

PRESIDENT'S MESSAGE - Bill Nigh, Pasatiempo GC, Santa Cruz

It's nice to return to Lake Tahoe for a joint meeting with the Sierra Nevada Chapter. I for one always look forward to this meeting. Our thanks to Richard Tokos and to the Tahoe-Donner Golf Club for making it possible.

I want to mention some projects that we have in the works. First of all, a committee has been formed to help Bill Davis in his planning for the Asilomar program. This committee does not want to do it alone--we want your thoughts and ideas. Second, we have nearly completed a new job description for Golf Course Superintendents--this paper will appear under the logos of the Golf Course Superintendents Association of Northern California and the Northern California Golf Association. A third project is an updated exam with accompanying readily available reference material. The fourth project is a training program for new persons entering the turf management field. At this time we have a rough draft of the training outline, covering all aspects of turf management and including irrigation, aquatic weed control, tree care, mechanics, building maintenance and so on.

These four projects alone require a lot of time and effort, and I just want to thank my Board members at this time for all their help.

Bill Nigh

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Our HOST FOR THE AUGUST MEETING, DICK AVEN.

Dick Aven has been at Marin Country Club since it was constructed in 1957. When construction was completed, he stayed on as part of the maintenance crew. In 1968, Dick was promoted to Assistant Superintendent. He held this position for five years. In 1973, the club appointed him Superintendent.

Marin Country Club was opened in 1958 with 200 members. Today there are approximately 600. Last year the membership purchased the club. The par 72 layout is located south of Novato in Marin County. The rolling terrain makes for a very fine course.

Dick gets his water from his own reservoirs and wells located on the property. With the drought situation very bad in Marin County, he is on a very strict water conservation program

By now everyone who attended the 1977 Golf Course Superintendents Institute at Asilomar has received their copies of the proceedings. Our many thanks to Bill Davis for a job well done.

As of this date, there will be no institute in 1978. Your Board of Directors is working with NCGA and U. C. Davis to develop a program starting in 1979. If any of the membership has suggestions as to what they believe should be covered, let your board know. A few minutes of your time for the betterment of the superintendent is well worthwhile.
Bob Livesey

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THRU THE GREEN EDITOR Robert E. Livesey, CGCS
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Deadline Date Fifteenth of Each Month

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The new "CHRISTIAN GOLF BUSINESSMEN'S ASSOCIATION" is having
its initial meeting TUESDAY EVENING, August 30th at 7:30 p.m.
at the Franklin Canyon Golf Course, Rodeo, California
All are invited to attend and share Golf and the Bible
Please contact Professional Mark O'Sullivan at (415) 787-2191
for information and RSVP
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WHY ARE EQUIPMENT COSTS SO HIGH? Jack Baker, H. V. Carter Co, Oakland
This is a question that comes up constantly in today's competitive market and unless one is closely associated with all the conditions it is a most difficult one to answer.

Probably the greatest influence in prices today is not necessarily the material used, but the cost to produce and manufacture it - then would follow the marketing process with promotion, advertising, increasing transportation rates, warranty programs, etc. There is nothing on the horizon that indicates a leveling off of these increasing costs regardless of what the "fortune tellers and readers of the crystal ball" might tell you.

One of the costs influencing increasing prices that is not too often discussed, but is vital in our industry, has to do with the creation of new products and machines that will enable us to get the job done faster and with greater economy and dependability. Engineering