



GCSA Southern California and Hi Lo Desert GCSA Select Management Firm Connerly & Associates, Inc.

The Boards of Directors of the Golf Course Superintendents Association of Southern California (GCSASC) and Hi-Lo Desert Golf Course Superintendents Association (Hi-Lo GCSA) are pleased to announce the selection of the management firm Connerly & Associates, Inc. to manage the operations of the two organizations. The selection follows a thorough search and interview process conducted by a committee comprised of representatives of both organizations and led by longtime superintendent and industry leader, Bruce Williams, CGCS.

Connerly & Associates, Inc. manages the Golf Course Superintendents Association of Northern California (GCSANC), as well as the California Golf Course Owners Association (CGCOA), National Golf Course Owners Association of Arizona (NGCOA Arizona), and the Nevada Golf Course Owners Association (NVGCOA), so the move is a natural extension of the portfolio currently managed by the firm.

GCSASC President Mike Williams would like to share the following thoughts: "The GCSA of Southern California is looking forward to working with Connerly & Associates on growing our chapter to new heights using their knowledge of our industry. Our primary goals are to increase membership and meeting attendance, while continuing to grow our Assistant program, and I feel we have selected the group to help our chapter get us there and beyond.

Hi-Lo Desert GCSA President Chris Hoyer added the following: "On behalf of the Hi-Lo Desert Chapter Superintendents Association, it is with great pleasure that we welcome Connerly & Associates to manage our association. They come highly recommended by the Northern California Association and California Golf Course Owners Association. We believe that by bringing in this team of professionals they will take our association to the next level by showing more value to prospective members and creating a new positive vibe for our existing members. I am very excited to have them."

"The selection is an honor, and we take very seriously the faith that the GCSASC and Hi-Lo Desert GCSA Boards have placed in us to guide their organizations in positive directions," stated company President Marc Connerly, who will serve as the Executive Director of both associations, with assistance from the company's team of specialists in accounting, membership management, communications, social media, and events.

"Just as importantly, this represents a very unique opportunity to enhance the lines of communication and the adhesion of the California golf industry as a whole, as our existing industry relationships will provide for improved collaboration opportunities between the northern and southern parts of the state, and between the Owners Association and the statewide GCSA chapters."

The management agreement is effective March 1, 2019, and allows for a one month transition period while the Connerly team works with outgoing Executive Director Cyndy Neal, who has run both organizations for more than 17 years.

Members should watch for further details coming soon, including a staff directory with names, duties and email addresses, but in the meantime, please feel free to contact Marc Connerly with any questions at (916) 214-6495 or mconnerly@connerlyandassociates.com.

Sincerely,

Mike Williams, President
GCSA Southern California

Chris Hoyer, President
Hi Lo Desert GCSA