

# 2019

# ANNUAL FINANCIAL REPORT



GCSAA



GCSAA



EIFG





**3,332 individuals**  
have earned certified golf course  
superintendent (CGCS)  
designation to date.

GCSAA currently has

**431 members**

serving as Grassroots Ambassadors paired  
with members of Congress in 2019.

## ON SOLID GROUND

Any look back at 2019 cannot be done without recognizing the obvious sharp contrast to the uncertain times that have come about in 2020. GCSAA has seen many challenges in its long history, the Great Depression, World War II and more recently the 2008/2009 recession. GCSAA was able to weather these storms due to an engaged membership and dedication to our common cause. These trials have also taught us to be prepared. Through careful planning and a sound fiscal strategy, GCSAA has remained well positioned in the wake of a global pandemic and its effects on the golf industry. Through the successes of the past, we are able to chart a stable future, and 2019 brought us many successes on which to build.

One of the more visible examples is in our membership numbers. Our numbers stand at nearly 19,000 and have remained strong through the COVID-19 crisis. This is a clear indication that GCSAA is offering the products, services and information relevant to today's golf course management professional. The larger our membership, the stronger our voice, and in 2019 we found new ways to make that voice even louder with the introduction of two new membership categories and one new membership program. The Facility Membership is an opportunity for smaller facilities with leaner budgets to be introduced to GCSAA and discover the ways that the association can be a valuable asset for their team and facility. The Friend of the Golf Course Superintendent is for individuals who want to support superintendents and the game of golf but do not qualify for any other membership category. Finally, through the Multi-Member promotion, facilities can now save when they add a GCSAA member. Whether a course is public, private, municipal or at a resort, the Multi-Member promotion ensures everyone on a staff has the tools to make a facility operate at the highest level.

The Friends of the Golf Course Superintendent is just one way to forge friendships. One, of our very best was Ken Melrose, who sadly passed away on May 3, 2020. Through the Kendrick B. Melrose Family Foundation, Melrose, former CEO and chairman of the board of The Toro Co., made three large donations to GCSAA and the Environmental Institute for Golf in the past decade totaling \$2.5 million. In February 2019, a \$1 million gift was announced to create the Melrose Equipment Management Endowment to offer continuing education, a certificate program and the Melrose Equipment Management Experience, which brings GCSAA-member equipment managers to the Golf Industry Show for

---

**OUR NUMBERS STAND AT NEARLY 19,000**  
AND HAVE REMAINED STRONG THROUGH THE COVID-19  
CRISIS. THIS IS A CLEAR INDICATION THAT GCSAA IS OFFERING  
THE PRODUCTS, SERVICES AND INFORMATION RELEVANT TO  
TODAY'S GOLF COURSE MANAGEMENT PROFESSIONAL.

---

leadership and education sessions. In July 2019, the Melrose Foundation contributed an additional \$500,000 to support GCSAA's First Green STEM education program. These programs will benefit members and young people for years to come. To help show our thanks, in November, we named the auditorium at GCSAA headquarters in his honor.

Our long relationship with Ken Melrose is a wonderful example of how our ties with the golf industry help us achieve our mission of serving members, advancing the profession and enhancing the enjoyment and vitality of the game of golf. Another example came in September when it was announced that our friends at the PGA of America committed \$250,000 to the EIFG, which will help fund programs such as the First Green and the Best Management Practices initiative. In December, Old Tom Morris Award winner Herb Kohler donated \$250,000 to the EIFG, and the USGA and PGA Tour continue to support us through multi-year donations. These gifts will help us reach our goal of having BMP guidelines for golf courses in all 50 states by the end of 2020. In 2019 alone, 11 additional states published guidelines, and our goal is well within our reach. We also continue to build relationships with those outside the industry as well, whether making key strides on advocacy efforts in Washington, D.C., or raising a record \$364,000 in the 2019 Rounds 4 Research online auction.

All of our efforts are done, and connections made, to improve the professional lives of our members. That work continues to pay off as the biennial 2019 Compensation and Benefit Report showed a 4.5% increase in average salaries for superintendents and a more than 7% increase for assistant superintendents and equipment managers in just two years. Overall increased awareness and respect for superintendents has brought about a doubling of superintendent salaries in the last quarter century.

We do not know what the future will hold, but we do know that GCSAA has positioned itself and its members to face the challenges that may come. The world may feel unstable, but GCSAA is on solid ground.



**12,570**  
registrants for GCSAA live and  
on-demand webinars in 2019

GCSAA has nine field staff who serve  
**98 chapters.**  
Caribbean GCSA, New York GCSA and  
Mexico GCSA are the newest.

## GOLF COURSE SUPERINTENDENTS ASSOCIATION OF AMERICA AND SUBSIDIARIES

As of December 31, 2019 and 2018

	2019	2018
<b>ASSETS</b>		
Cash	\$ 1,192,797	\$ 737,211
Accounts receivable, less allowance for doubtful accounts of \$5,000 in 2019 and 2018	606,804	890,930
Due from related parties	—	17,999
Inventory, net of valuation allowance	219,477	183,491
Investments	8,222,166	7,602,648
Other assets	1,519,332	1,416,403
Property and equipment, net of accumulated depreciation	5,192,854	5,595,280
Software, net of accumulated amortization	637,604	718,309
	<b>\$ 17,591,034</b>	<b>\$ 17,162,271</b>
<b>LIABILITIES</b>		
Accounts payable	\$ 734,965	\$ 774,059
Accrued expenses	639,213	605,411
Due to related parties	19,922	—
Deferred revenue	8,579,905	8,412,787
Note payable	561,289	818,070
	<b>\$ 10,535,294</b>	<b>\$ 10,610,327</b>
<b>NET ASSETS</b>		
Net assets without donor restrictions	\$ 7,055,740	\$ 6,551,944
	<b>\$ 17,591,034</b>	<b>\$ 17,162,271</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 [www.gcsaa.org](http://www.gcsaa.org) (in the 'About GCSAA' section), or by contacting GCSAA at 800-472-7878.

	2019	2018
<b>REVENUES</b>		
Advertising and marketing opportunities	\$ 2,417,398	\$ 2,529,265
Conference and show	8,693,588	8,781,063
Membership dues	4,405,762	4,297,534
Contributions	15,630	11,373
Investment income (loss)	1,524,436	(657,582)
Professional development	1,426,169	1,263,342
	<b>\$ 18,482,983</b>	<b>\$ 16,224,995</b>
<b>EXPENSES</b>		
Program services		
Education, environmental programs, <i>GCM</i> and website	\$ 5,688,891	\$ 5,456,083
Conference and show	5,051,344	4,537,409
Member and chapter services	2,550,919	2,607,707
Career development, marketing and branding, and media relations	2,008,699	2,205,347
	<b>\$ 15,229,853</b>	<b>\$ 14,806,546</b>
Management and general	3,167,738	3,120,750
	<b>\$ 18,467,591</b>	<b>\$ 17,927,296</b>
<b>CHANGE IN NET ASSETS BEFORE OTHER INCOME (EXPENSE)</b>	<b>\$ 15,392</b>	<b>\$ (1,702,301)</b>
<b>OTHER INCOME (EXPENSE)</b>		
Interest expense	\$ (44,822)	\$ (39,856)
Benevolence fund replenishment (expense)	—	2,920
Rent income	541,427	533,589
Gain (loss) on disposal of assets	(14,759)	4,522
Bad debt expense	—	5,000
Other	6,558	21,298
	<b>\$ 488,404</b>	<b>\$ 527,473</b>
<b>CHANGE IN NET ASSETS</b>	<b>\$ 503,796</b>	<b>\$ (1,174,828)</b>
Total net assets, beginning of year	<b>\$ 6,551,944</b>	<b>\$ 7,726,772</b>
Total net assets, end of year	<b>\$ 7,055,740</b>	<b>\$ 6,551,944</b>





The EIFG has funded  
**\$127,500**  
 in research projects  
 in 2019

Since its 2012 launch, Rounds 4 Research has  
 helped raise more than

**\$1.7 million**  
 to benefit golf's future

## ENVIRONMENTAL INSTITUTE FOR GOLF

As of December 31, 2019 and 2018

	2019	2018
<b>ASSETS</b>		
Cash	\$ 130,210	\$ 189
Accounts receivable, net	20,726	86,638
Due from related parties	19,922	—
Prepaid expenses	45,478	16,602
Pledges receivable, net	475,433	225,472
Investments	10,634,753	8,723,568
Intangible assets, net	18,750	26,250
	<b>\$ 11,345,272</b>	<b>\$ 9,078,719</b>
<b>LIABILITIES</b>		
Accounts payable and accrued expenses	\$ 87,053	\$ 75,470
Due to related parties	—	17,999
Deferred revenue	190,575	29,585
	<b>\$ 277,628</b>	<b>\$ 123,054</b>
<b>NET ASSETS</b>		
Net assets without donor restrictions	\$ 10,592,211	\$ 8,730,193
Net assets with donor restrictions	475,433	225,472
	<b>\$ 11,067,644</b>	<b>\$ 8,955,665</b>
	<b>\$ 11,345,272</b>	<b>\$ 9,078,719</b>

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 at 800-472-7878.

	2019	2018
<b>REVENUES</b>		
Individual contributions	\$ 162,946	\$ 161,001
Facility and chapter contributions	46,475	54,950
Industry contributions	165,292	108,679
Silent auction income	123,157	109,660
Scholarship and grant contributions	94,852	83,850
Online auction	438,273	393,493
Disaster relief	10,050	20,231
Investment income (loss)	1,847,184	(711,434)
Net assets released from restrictions	250,039	142,828
	<b>\$ 3,138,268</b>	<b>\$ 363,258</b>
<b>EXPENSES</b>		
Program activities	\$ 1,817,321	\$ 1,626,599
Management and general	43,492	42,483
Fundraising	216,366	207,612
	<b>\$ 2,077,179</b>	<b>\$ 1,876,694</b>
<b>CHANGES IN NET ASSETS WITHOUT DONOR RESTRICTIONS</b>		
	<b>\$ 1,061,089</b>	<b>\$ (1,513,436)</b>
Restricted contributions — major gifts	\$ 1,300,929	\$ 1,357,516
Net assets released from restrictions	(250,039)	(142,828)
	<b>\$ 1,050,890</b>	<b>\$ 1,214,688</b>
<b>CHANGE IN NET ASSETS</b>	<b>\$ 2,111,979</b>	<b>\$ (298,748)</b>
Net assets, beginning of year	<b>\$ 8,955,665</b>	<b>\$ 9,254,413</b>
Net assets, end of year	<b>\$ 11,067,644</b>	<b>\$ 8,955,665</b>



## GCSAA BOARD OF DIRECTORS

### PRESIDENT

John R. Fulling Jr., CGCS  
Kalamazoo Country Club  
Kalamazoo, Mich.

### VICE PRESIDENT

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

### SECRETARY/ TREASURER

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

### IMMEDIATE PAST PRESIDENT

Rafael Barajas, CGCS  
Boca Grove Golf & Tennis Club  
Boca Raton, Fla.

### DIRECTORS

Kevin P. Sunderman, CGCS  
Isla Del Sol Yacht and  
Country Club  
St. Petersburg, Fla.

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

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

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

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



## EIFG BOARD OF TRUSTEES

### PRESIDENT

John R. Fulling Jr., CGCS  
Kalamazoo Country Club  
Kalamazoo, Mich.

### VICE PRESIDENT

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

### SECRETARY/ TREASURER

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

### TRUSTEES

Kevin P. Sunderman, CGCS  
Isla Del Sol Yacht and  
Country Club  
St. Petersburg, Fla.

Darrell Crall  
PGA of America  
Palm Beach Gardens, Fla.

Rand Jerris, Ph.D.  
USGA  
Far Hills, N.J.

Paul Vermeulen  
PGA Tour  
Ponte Vedra Beach, Fla.

---

## EXECUTIVE OFFICERS

### GCSAA/EIFG

CHIEF EXECUTIVE OFFICER  
J. Rhett Evans

### GCSAA/EIFG

CHIEF OPERATING OFFICER  
Bob Randquist, CGCS

### GCSAA/EIFG

CHIEF FINANCIAL OFFICER  
Cameron Oury

---

## 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 19,000 members in more than 78 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)

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

---