

NORM STEWART, Chairman of Awards Committee reports the selections for Superintendent of the Year, Excellence in Golf Turf Management and Class F awards have been completed and will be given out at the annual meeting.

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WANTED ASSISTANT GOLF COURSE SUPERINTENDENT at San Jose Country Club
Contact Gordon Brinkworth 408 258-4901

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STEVE KILMER has established his own business "Green Pastures" in the neighboring area of Contra Costa County.

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Our deepest sympathy extended to Walter Boysen in the loss of his wife Nina.

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B V D - by Jack Baker, H. V. Carter Co., Oakland

Years past this has been the standard tab attached to men's underwear, but in the broader sense we find it best applies to a solid business organization who bases B V D on:

- B - Benefits and advantages exclusive in our products and services
- V - Value of the product or service
- D - Dependability and/or long life of the product

To go a little further, BENEFITS are most important when one considers what the product can do to make your job easier and better.

VALUE many times can get bogged-down in a price hassle - perhaps the buyer thinks the price is "too high" - while a closer look might show that while the price is higher you are getting a greater "value" for the amount to be spent. DEPENDABILITY becomes tied into this phase as it can spell longer life, higher quality, better service, etc.

Your supplier's reputation, policies, experience, honesty and dependability are most important and always should be weighed when negotiating prices.

THE HAND OF IMPORTANCE - by Jack Baker

Ever think about your hand as something more important than conveying food and drink to your mouth? Hands serve so many other more vital purposes - it's the first extension of recognition and communication with a new-found friend and the renewing of fellowship with old friends and customers. It has been said that a firm handshake shows genuine concern and intent.

Hands, directed by our brain through a series of nerves and muscles are

responsible for the genius of the inventor, the artist, the musician, technician and other skilled and experienced craftsman and with the proper tool in hand can be the instrument that keeps our expensive turf and grounds maintenance equipment operating to it's full efficiency.

While we are taking time for regular check-ups let's be sure we are giving care to our hands. They truly project our ability to communicate and maintain contacts in our daily lives.

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Northern California Turfgrass Council Field Day - This year the NCTC will stage it's annual Field Day in the Fairfield area. For those of you that may face the use of secondary effluent on your course in the future it will be of particular interest. We will visit the newest treatment facility in Northern California. The Fairfield-Suisun Wastewater Treatment Plant tour will include a lecture by the operations manager and a guided tour of the facility. Then we will move across the road to Warren's Turfgrass Nursery, which is a prime user of this effluent, for a look at their growing grounds and equipment. The day will also include a panel discussion by golf course and park superintendents that currently use secondary effluent. And as always we will have our rib barbecue again this year.

Therefore, mark June 14, 1978 on your calendar for this informative trip. Pre-registration will be required due to the size of the facilities. Hope to see you all there. Mike Dempsey, NCTC Field Day Chairman

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TARP (TURFGRASS ADAPTIVE RESEARCH PROGRAM) Regional meetings

Invitations and programs will be sent to club officials and superintendents of clubs in the area where TARP meetings are being held. Bill Davis will be conducting the educational portion of the program. This is a united effort of the Northern California Golf Association, University of California Davis and the Golf Course Superintendents Association of Northern California. Be sure and encourage your green chairman to attend with you.

- April 6, Monterey Peninsula Country Club, Pebble Beach
- May 9, Crow Canyon Country Club, San Ramon
- May 18, Sierra View Country Club, Roseville
- June 6, Baywood Golf & Country Club, Eureka
- June 8, Riverview Golf & Country Club, Redding
- July 6, place to be announced
- July 7, Del Rio Golf & Country Club, Modesto
- July 11, place to be announced
- July 25, Meadow Club, Fairfax