

GCSAA Public Relations Committee Sets Agenda for 1997

By Bob Costa

The Public Relations Committee, comprised of ten superintendents from across the U.S. and Canada, along with Director Scott Woodhead and GCSAA staff, met on October 4th & 5th to evaluate current GCSAA public relations efforts and to review and prioritize future activities. The committee was unanimous in its praise of GCSAA's Communications Department for their efforts in promoting the Golf Course Superintendents profession. Committee members noted the success of programs such as, *Par For The Course* as examples of how the identity of the golf course superintendent has increased within the golfing community.

To measure the success of the GCSAA public relations campaign the group identified three areas of focus; increased respect among employers and the community, financial status, and an increased role as a member of the management team. In each case, the committee felt the programs instituted by GCSAA had led to significant improvements.

Although the programs developed by GCSAA have done much to improve the superintendent's image, Scott Woodhead emphasized the need for a grass roots effort. "There is only so much the GCSAA can do," Woodhead said, "At some point it's up to the individual members to take an interest in public relations."

During the two day meeting, it was noted that an educational campaign needs to be developed to help superintendents improve their understanding of public relations and identify how superintendents stand to benefit from an improved image. "Public relations is a part of everything you do," said GCSAA's Public Relations manager, Jeff Bollig. "It's reflected in your attitude, the manner in which you communicate, act, and dress. Superintendents need to be aware of this." To increase superintendents awareness of public relations, P/R tips and articles will be featured in *Newsline* and *Golf Course Management*.

In a summary of 1996 public relations programs, Scott Smith, Director of Media Relations reported that *Par For The Course* enjoyed another successful season and will be back on ESPN in 1997. Smith emphasized that the purpose of the show is not to provide information for superintendents, but rather to promote the GCSAA and the Golf Course Superintendents profession throughout the golfing and non-golfing communities. Other 1996 highlights

included, syndicated news articles, public services announcements, media exposure at major golf events, the creation of a web site, a members media relations guidebook, informational posters and participation in the development of environmental principles.

With regard to projects for 1997, GCSAA will continue to focus on projects that enhance the superintendents value to their employer, as well as their value to the game of golf. ♦

Sonar Makes Splash in California Market

By: Bob Costa

This past spring California Superintendents were greeted with more than just the challenges of another busy summer, it marked the registration of Sonar*, a new generation aquatic herbicide. Originally developed by Eli Lilly and currently marketed by SePRO, Sonar first arrived on the California market in 1989 under a special use permit to treat Hydrilla. In 1994, Hydrilla was discovered in Clear Lake. The problem was potentially severe enough that it threatened the state's water supply. This threat, coupled with Sonar's proven efficacy on Hydrilla paved the way for its current California registration.

What makes Sonar unique? Its chemistry, similar to a pharmaceutical compound inhibits selected aquatic weeds ability to manufacture carbohydrates by interrupting the process of photosynthesis. The result is a gradual degradation of the plant. Symptoms, which appear as bleaching of terminal growth points usually occur within 7 to 10 days. Within 30 to 90 days, control is usually achieved. Because weed kill occurs over an extended period of time, plants are controlled without oxygen deprivation, or subsequent fish kill.

Applications of Sonar are easily made along lake banks. Within 24 hours the compound Fluridone is uniformly dispersed and absorption through the leaves, shoots and roots of susceptible plants begins. Maintaining adequate concentrations of the product for 30 days is vital to its success. This can be accomplished through the use of exciting new technology referred to as the FastEST. The process involves submitting a water sample to SePRO, where it is then analyzed for the purpose of determining

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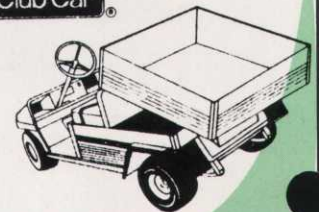
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Sonar Splash (Cont'd)

the concentration of active Ingredient. Levels minute as a part per billion can be detected and sequential applications, if needed, can be scheduled. The ability to monitor concentrations of fluridone can be particularly important in large bodies of water and in conditions when irrigation is considered. Irrigation of turfgrass according to label instruction should be delayed for 30 days.

Chemical treatments to lakes usually implies frequent repeat treatments. Under most conditions a single application of Sonar can provide acceptable levels of control for one to two years. An obvious benefit to the environment, and to a labor conscious superintendent.

By no means is Sonar a panacea to aquatic weed control. Its range of control is limited, (see label for weeds controlled) however it does provide an exiting new alternative for aquatic weed management. Like all chemicals, it should be used as a component of a comprehensive weed management program. ♦

Naumann's NorCal News

Carl King is the new superintendent at Merced Country Club in Merced. He is replacing Ray Davies who moved on to Crystal Springs GC in Burlingame. Carl most recently was with Western Golf driving the accessory truck. Prior to that he was the Supt. at Delta View Golf Course in Pittsburg... Two new golf course just opened up in Northern California in October, San Juan Oaks Golf Club in Hollister is a Fred Couples/Gene Bates design, Brand Langley is the Supt. In Livermore, Poppy Ridge Golf Course owned by the NCGA, is a 27 hole course designed by Rees Jones. Todd Cook is the Supt. . . . On Tuesday, October 8, the thermometer reached 108° F hitting an all time all season record. The next day the temperature hit 68° F. Who says its easy to grow grass on the coast.

Boardroom Briefs

- ♦ Barbara Mikel noted that she will be ordering new membership cards for 1997 renewals. The cards will reflect classification changes for some members, a result of the bylaw changes approved by the membership at the April annual meeting.
- ♦ The Board approved a motion to pay 50% (not to exceed \$500.00) of the costs associated with the education program for the joint meeting with Sierra Nevada.
- ♦ Bob Costa requested that he be relieved of his duties as Program Chairman at the conclusion of the January general meeting. Bob's request was made due to his increased responsibilities as Education Committee Chairman, and Newsletter Editor. Gary Carls will likely assume the Program Chairmanship.
- ♦ Gary Carls reported that one scholarship application has been received to date, however he anticipates several more to arrive as the November 15th deadline approaches.
- ♦ Blake Swint unveiled a new format for the Christmas party, which will include an expedited scoring system. Results of the tournament will be announced shortly after golf allowing winners to utilize their gift certificates. This change, along with an earlier start for cocktails and dinner will provide less interruption during the party.
- ♦ The Board, always eager for membership input, will periodically be using the monthly meeting registration forms to solicit comments from members on various subject matter.
- ♦ Board members have requested data on monthly meeting costs, and a breakdown of attendance by member classification. The information will be reviewed at a future meeting and recommendations will be forthcoming.
- ♦ Bob Costa announced a proposed deal, to provide logoed merchandise to the membership. The Board requested that sample items be displayed at the Institute for the purpose of obtaining membership feedback. The arrangement would allow members to order NorCal logoed merchandise direct from the Manufacturer..
- ♦ The 65th anniversary of the GCSANC will be highlighted at the general meeting in January.
- ♦ The Board has authorized Barbara Mikel to submit an application to GCSAA for a computer training program scheduled for next spring. If selected Barbara would fly to Lawrence where she would receive free Microsoft software and be trained in its use for chapter activities.

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