

## NorCal Sierra Nevada Meeting A Success

On a day whose dark clouds brought the news of Steve Young's shoulder injury and was punctuated by the Raiders humiliation on Monday Night Football, the silver lining proved to be the success of the NorCal Sierra Nevada joint meeting, hosted by Sonoma Golf Club. Attendees at this year's event, which numbered over 150, experienced an informative talk from GCSAA's Scott Smith, a tasty south of the border lunch, and a great afternoon of golf.

Smith, director of Media Relations and Video Services, discussed the need to improve the image of golf course superintendents and highlighted several programs GCSAA has developed to assist superintendents. He pointed out that perception is the key to image development and therefore, superintendents must utilize every opportunity to project a professional image. He praised superintendents for the job that we do, particularly as it relates to environmental management. Our short-coming, Smith stated, has been our failure to effectively tell our story, which has manifested itself in our lack of recognition

He urged superintendents to actively participate in public relations efforts, noting that the success of the GCSAA's public relations campaign relies heavily upon its members. Smith cited several examples of how each of us could enhance our image. His ideas were as fundamental as being more conscious of how we dress, to enrollment in the Audubon Cooperative Sanctuary Program.

Smith's presentation concluded with a viewing of a promo tape featuring "Par For The Course". To increase viewership, the 1996 schedule includes telecasts every Sunday, March through November, and a rebroadcast on ESPN 2, Wednesdays at 10:00 p.m. The show was created to increase the exposure of golf course superintendents and highlight environmental projects. Thus far, it has been a success on both counts.

A classic fall day greeted those who took part in the afternoon shotgun. On behalf of all of those who participated, we thank Larry Norman, his staff, and the entire staff at Sonoma Golf Club for hosting a very successful event. A final word of thanks is

due to Ross Brownlie of Farwest Supply and Chuck Dal Pozzo from O.M. Scotts for hosting the beverage carts. All proceeds were donated to the scholarship fund. ♦

## Strictly Business (Cont'd)

formal evaluation scheduled after 90 days, and 6 months during the first year, helps to guide an employee, provides a vehicle to set performance goals, and demonstrates your interest in their performance.

One last bit of advice that has made a big difference in our operations. Consider hiring permanent part time employees. Our philosophy has been to hire quality, competent part time staff that can be groomed and trained for an eventual full-time position. This approach has allowed us to fill, full time positions, with employees who are trained, and with whom we have had a chance to evaluate over a period of time. They benefit, from the opportunity to be promoted into a full time position, and we benefit by improving the quality and productivity of our full time staff. ♦

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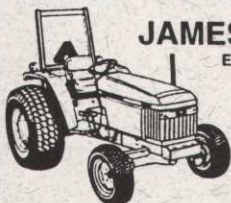
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