

## Boardroom Briefs

◆ Forrest Arthur announced that the results of the salary survey have been tabulated. According to Forrest, the numbers are comparable to past surveys. Fifty percent of the A and B members surveyed responded. The results will be mailed to all A and B members with the Annual Meeting notice. Additional copies may be obtained through the GCSANC office.

◆ The retooled, revised and revamped merchandise program is ready for release reported Forrest Arthur, Merchandise Chairman. The program, administered through Southern Golf, will allow GCSANC members to purchase directly from the supplier. Merchandise catalogs, as well as selected samples will be made available at each monthly meeting. Items can, however, be ordered at anytime. The arrangement with Southern Golf provides GCSANC a 20% royalty on all sales.

◆ The issue concerning the adoption of the GCSAA affiliate logo, in place of the GCSANC logo continued to receive moderate discussion. Bob Costa continues to be the most vocal dissenter of the idea, stating that "The local chapter serves a valuable purpose and it's identity needs to be protected. There's a place for both logos," said Costa.

◆ Affiliate representative, John Holmquist and Bob Costa summarized a recent draft of the sponsorship program. The duo plans to have a final draft available for comment at the annual meeting and be prepared to release the program by early October.

◆ Dave Davies reported to the Board the results of the budget committee meeting held in late November and early December. The budget committee, reports Davies, has proposed a balanced budget for 1998. It was the conclusion of the committee that a dues increase be proposed to keep pace with rising operating costs and to supply additional sources of revenue for future programs. (see related story)

◆ The idea of hiring a Media Relations expert continues to be tossed around with no definitive decision. The concept is being

championed by Bob Costa who feels the local golf maintenance industry and Norcal superintendents could benefit greatly from a concentrated public relations effort.

◆ Membership chairman, Mike Nunemacher, reported that the GCSANC membership has reached an all time high of 605 members. Nunemacher expressed concern however, over what he felt was limited member participation. He challenged his fellow board members to come with creative new ways to increase member involvement and suggested we examine scheduling one or two family oriented events.

◆ Program Chairman, Gary Carls, announced that San Juan Oaks is being looked into as a tentative site for the Superintendent Pro Tournament in June.

◆ Bob Costa announced a new advertising plan for *Thru The Green*, the official publication of the GCSANC. The new plan provides incentives for insert advertising, as well as a one year term for affiliates utilizing the 2 x 3 advertising space. The plan is designed to increase advertising opportunities for all members and reduce the annual loss associated with the publication of the newsletter.

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