



GCSA

2023-24

IMPACT REPORT





20,000+ members

10 years of GCSAA Grassroots Ambassadors

Continuing To Pursue Excellence For GCSAA Members

GCSAA members have earned the reputation of being able to get the job done. They use their expertise, training and skill to make sure golfers have enjoyable conditions every day while making the most out of budgets and resources. It should come as no surprise then, that GCSAA also makes the most of the budget and resources we have to deliver incredible value to our members.

In the last year, we have grown or expanded programs to deliver on all facets of our mission: serving members, advancing the profession and improving communities.

Our membership is strong, sitting firmly at more than 20,000, and we have seen steady growth in the last five years. Driving this growth is the continuous focus on delivering the programs and services members need to improve their professional lives and help their facilities thrive.

As finding and retaining dedicated labor continues to challenge the industry, GCSAA has responded by creating a dedicated “workforce development” department with staff and resources to interest new people in a turfgrass career and help power their professional growth.

Programs like the GCSAA Women’s Leadership Academy, which debuted last fall to focus on providing women in the turfgrass industry with education, mentoring and networking, is just one of the ways we continue to help develop the teams, superintendents and the industry leaders of tomorrow.

GCSAA First Green is another workforce development program that helps GCSAA shape the future of the industry by introducing new audiences to the profession. Thanks to a generous \$1 million gift from Mike Hoffman, retired chairman and CEO of the Toro Co., and the Michael J. and Tamara Rae Hoffman Family Charitable Gift Fund, the First Green program was able to transition from a STEM to a STEAM education program. By adding “arts” to the already robust science, technology, engineering and math curriculum, First Green will be able to interest and educate even more elementary through high school-age students about the job opportunities in golf. First Green has introduced nearly 18,000 students to the profession and the many ways the game benefits their communities in the U.S. and Canada. Through partnerships with the Australian Sports Turf Managers Association (ASTMA) and the British and International Golf Greenkeepers Association (BIGGA), First Green is also impacting students in Australia and the U.K. In June 2024, First Green even came to the home of golf when BIGGA facilitated the inaugural First Green event in Scotland at St Andrews.

First Green fosters education. Similarly, our advocacy efforts foster a better understanding of the golf industry. This year marks the 10th anniversary of the GCSAA Grassroots Ambassador program. This groundbreaking program has established one-on-one relationships with GCSAA members and members of Congress. It has provided a network of committed volunteers with direct connections to leaders in Washington to bring attention to the biggest legislative and regulatory issues impacting golf. The success of the Grassroots Ambassadors led to the formation of a collaborative advocacy initiative between GCSAA and the PGA of America at the start of 2024. By working in tandem, we amplify golf’s voice and influence.

The GCSAA Foundation programs like Rounds 4 Research also amplify our message. While golfers may initially take part in the auction for the chance to play a bucket-list course or just get a good deal on a local favorite, they also get the opportunity to learn more about the GCSAA Foundation and how the funds raised by Rounds 4 Research help ensure the future of the game they love. Rounds 4 Research continues to grow, earning a record \$685,010 during the 2024 auction.

For those already involved in the golf industry, GCSAA continues to provide the learning and career development opportunities members need to grow in their positions and careers. The 2024 GCSAA Conference and Trade Show (CTS) saw a sold-out trade show, sold-out golf tournament, and the highest number of seminar seats sold in 15 years. The CTS remains a relevant and valuable way for members to grow their skills, increase their knowledge base and network. Attending CTS continues to be the largest gathering of turfgrass professionals enabling thousands of professionals to bring new ideas back home to enhance their facilities.

From popular and preeminent certifications and certificate programs to our annual international Thank A Golf Course Superintendent day, reaching 32.7 million people around the globe, GCSAA programs elevate, honor and celebrate all the GCSAA members who are essential to the game’s success.

GCSAA members combine hard work, expertise and innovation to provide great rounds of golf every day. At GCSAA, we combine service, dedication and tireless devotion to provide our members with valuable offerings to enhance their professional lives.



GOLF COURSE SUPERINTENDENTS ASSOCIATION OF AMERICA

**32.7 million
people reached
through global
Thank A
Golf Course
Superintendent
Day**

Golf Course Superintendents Association of America and Subsidiaries

As of December 31, 2023 and 2022

| | 2023 | 2022 |
|---|----------------------|----------------------|
| Assets | | |
| Cash | \$ 1,629,446 | \$ 397,548 |
| Accounts receivable, less allowance for doubtful accounts of \$5,000 in 2023 and 2022 | 563,468 | 419,462 |
| Due from related party | 190,762 | 112,355 |
| Inventory, net of valuation allowance | 303,351 | 246,244 |
| Investments | 8,409,842 | 9,431,326 |
| Other assets | 1,237,236 | 1,706,806 |
| Property and equipment, net of accumulated depreciation | 3,662,887 | 4,014,863 |
| Software, net of accumulated amortization | 155,720 | 254,489 |
| | \$ 16,152,712 | \$ 16,583,093 |
| Liabilities | | |
| Accounts payable | \$ 750,762 | \$ 742,348 |
| Accrued expenses | 990,772 | 842,219 |
| Due to related parties | 8,495 | 838 |
| Deferred revenue | 9,863,023 | 8,142,929 |
| Note payable | 1,116,832 | 2,358,502 |
| Line of Credit | -- | 1,250,000 |
| | \$ 12,729,884 | \$ 13,336,836 |
| Net Assets | | |
| | \$ 16,152,712 | \$ 16,583,093 |
| Net assets without donor restrictions | 3,422,828 | 3,246,257 |

| | 2023 | 2022 |
|---|----------------------|-----------------------|
| Revenues | | |
| Advertising and marketing opportunities | \$ 2,580,994 | \$ 2,598,360 |
| Conference and show | 8,931,408 | 6,438,052 |
| Membership dues | 4,842,729 | 4,442,506 |
| Investment income (loss) | 1,351,297 | (1,506,039) |
| Professional development | 1,594,495 | 1,176,181 |
| GCSAA PAC contributions | 12,595 | 11,498 |
| | \$ 19,313,518 | \$ 13,160,558 |
| Expenses | | |
| Program services: Education, environmental programs, GCM, and website | \$ 5,963,970 | \$ 5,689,389 |
| Conference and show | 5,147,226 | 4,907,190 |
| Member and chapter services | 2,933,221 | 3,066,641 |
| Career development, marketing and branding, and media relations | 2,112,628 | 1,631,666 |
| | \$ 16,157,045 | \$ 15,294,886 |
| Management and general | 3,130,383 | 3,000,961 |
| Total expenses | \$ 19,287,428 | \$ 18,295,847 |
| Change in Net Assets Before Other Income (Expense) | | |
| | \$ 26,090 | \$ (5,135,289) |
| Other Income (Expense) | | |
| Interest expense | (215,163) | (121,476) |
| Rent income | 391,749 | 371,830 |
| Loss on disposal of assets | (36,606) | (1,314) |
| Other | 10,501 | 21,407 |
| Total other income (expense) | \$ 150,481 | \$ 270,447 |
| Change in Net Assets | | |
| Net assets, beginning of year | \$ 3,246,257 | \$ 8,111,099 |
| Net assets, end of year | \$ 3,422,828 | \$ 3,246,257 |

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.



\$1 million gift to evolve *First Green* from S.T.E.M. to S.T.E.A.M.

\$690,000 raised by Rounds 4 Research

GCSAA Foundation

As of December 31, 2023 and 2022

| | 2023 | 2022 |
|--|----------------------|----------------------|
| Assets | | |
| Cash | \$ 13,413 | \$ 10,794 |
| Accounts receivable, net | 161,146 | 26,703 |
| Due from related parties | 8,495 | 838 |
| Prepaid expenses | 60,287 | 79,361 |
| Pledges receivable, net | 309,612 | 441,439 |
| Investments | 11,849,224 | 11,133,962 |
| | \$ 12,402,177 | \$ 11,693,097 |
| Liabilities | | |
| Accounts payable and accrued expenses | \$ 139,853 | \$ 138,304 |
| Due to related parties | 190,762 | 112,355 |
| Deferred revenue | 55,000 | 8,220 |
| Line of Credit | -- | 500,000 |
| | \$ 385,615 | \$ 758,879 |
| Net Assets | | |
| Net assets without donor restrictions - board designated | \$ 11,706,950 | \$ 10,492,779 |
| Net assets with donor restrictions | \$ 309,612 | 441,439 |
| Total net assets | \$ 12,016,562 | \$ 10,934,218 |
| Total Liabilities and Net Assets | \$ 12,402,177 | \$ 11,693,097 |

| | 2023 | 2022 |
|--|----------------------|-----------------------|
| Revenues | | |
| Individual contributions | \$ 195,918 | \$ 190,721 |
| Facility and chapter contributions | 35,105 | 32,001 |
| Industry contributions | 173,531 | 134,447 |
| Silent auction income | 183,834 | 149,428 |
| Scholarship and grant contributions | 364,270 | 233,008 |
| Online auction | 626,413 | 571,678 |
| Disaster relief | 5,072 | 14,424 |
| Investment income (loss) | 1,747,263 | (1,784,801) |
| Net assets released from restrictions — time | 131,827 | 369,310 |
| | \$ 3,463,233 | \$ (89,784) |
| Expenses | | |
| Program activities | \$ 2,005,142 | \$ 1,799,839 |
| Management and general | 60,677 | 118,531 |
| Fundraising | 183,243 | 305,916 |
| | \$ 2,249,062 | \$ 2,224,286 |
| Change in Net Assets Without Donor Restrictions | \$ 1,214,171 | \$ (2,314,070) |
| Restricted contributions — major gifts | -- | 257,500 |
| Net assets released from restrictions — time | (131,827) | (369,310) |
| | \$ (131,827) | \$ (111,810) |
| Change in Net Assets | \$ 1,082,344 | \$ (2,425,880) |
| Net assets, beginning of year | \$ 10,934,218 | \$ 13,360,098 |
| Net assets, end of year | \$ 12,016,562 | \$ 10,934,218 |

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/aboutgcsaa/financials>, or by contacting GCSAA at 800-472-7878.



GCSAA BOARD OF DIRECTORS

President

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

Vice President

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

Secretary/Treasurer

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

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Pinetop, Ariz.

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Traverse City, Mich.

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Athens, Ga.

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Indian Hills Country Club
Mission Hills, Kan.

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White Mountain Country Club
Pinetop, Ariz.

EXECUTIVE OFFICERS

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GCSAA/GCSAA FOUNDATION

Chief Operating Officer

Kevin 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...

GCSAA is dedicated to serving its members, advancing their profession and improving communities through the enjoyment, growth and vitality of the game of golf.

GCSAA'S VISION...

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

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www.gcsaa.org • @GCSAA