

## **WHY SHOULD WE WORRY ABOUT FOOD SAFETY?**

Within the last twelve months, the news media has focused a tremendous amount of attention on the issue of food safety as it relates to pesticide residues. Meryl Streep, Caesar Chavez and Ed Bradley of Sixty Minutes are but a few of the personalities involved in publicizing these concerns. This publicity has created some dramatic changes in the way consumers view the safety of the food they buy and has stimulated some unprecedented action on the part of supermarket produce buyers that includes initiating their own residue testing programs and insisting on residue free or organically grown produce among other activities.

Those of us associated with the ornamental and turf industry may have been lulled into a false sense of security by this action because we are not specifically mentioned in these reports. This is far from the truth as we are very much a part of any policy that affects agriculture. In spite of the size of our industry, many ornamental and turf materials are registered primarily for use on food crops. Eliminating or restricting those registrations may cause the withdrawal of a product as it will no longer be economically feasible to produce exclusively for ornamentals and turf. The next educational meeting for CAPCA will be December 7, 1989 at Sunol Valley Golf Course. Registration at 7:30 AM. Call John Law at (415) 825-2271 for more information.

The above information from Dave Hansen, President of CAPCA.

## **HERE COMES THE LAW**

Are you confused about all the new laws and regulations? Hopefully, after reading this update from Stan Strew, you will have a better understanding of your new upcoming responsibilities.

Continuing Education Requirements- Currently, CDFA has filed a proposal with OAL which will require 20 hours of

Continuing Education for QAL and QAC licenses and this must include 4 hours of Laws and Regs. For PCA'S the requirement of 40 hours of C.E. every two years must include 4 hours of laws and regs.

Groundwater protection- Proposed regs were open for public comment in March and April 1989. CDFA is getting ready to file with OAL, so until then we won't know the contents of the amended regs. CDFA is still trying for January 1990.

AB 2126 Rogers- was enacted into law September 1988. Several public agencies told CDFA they couldn't possibly comply in such a short time. So the deadline for PCA compliance will be extended to July 1, 1991 for Public Agencies.

AB1320 Jones- was passed September 1989 giving them until July 1991 to comply.

Pesticide Use Reporting- proposal is currently in OAL and CDFA hopes to implement it by January 1990. Reporting requirements are pretty much the same as they have been except ALL pesticides must be reported, not just restricted ones.

The above as seen in the October 1989 CAPCA newsletter.

## **SHINDAIWA SEMINAR**

The Shindaiwa power equipment seminar scheduled in November has been changed to January 1990. Please read your December Thru the Green Newsletter for details. Call Steve Kent at Scotsco, Inc. for further information at 1-800-648-6644.

## **GCSAA CERTIFICATION**

The Golf Course Superintendents Association of Northern California in conjunction with the Golf Course Superintendents Association of America is making an effort to provide consistency in the GCSAA certification procedure. Our

association has provided the GCSAA with a list of qualified professionals located in various areas of Northern California, who will be available to serve as exam monitors. This list of chapter monitors will be given to applicants with a recommendation that they choose one from their area.

GCSAA's Certification Program is the next logical step for members who have achieved Class A status and is also a recognition of your efforts in continuing your education. It is also recognition by your peers of your efforts to stay informed about the golf industry, your association and your profession.

The extra time dedicated to attain certification status means you care about maintaining the standards of professionalism within your chosen profession. It is also a recognized accomplishment within the golf industry and a great source of self accomplishment.

Article by Joseph A. Rodriguez, CGCS

## **BEARING BAD NEWS**

*by Jim Janosik*

The wreck of the Exxon Valdez and subsequent oil spill in Alaska earlier this year may seem months and miles away, but now after some of the smoke has cleared from this disaster there are some valuable lessons being gleaned from this nightmare. These lessons go way beyond protection of the Environment and piloting supertankers to what some experts are calling "a textbook case on how not to deal with the press."

Though superintendents rarely deal with the news media, they do deal with a group of people that can be equally as damaging to one's public image, the golfer. The golfer can be anyone from the retired police officer that plays four times a week to the Greens Committee Chairman at a private club that plays once a month. In either case, if not informed properly of problems on the course, the golfer will

always assume that the Superintendent is responsible because of negligence, stupidity, or whatever.

Superintendents are faced with their own little "disasters" such as mainline leaks, diseased turf, hydraulic leaks, vandalism, and whatever, that in the eyes of the golfer are just as tragic as the leakage of 260,000 gallons of crude oil in the Bay of Alaska. There are then several lessons to be learned from this disaster that can help Superintendents deal with disasters in a manner that doesn't hurt but rather help their relations with the golfer.

Exxon Corporation made several public relations blunders in handling the Alaskan crisis that Superintendents would do well to avoid:

1. Acknowledge the golfer's/members legitimate interest in your affairs. They did pay to play the course.
2. Try to understand the viewpoint of the golfer/members point of view. They both view it as "their" golf course. Many take what happens on it personally.
3. Don't run and hide when disaster strikes. Be just as visible in the good times as well as the bad.
4. When you make a mistake, admit it. Avoid excuses and shifting the blame.
5. Be a source before you are a subject. Tell people there are problems on the course before they find out by playing it. This is especially critical for dealing with members at private clubs.
6. Tell the truth or nothing.
7. If you want your side of the story told, you have to talk. Don't let the Assistant Pro or Starter act as your public relations person. You tell the golfers why there is a problem on the course. That 4'x 4' brown spot quickly turns into a dead Green by the time the grapevine gets involved.

By using some of these tips the Superintendent can hopefully head off public relations disasters before they happen.

Article from Divot News-September 1989.