

# 2016

# Annual Financial Report





## ALIGNING OUR EFFORTS

Every day and very often without recognition, dedicated GCSAA members serve their profession – by volunteering on national and chapter boards and committees, advocating for the industry with elected representatives, speaking at the annual conference, participating in turfgrass research, collaborating with local agencies, promoting environmental stewardship in their communities, and much more.

Through engagement and collaboration with individual members, chapter delegates, committees and task groups, the Golf Course Superintendents Association of America (GCSAA) is able to align those efforts and focus resources toward programs and services that will best serve members, advance the profession and enhance the game of golf.

During 2016, GCSAA members and staff worked with key golf industry stakeholders to lay the groundwork for new initiatives that will strengthen the superintendent profession and the golf industry well into the future.

With significant financial and resource contributions, the USGA continues to show dedication to the superintendent profession. This commitment allowed the program to come to fruition. To achieve the goal of having best management practices (BMP) established in all 50 states by 2020, GCSAA has created additional resources to aid chapters and individual members. The BMP grant program, funded through the Environmental Institute for Golf (EIFG) in part by the USGA and the PGA Tour, awarded grants to nine chapters in both 2016 and 2017. Over the past year, GCSAA leaders also worked with professional turfgrass and horticultural scientists, as well as a task group of superintendents, university scientists, environmental professionals, golf course architects and other industry representatives, to develop a BMP Planning Guide and Template. This online resource offers guidance in the development of golf course BMP programs at the state level.

GCSAA further invests in the future of our industry by supporting turfgrass research projects through chapters across the country. Funding, available to GCSAA through a block grant from the EIFG, was increased to \$110,000 in 2016, with seven new research projects. It was increased again in 2017 to \$115,000, with continued support for the 2016 projects and seven new projects.

GCSAA's Golf Course Environmental Profile, funded by the USGA through the EIFG, also took great research strides in 2016 with the release of two reports from phase two of the project: "Nutrient Use and Management Practices on U.S. Golf Courses" and "Pest Management Practices on U.S. Golf Courses." The data gathered through these surveys continues to prove its worth to members advocating at their facilities, in their communities and on the national level.

Education, a cornerstone of member service, continues to grow in both number and scope of opportunities to meet members' evolving needs. In addition to live webinars and an expanding on-demand library free to members, GCSAA offers new and relevant education offerings each year at its Golf Industry Show – enhancements that helped the recent conference in Orlando welcome the highest number of seminar attendees in nearly a decade.

GCSAA also completed a redesign of its website, offering improved navigation and members-only content in a more user-friendly format. Highlights include a comprehensive resources section with easy access to research and information on golf course management topics, as well as a new "Learning Hub," providing members with a central location to access all GCSAA education offerings.

While these are only a few examples of initiatives that will impact the golf industry moving forward, our members can take pride in many other significant accomplishments in 2016. From advocacy efforts in Washington, D.C., to funds raised through the Rounds 4 Research auction, to the development of new programs for students and equipment managers, GCSAA members and staff are working diligently on numerous fronts to align our efforts and achieve our goals.

GCSAA and the EIFG rely on members, industry partners and EIFG donors to be able to offer these valued programs, services and resources. We thank you all for your support.



GCSAA has members in **72** countries,  
and its resources are utilized in **183**  
countries worldwide.



**GOLF COURSE SUPERINTENDENTS ASSOCIATION OF AMERICA AND RELATED ENTITY**  
Consolidated Statements of Activities for Years ended December 31, 2016 and 2015

	2016	2015
<b>Assets</b>		
Cash	\$ 1,259,402	\$ 1,791,434
Accounts receivable, less allowance for losses	912,338	912,093
Inventory	193,295	219,443
Investments	6,725,398	6,696,839
Other assets	1,194,849	1,254,169
Property and equipment, net of accumulated depreciation	6,505,462	6,444,872
Software, net of accumulated amortization	799,526	795,393
	<b>\$ 17,590,270</b>	<b>\$ 18,114,243</b>
<b>Liabilities</b>		
Accounts payable	\$ 713,354	\$ 856,242
Accrued expenses	606,069	590,713
Deferred Revenue	8,355,541	8,171,959
Debt	1,318,764	1,569,389
	<b>\$ 10,993,728</b>	<b>\$ 11,188,303</b>
<b>Net Assets</b>		
Unrestricted organization net assets	\$ 6,596,542	\$ 6,925,940
	<b>\$ 17,590,270</b>	<b>\$ 18,114,243</b>

The information contained in the Audit Report for the period ending 12/31/16 fairly presents, in all material respects, the financial condition and results of operations of GCSAA and GCSAA Communications, Inc. Cameron E. Oury, Chief Financial Officer.  
The consolidated financial statements for GCSAA and GCSAA Communications, Inc. were audited by an independent certified public accounting firm. The full text of the audit reports, financial statements and related notes are available at [www.gcsaa.org](http://www.gcsaa.org) (in the 'About GCSAA' section), or by contacting GCSAA Member Solutions at (800) 472-7878.

	2016	2015
<b>Revenues</b>		
Advertising and marketing opportunities	\$ 2,635,140	\$ 2,678,115
Conference and show	8,199,394	7,837,637
Membership dues	4,321,474	4,273,108
Investment income	374,559	51,034
Professional development	1,114,335	1,141,843
	<b>\$ 16,644,902</b>	<b>\$ 15,981,737</b>
<b>Expenses</b>		
Program services		
Education, environmental programs, GCM and website	\$ 4,946,207	\$ 4,774,106
Conference and show	4,815,189	4,019,150
Member and chapter services	2,349,352	2,243,848
Career development, marketing and branding, and media relations	2,013,620	1,994,431
	<b>\$ 14,124,368</b>	<b>\$ 13,031,535</b>
Management and general	3,230,426	3,494,933
	<b>\$ 17,354,794</b>	<b>\$ 16,526,468</b>
<b>Changes in Unrestricted Net Assets Before Other Income (Expense)</b>		
	<b>\$ (709,892)</b>	<b>\$ (544,731)</b>
<b>Other Income (Expense)</b>		
Interest expense	\$ (40,040)	\$ (47,730)
Rent income	410,409	260,275
Gain (loss) on disposal of assets	(3,867)	1,738
Other	13,992	12,731
	<b>\$ 380,494</b>	<b>\$ 227,014</b>
<b>Changes in Unrestricted Net Assets</b>		
	<b>\$ (329,398)</b>	<b>\$ (317,717)</b>
Total net assets, beginning of the year	<b>\$ 6,925,940</b>	<b>\$ 7,243,657</b>
Total net assets, end of the year	<b>\$ 6,596,542</b>	<b>\$ 6,925,940</b>

There were **7,700** registrants for GCSAA live and on-demand webcasts in 2016.



In 2016, GCSAA had **551** advocates take **951** actions and reach more than **250** members of Congress through GCSAA action alerts.





More than **2 million** job listings have been viewed on the GCSAA Job Board since May 2014.

GCSAA's "Thank a Superintendent" commercials on the Golf Channel are viewed by **13.6 million** U.S. households each month.



GCSAA launched a Best Management Practices Planning Guide and Template for GCSAA chapters.

ENVIRONMENTAL INSTITUTE FOR GOLF  
As of December 31, 2016 and 2015

	2016	2015
<b>Total Assets</b>	<b>\$8,135,000</b>	<b>\$7,755,000</b>
<b>Total Funding Sources</b>		
Individual contributions	\$148,000	\$153,000
Facility & chapter contributions	57,000	64,000
Industry contributions	20,000	236,000
Scholarships & grants	249,000	348,000
Tournament Contribution	50,000	50,000
Silent auction	84,000	101,000
Rounds 4 Research	228,000	174,000
Major gifts and pledge payments	117,000	143,000
Endowment withdrawal	331,000	359,000
<b>Total</b>	<b>\$1,284,000</b>	<b>\$1,628,000</b>
<b>Total Program and Supporting Expenditures</b>		
Applied scientific research programs	\$242,000	\$306,000
Environmental programs	256,000	392,000
Education programs	128,000	221,000
Advocacy programs	250,000	290,000
Scholarship programs	184,000	184,000
Fundraising expenses	204,000	160,000
Program management expenses	39,000	35,000
	<b>\$1,303,000</b>	<b>\$1,588,000</b>

The information contained in the Audit Report for the period ending 12/31/16 fairly presents, in all material respects, the financial condition and results of operations of the Environmental Institute for Golf. Cameron E. Oury, Chief Financial Officer.

The financial statements for the Environmental Institute for Golf were audited by an independent certified public accounting firm. The full text of the audit reports, financial statements and related notes are available at [www.eifg.org](http://www.eifg.org), or by contacting GCSAA Member Solutions at 800-472-7878.



## GCSAA BOARD OF DIRECTORS

### President

William H. Maynard, CGCS  
The Country Club of St. Albans  
St. Albans, Mo.

### Vice President

Darren J. Davis, CGCS  
Olde Florida Golf Club  
Naples, Fla.

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Boca Grove Plantation  
and Country Club  
Boca Raton, Fla.

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La Rinconada Country Club  
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Isla Del Sol Yacht and  
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## EIFG BOARD OF TRUSTEES

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William H. Maynard, CGCS  
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St. Albans, Mo.

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Kalamazoo, Mich.

### Trustee

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### Trustee

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USGA  
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### Trustee

Cal Roth  
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Ponte Vedra Beach, Fla.

## EXECUTIVE OFFICERS

### GCSAA/EIFG

Chief Executive Officer  
J. Rhett Evans

### GCSAA/EIFG

Chief Financial Officer  
Cameron Oury

### GCSAA/EIFG

Chief Operating Officer  
J.D. Dockstader

## 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 18,000 members in more than 72 countries.

## GCSAA'S MISSION IS...

To serve its members, advance their profession and enhance the enjoyment, growth and vitality of the game of golf.

## GCSAA'S VISION IS...

To be the global leader in golf course management.

## EIFG IS...

The philanthropic organization of GCSAA, which is made possible through the generous donations of GCSAA members and industry partners.

## EIFG'S MISSION

The Environmental Institute for Golf fosters sustainability through research, awareness, education, programs and scholarships for the benefit of golf course management professionals, golf facilities and the game.

## EIFG'S VISION

With respect for the game and the environment, the EIFG inspires environmental, social and economic progress through golf for the benefit of communities.

Collaboration between the golf industry, environmental interests and communities will lead to programs and services beneficial to all who come into contact with the game of golf.



**Golf Course Superintendents Association of America**

1421 Research Park Drive • Lawrence, KS 66049-3859 • 785.841.2240 • 800.472.7878 • 785.832.4488 (fax)

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