

## Boardroom Briefs

- ◆ Association Executive Secretary, Barbara Mikels reported that the 1997 salary survey will be included in the mailing with the membership renewal form. Barbara anticipates the mailing to occur in early November.
- ◆ The Proposed merchandise program with Southern Golf has been temporarily derailed. After a board vote, it was decided that the program would be place on hold until issues involving the merchandise catalog could be resolved.
- ◆ A budget committee has been formed to develop the Association's budget for the upcoming year. Board members Bob Costa, CGCS, Gary Carls, CGCS, Dave Davies, CGCS and Mike Nunemacher were chosen to work in conjunction with Barbara Mikel. The committee plans to make a formal presentation to the membership at the January General Meeting.
- ◆ Forrest Arthur and Wayne Lindelof have volunteered to respond to the GCSAA chapter survey. The information will be used to provide information to interested parties on GCSAA's web site.
- ◆ Bob Costa, CGCS and John Holmquist presented a draft outline of a SOP for sponsorship at Association events and functions. The proposal will continue to be refined over the next several months. Hopes are the program can be launched in the spring of 1998.
- ◆ Bob Costa, CGCS, reported that two GCSAA so-sponsored educational seminars are lined up for January 1998. Marketing efforts for both seminars will begin soon.
- ◆ State Representative, Dave Davies, CGCS, solicited input from the Board regarding the purpose and role of the State Association. Dave will be representing the GCSANC at the upcoming State Meeting in Lake Tahoe.
- ◆ The notion of hiring a media relations person to assist in Public Relations matters was proposed by Bob Costa, CGCS. The Board endorsed the idea in concept, asking for more information and a formal presentation by Greg Crawford who currently serves as the media relations person for the Oregon Golf Association and the Western Washington Golf Association.

### Naumann's Norcal News

John Jorgensen is the new Superintendent at Riverside Golf Course in Coyote. Presently Riverside GC is adding a new 18 hole course designed by Jack Nicklaus. Once that course is completed and opened, the existing 18 hole course will be rebuilt. John was the Superintendent at Ruby Hill CC in Pleasanton prior to his move . . . Larry Norman is the new Superintendent at the Institute GC in Morgan Hill. This is a new project being built on the side of an abandoned golf course. Larry was the director of golf maintenance at Sonoma Golf Club in Sonoma prior to his move. Juan de la Rosa remains as the Superintendent at Sonoma GC . . . Mike Nunnemacher is the Director of Grounds at Blackhawk Country Club. Mike was the Superintendent at Oakhurst CC in Clayton prior to his move. Mike Barber is remaining as the Superintendent at Blackhawk.

### Institute (Cont'd)

The rain, a welcomed sight in many respects didn't dampen anyone's spirits at the reception later that evening. A hosted bar, pasta, hors d'oeuvres and the 49er game in the background provided the backdrop for a relaxing evening. "The reception has really developed into a key element of the Institute," remarked Costa. "One of the things that makes the Institute so appealing is that, although it's grounded in education, it provides outlets too for relaxation and camaraderie. The two sites we have chosen are ideal for that purpose. The reception is just a comfortable way to segway into the seminar and it's good for the vendors as well."

With the 1997 Institute quickly becoming a memory, Costa had these final remarks. "Our success this year was really attributable to so many talented people, combined with a great facility. Certainly the committee members and speakers were instrumental and deserve a lot of credit. And then there's Barbara Mikel who is such a great resource. This year we even had an added bonus with the return of Cliff and Myrtle our good friends who faithfully volunteered their time. /

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