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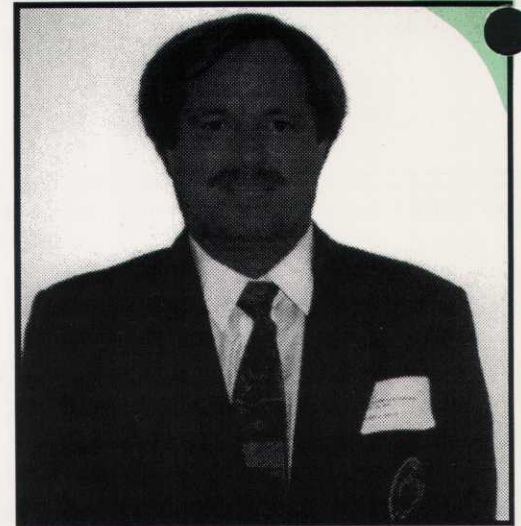
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From The President

A new year is here. Many of us take a little time to reflect how the past year was or how it went. Was it a good year? Could the year have been better? I'm going to stay away from itemizing resolutions that we should make and simply state that a new year offers a fresh start and the opportunity to improve our way of life and our professional image.

Improving our image through increased public relations means has been discussed regularly at our monthly board meetings. One item of discussion involves our Association logo. There is a trend that is taking place Nationally regarding local superintendents' association logos. Many Affiliated Chapters of the GCSAA are using a version of the GCSAA logo that attaches the local chapter's name to the GCSAA logo. At this time our Board is split between whether or not to make a recommendation to our membership to change our logo to the GCSAA Affiliated Chapter logo. I'm using this month's message to support such a change.

I'm the first to recognize that we have a rich 65 year history. Our present logo serves us well and is part of that history. Twice this past year, splendid displays of our history were placed for us to observe. As I looked at the many photographs on display, I also noticed a picket of a green blazer with the Association logo carefully cut out and placed on a separate easel. The logo of the time was the national logo with "Northern California" embroidered underneath it. If we were to change to the GCSAA Affiliated Chapter logo it would not be the first time our chapter used such a logo. If we were to change to the GCSAA Affiliated Chapter,



Blake Swint, President

our present logo would become part of that rich history.

Our affiliation with the GCSAA has provided us with many benefits. The GCSAA has continued to improve the image of golf course superintendents and the golf industry. TV commercial time is bought by the GCSAA during televised golf tournaments and golf course superintendents are promoted as key players in golf. It is during these commercials that the GCSAA logo is displayed for the golfing public to see. I have yet to see a commercial run with our present logo displayed for those we work for to see. For your consideration I urge you to think about whether we should make such a change.

Happy New Year,
Blake

Office Notes

By: *Barbara Mikel*

Happy New Year! 1998 promises to bring some really significant meetings. Beginning with the Etonics Seminar and the GCSAA Regional Seminar. I know February offers you the opportunity to get lots of education updates at the GCSAA Convention. Take advantage of those you are fortunate to have them available in so short a period of time.

Speaking of education, the University of Riverside has a Certificated Turfgrass Management program offered thru the Extension. If you know of someone who might benefit from this type of program, you can contact them at (909) 787-5804 or e-mail at sciences@ucx.ucr.edu. They have a quarterly course catalogue which you can order at (909) 787-3806.

On another education note, Michigan State University Libraries have the Turfgrass Information Center, Turfgrass Information File database on the Web. The Turfgrass Information Center homepage:

<http://www.lib.msu.edu/tgif> has all the details. If you are "net wise" give it a try.

Well the 1998 membership renewals are winding down. By this time, if you have paid your dues and any other outstanding fee assessments, you should have received your membership card. If you haven't check with your accounting department then call the office and let me know. All unpaid members were mailed statements at the end of December. You have until the end of January to pay your dues and all other outstanding fees to renew. Come February 1, 1998 you will be removed from the active member list and must reapply for membership.

Quick Quote

"Be aware that a halo only has to fall a few inches to become a noose"

— Dan McKinnon —