

## 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)

**Delaney —water bills**

*(Continued from page 6)*

tal and economic interest," James said. He also reported on a new effort to provide information on multiple chemical sensitivity.

An organizational meeting for an institute which will monitor and interpret research on the complex and confusing issue of multiple chemical sensitivities was held on June 13-14 in Beltsville, Md/

"RISE is a sponsor of this new organization, the Environmental Sensitivities Research Institute," said James.

"But it is a good idea for individual manufacturers and formulators to become members as well.

"This is a serious issue that could have a very negative impact on the green industry."

**Keep It In Perspective**

*(Continued from page 5)*

why it is acceptable for Businessmen to lose deals, Bankers to lose money, Doctors to lose patients, Lawyers to lose cases, Golf Professionals to lose tournaments, but, it is unacceptable for a Superintendent to lose any turf? Unfortunately, I do not have an answer to that question.

It is hard to forget during the heat of summer, that holding the greens may mean holding your job. Knowing this makes working long hours and on weekends a requirement of the job. So, do the best you can this summer, and try not to let your work consume you. At least not to the point that you neglect your friends and family. If the worst does happen, and turf is lost, deal with it at that point in time. Keep it in perspective and remember, turf can be replaced.

**Golf and the Environment: P. R.**

*(Continued from page 4)*

sional maintenance practices.

Public appearances are a great way to spread the word. An ideal place to begin is at local schools, elementary, high school and college. At the elementary level you could discuss how golf courses can benefit the environment. Environmental topics are certainly a part of the curriculum. What a great opportunity to tell "the rest of the story". At the high school and college level you could discuss the turfgrass profession as a career, emphasizing the environmental benefits of golf courses. How about speaking to a local environmental group? Part of the reason anti-golf attitudes exist is due to a lack of knowledge. You can help provide that..

**Rodent Control Specialists**



**LANDSCAPE  
PEST CONTROL  
SERVICES, INC.**

**ALLEN TUNBERG**  
Pest Control Advisor  
and Operator

P.O. BOX 1166  
PLEASANTON, CA 94566

**(510) 426-8461**  
State License No. 05647

**BOETHING  
TREELAND  
FARMS, INC.**

**1 GAL. TO 60" BOX SIZE  
ORNAMENTAL TREES  
AND SHRUBS**



CONTRACT GROW trees and shrubs for those large projects, and to be sure of quality, size and savings.

*Serving all of Northern  
and Central California,  
Northern Nevada,  
and the North West.*

**TWO MAJOR LOCATIONS:**

23475 Long Valley Rd. Woodland Hills, CA 91367-6006 (818) 883-1222 FAX (818) 712-6979	2923 Alpine Road Portola Valley, CA 94028-7518 (415) 851-4770 FAX (415) 851-4252
---	--



P.O. Box 4563  
Palm Desert, CA 92261  
619-360-5464  
800-447-1840  
Fax: 619-360-5616

**Danielle Marman**

707-747-5000

**CARRYALL**  
**DRIVE IT TO WORK.** Club Car®

- 1200 lb. Cap.
- Hyd. Dump
- Demos For Sale

