

CONFERENCE CALL OUTCOMES JULY 8, 2005

Participants:

- John Fulling Jr., CGCS (Western Michigan GCSA representative), Dan Bissonette (Northern Michigan TMA representative), Dave Pawluk, (Mid-Michigan Turf Association representative), Hannes Combest, Teri Harris and Janet Satterlee (GCSAA staff)

Topics: Michigan GCSA bylaws, communication plan, industry sponsorships and board structure

Objectives:

- Discuss bylaws for the state chapter
- Discuss industry (affiliate member) support
- Discuss board structure
- Review a recommended communication plan

Summary of discussions:

- The group discussed potential industry support. There are approximately 90 companies. Of that number, six to eight would be considered large (contributors at the \$7,500 level). Approximately 30% are in the middle level (\$3,000 - \$5,000 contributions). Approximately 70% are in the lower level. Teri will provide an updated version of the draft budget that reflects these numbers.
- The group reviewed a draft communications plan. Teri Harris will provide a revised version, based on the group's discussion.
 - A web cast will be scheduled for August 19 at 11 a.m. Eastern. The subgroup will present the communications plan to leaders of the four local chapters.
 - The subgroup will have a conference call on August 23 or 24 to debrief on what they're hearing from leaders and to discuss next steps.
- The group will discuss the state bylaws in detail at next week's conference call. In the meantime, Janet Satterlee will contact Dan Church (GCSAA's legal counsel) and develop a recommendation for the four local chapters to vote on dissolution.
- The group discussed how to best structure the state board. This includes number of representatives and terms. Janet will contact the Cactus and Pine GCSA, Georgia GCSA and Iowa GCSA to learn how their state chapters are structured with district representatives. She will also work with Dan Church on this and will forward a recommendation to the group.

Next steps:

A conference call will be held on Friday, July 15 at 11 ET to discuss the bylaws, a sponsorship presentation and the revised budget and communication plan.