

THRU THE GREEN

From The President

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THRU THE GREEN

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I've been waiting to do this column for a long time. It's time for Rich's Top Ten List of favorite golf course questions from over the years.

10. Why is the grass always wet in the morning? Can't you water at night?
9. *Usually asked in early spring* Why can't we take our carts on the fairways?
8. What kind of grass do you use on the greens? I want to plant some in my yard to make a putting green. How low should I set my mower?
7. The sand traps on that other course are always so dry. Why can't you move the sprinklers so the water won't get them wet?

6. Why do you always have to plug the greens just when they are so good?
- 6a. How soon will the greens recover from the plugging?
5. Why do you always have to spot water the greens during our tournament? *Mostly asked on a very hot day.*
4. Any statement preceded with "we used to....."
3. Didn't you just topdress the greens last month?
2. Why are there so many geese on our golf course? *And finally, the best reason to stay in the shop on those frost early mornings.*
1. How long will the frost delay last?

Have a great August
Richard Lavine, CGCS
President

Stanford University Vacancy Announcement

The Department of Athletics is seeking qualified applicants for the position of Golf Course Superintendent to manage, supervise and delegate the maintenance of the golf course, practice areas and clubhouse facilities in order to maintain the highest standards of excellence.

Qualification:

- Five years or more of professional golf and grounds management experience.
- Undergraduate degree with a specialty in agronomy, horticulture, plant and soil sciences or equivalent required.
- Certification in pesticide usage and valid driver's license required.
- Member in good standing of the "Golf Course Superintendent's Association of America."
- Computer skills, working knowledge of golf course equipment and vehicles, and participating knowledge of the game of golf are also required.

Interested, qualified candidates should submit their resume and letters of refer-

ence to: Ann McGee • Arrillaga Family Sports Center • Stanford, CA 94305-6150

Responsibilities:

- Recruit and hire course personnel; assign and prioritize duties and tasks of staff.
- Record all work undertaken by maintenance, keep plans, blueprints, drawings, etc.
- Assist with the preparation of capital and operating budgets; maintain expense records, inventory of equipment, maintenance schedules and replacement needs.

Office Notes

By Barbara Mikel

Well, you should have received or very shortly will be receiving, your new 1995-1996 Membership Directory. We apologize for our "Errors and Omissions", so please help us out by sending corrections and changes to the office to update the database.

If you have a fax, copy the page and fax it to us with circled corrections. Office fax number 916-626-5132.

Kinko's - mailing envelopes

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2nd Mike Basile / Mike Poole
3rd Jim Stone / Bob Sommary

4 Man Teams

1st Pete Dempsy, Dana Banke, Tim Hech, Jim Schmidt — Adobe Creek
2nd Chuck Weatherton, Jeff Layne, Steve Berg, Tom Schunn — Castlewood
3rd Mike Nunemacher, Dennis Simon, Dave Archer, Larry Nelson — Oakhurst

Closest To The Hole

#3 Guest/Affiliate Dick Brisco
#12 Guest/Affiliate Greg Weisner
#8 Professional Bob Burke
#15 Superintendent Ed Stocke

Professional

1st Dana Banke
2nd Jeff Pace 3rd Mike Kieser

Superintendent / Profession B.B. Net

1st Blake Swint / Larry O'Leary
Superintendent / Professional Trophy
2nd Chuck Weatherton / Jeff Layne
3rd Jess Pefferini / George Brund

Asst. Greens Superintendent Position Open — Quail Lodge

Quail Lodge, a 5 Star Luxury Resort & Golf Club has career opportunity for: **Assistant Greens Superintendent**. QAC or equivalent required. Network 8000 experience preferred. Good compensation, very desirable fringe benefits, good work environment. Submit resume by 8-30-95 to:

Quail Lodge Resort & Golf Club,
8000 Valley Greens Drive,
Carmel, CA 93923
Attn: Human Resources.

The superintendent, Denis Kerr can be contacted between 7-20-95 & 8-4-95 or 8-11-95 & 8-20-95 for additional information at (408) 624-1581 ext. 190.

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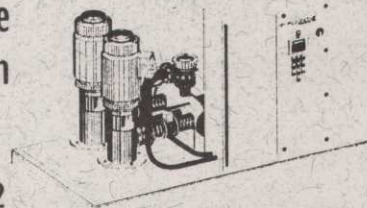
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GCSAA NEWS

Affiliation Agreement Changes

The GCSAA Chapter Relations Committee has recommended several changes to the GCSAA Board of Directors in terms of chapter affiliations. There has always been a chapter affiliation agreement between the chapters and GCSAA, although in many chapter's cases, the agreement had been unsigned or not even known about. Many, if not most of the terms of this agreement were not required or enforced by the GCSAA. This will be changing soon!

Some of the items under the new proposal, which appears likely to be approved, are as follows:

- ◆ Shared membership listings.
- ◆ State incorporation and tax exempt status.
- ◆ Annual reporting of financial statement, annual chapter activities, current bylaws, officers, membership roster, certificate of insurance, and the chapter's tax return.
- ◆ Required Directors and Officers and general liability insurance policies with at least \$1 million coverage for each.
- ◆ Bylaws and membership classifications consistent with GCSAA's.
- ◆ Chapter officers should be GCSAA Class A members.
- ◆ Required GCSAA membership for Class A, B, and C members. The following timetable is proposed for this membership requirement:

January 1, 2000 51% of A, B, and C members.

January 1, 2005 75% of A, B, and C members.

January 1, 2010 100% of A, B, and C members.

A number of these items, especially the final three, would require bylaws changes from the local chapters. **Your comments and suggestions to GCSAA are invited.**

Golf Superintendent — Lake Almanor Country Club

Lake Almanor Country Club, a lakeside private community in Northern Sierra/Nevada seeks a Superintendent for upscale 9 hole course. Year-round position. Course open 7 months. Salary range \$2,071 - \$2,693 per month, plus housing allowance. **By August 25, 1995** Send resume to:

Superintendent Search,
501 Peninsula Drive,
Lake Almanor Country Club,
Lake Almanor, CA 96137,

Golf And The Environment: Public Relations

By Bob Costa

Who would have thought ten years ago that a prerequisite for a position as Golf Course Superintendent would be knowledge and understanding of public relations. When I began my career as a Superintendent, public relations skills weren't even on my list of priorities. Well it's a different world, as we all know, and the role of a Superintendent has become much more complex and demanding than ever before. Today, our ability to achieve success in our job, and the image of our profession is in part a product of how we are perceived by golfers, the general public and the media.

Good public relations is not something that we can just sit back and expect to happen. It requires being aggressive and seeking opportunities to promote yourself, your staff, your operation and your profession. It requires careful thought, execution and most importantly, a written plan.

A public relations plan should consist of some very specific goals. Goals that begin with projecting a positive image of yourself, your profession and your association. Included should be goals which identify which members of the public you wish to target and how you intend to tell your story. Your plan should also include methods for evaluating your public relations efforts. You're going to need to know what's working, and

what's not. As in any plan, changes will be required. How you identify what to change, or modify is a function of your ability to evaluate your program.

Everyone's public relations program is going to be different depending upon time restraints, your location, and the support you receive from your club, or owner. Keep in mind it's important to begin conservatively. Everything you do, you want to do well. Starting slowly keeps you focused and also helps build your confidence. Here are some ideas to get you started:

Develop a relationship with your local media. This may include the golf writer, the garden editor, or perhaps the host of a local garden talk show. These individuals can help you tell a story about your operation, or stories about your professional associations. What type of stories are newsworthy? Anything that promotes you, your golf course, or your profession. It could be as simple as a story on "What is a Golf Course Superintendent".

Another viable public relations tool is to write your own article for print in the newspaper, a club newsletter or for display at the clubhouse. Your local garden editor would probably welcome a quarterly article on turf maintenance, for homeowners, that would allow you to describe profes-

For more information call (916) 596-3282.

(Continued on page 7)