

## Boardroom Briefs

- ◆ Barbara Mikel Reports that member response to the salary survey has been almost 100%. The results will be tabulated after the first of the year and published shortly thereafter.
- ◆ GCSANC President, Blake Swint introduced for consideration the adoption of the GCSAA affiliate logo to replace the current GCSANC logo. Support by the board was divided. After a brief discussion, a decision was reached to survey the membership and introduce the topic at the general meeting in January. Based upon membership feedback, the logo change may be placed on the April Ballot.
- ◆ George Steffes, the CGCSA lobbyist has been designated as a Special Advisor to the Board. In this capacity Mr. Steffes will receive all GCSANC mailings, including the monthly board packets.
- ◆ Bob Costa, CGCS supplied the board with a contract proposal from Greg Crawford, a Media Relations Consultant. Costa, who has been a strong proponent of hiring a Media Director noted that our current budget does not include funds for public relations. "In essence we have done nothing to promote superintendents in Northern California," Costa told the board. The board continues to support the idea in concept and asked the budget committee to determine if funds can be made available to support such a program.
- ◆ Blake Swint noted that the Annual Meeting is scheduled for Castlewood Country Club on April 6, 1998
- ◆ Bob Costa, CGCS, reported that arrangements for the Etonic/GCSAA sponsored seminar on January 15th have been finalized. The four hour seminar entitled, "Growing Your People Skills," will be held from 12:00 noon to 4:00 p.m. at Silvercreek Valley Country Club. "The cost of the seminar is very reasonable. At \$30.00 it's quite a value," Costa told board members.
- ◆ The scholarship committee will begin screening applicants on December 19th, Chairman Wayne Lindelof, CGCS, reported. The committee includes, Tony Steers, Jeff Jones and Mike Ravel.
- ◆ Dr. Ali Harivandi provided the board with a research summary. Amongst the projects Dr. Harivandi is currently involved in are: a bentgrass varietal study at Crystal Springs Golf Course, and a hard fescue sod establishment study. Pending research activities include, a fine fescue trial, a perennial ryegrass trial and a perennial ryegrass/crabgrass competitiveness study.
- ◆ The budget committee, comprised of Dave Davies, CGCS, Gary Carls, CGCS, Bob Costa, CGCS and Barbara Mikel reported that after meeting for 2.5 hours, they had made significant progress on the 1998 fiscal budget. A second meeting was scheduled prior to the Christmas Party in early December.
- ◆ Plans continue to restructure the advertising program in the newsletter. Barbara Mikel and Bob Costa, CGCS, are currently working on a plan to increase advertising revenues in the hopes of making the newsletter more profitable. "The newsletter has operated at a significant loss for the last several years," cited Costa. "Our goal at some point would be to break even."
- ◆ State Representative Dave Davies, CGCS, requested that the board consider making a contribution to CGCSA sponsored poa annua research project being initiated in Southern California. The board approved an annual \$1,000 contribution for three years.

### A Review of 1997 (Cont'd)

fertilizers increase microbial activity, turf scientists are still unclear about what an ideal microbial population is in the soil, and exactly what benefit this may have for the turf. While organic fertilizers are typically more expensive, they are generally a safe, non-burning source of nutrients for the turf. Just be sure you know why and when you are using these products and incorporate them as part of a well-rounded fertility program that is verified by annual soil testing.

Those are just some of the thoughts and observations from around the Southwest in 1997. Mike and I wish all of you a very Merry Christmas and best wishes for a successful and productive 1998!

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