) • @GCSAA