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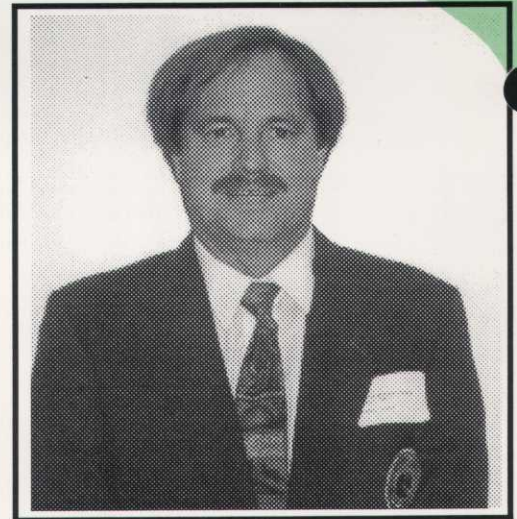
THRU THE GREEN

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Northern California

From The President

All of those in attendance at last month's meeting were treated to a look at how our Association has served its members over the years. The Association has held meetings that have provided strong education programs, have offered Golf Course Superintendents the opportunity to share ideas and interact socially during a round of golf. During the past 65 years the main goal of Golf Course Superintendents has been and continues to be providing quality turf with the best available resources. We still use many of the maintenance practices that were used when our Association was formed. We have a rich history that we should be eager to build on.

One thing that has changed recently is the difficulty of holding monthly meetings at the low costs of those held during the past decades. Crowded golf courses and the need for courses to generate revenue are driving the costs of our meetings beyond what we have paid in the past. Rather than simply raise meeting fees as I offered as one alternative, the Board that you have elected has taken a proactive approach towards dealing with this problem. A subcommittee has been formed that will improve and standardize the planning and communication with the host facility. Our purpose will be identified with the meeting site management officials and we will offer increased publicity for the site through our improved media relations campaign. Additionally the events of the next calendar year are being reviewed. Your input



Blake Swint, President

is important as it is possible that some of the more costly events may be eliminated if necessary.

Now is the time to stress the importance of being a member of this Association to your employer. We all should place a little more money in the proper place and budget time to cover the costs of meetings that we may not be able to lower. We should cultivate the relationships with those that make the decisions on whether we can host a meeting at our course.

Enjoy an early Fall,

Blake

Office Notes

By: Barbara Mikel

I hope you have all received your 1997-1998 directory. Seems like every year we get later and later with this project. I hope next year we can get it out more timely, May?? .

I included a new association brochure in the directory mailing. The telephone numbers printed will be the new area code beginning November 1997. If you want more, please let me know.

I have been spending some time on the Internet this month on various golf related sites. I discovered you can access your NCGA handicapping and indexing information online! Why should that surprise me? The NCGA and the USGA has always been in the forefront of the industry and Internet access is no exception. In case you don't have it already the address is: <http://www.ncgs.org>. Access the handicap section listing and provide the necessary member information for your last 20 postings and current index.

Please note the toll free telephone number for hotel reservations for December listed as well as the local dialing number. Sorry we left it off last month!

I will be on vacation September 15 through September 25, 1997. I will most certainly return in time for the joint meeting with the Sierra Nevada Superintendents Association in October. If you have an urgent need to contact the Association during this time, contact a member of the board of directors listed in your directory.

Quick Quote

"Ride the horse in the direction that it is going"

— Werner Erhard —