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THRU THE GREEN

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From The President

The meeting at Corral de Tierra is in the books. Thanks go out to Rich Scholes and the staff at Corral de Tierra for playing hosting. The course was great, although my score would not indicate it. I was afforded the opportunity to witness Bob Costa shooting a career round. Thanks for the lesson, Bob. Additional thanks to our speakers John Strawn from the Arthur Hills Group and Dan Miller and Peter Galea, CGCS, from Half Moon Bay. One observation from the meeting though, please remember the dress code information on the registration form. Shorts for golf are acceptable when noted, but attire for the meeting should be slacks and a golf shirt unless otherwise noted.

The Board of Directors has been discussing two issues that could have a great impact on all of us. Affiliate donations and advertising opportunities have always been a topic of conversation at meetings. "Bang for the Buck: in advertising is always critical and the constant barrage of solicitations for donations can easily promote the thought that "that's the only reason I am wanted in the association." I would be foolish to think there are not members in this group that feel affiliates are there to pay the freight, after all, it is a superintendents association. I could not disagree more with that line of thinking. Every member in this association shares a common bond, the golf industry. We each bring our own expertise and experience and can share it with those who express an interest in obtaining new knowledge. We have an obligation to the entire membership to present benefits for membership. We are discussing ways to consolidate donations into a one time per year request. Levels of sponsorship would vary and the benefits and opportunities would be spelled out in advance to allow for budgeting within your fiscal year. Advertising opportunities will also be listed in advance to allow members to pick and choose the format most beneficial to your needs. Initial discussions were made at the annual meeting. We received good feedback on the first draft. We hope to have more information to discuss later this summer. We hope to have the program in place for next year's dues renewal notices. Contact any member of the board if you have a comment or question. I don't think anyone wants to have something shoved down their throat, so

please give us some input.

The second issue is Public Relations. We have attempted for years to involve the media in telling the story of what the golf industry is about. We have had isolated success stories but overall the efforts have been a great disappointment. We are looking at seeking professional help (the association, not me!!) to better tell our story. That, of course, has a price tag. The intense scrutiny of last years budget review, review of advertising policy and pricing structure and the sponsorship program are all directed at finding a source for funding this public relations program. I feel it's important for us to tell our story. There is a great deal of misinformation about golf courses in the media. The recent U.S. Open at The Olympic Club provides a great example of the interest in golf as well as the financial impact it has on a local economy. To tell that story we need the help of trained professionals just like we use for our association management. The board is hoping to have information and a direction as well as a cost structure for a three year program available by the fall. Obviously . . . more to follow.

Last and certainly not least, the Scholarship Tournament is fast approaching. Help us to make this the best event yet by bringing your best team. Feel free to include members or friends in your foursome. It will be a great day with some great raffle and auction items. It is also a good time to show others what we do as an industry.

Dave Davies, CGCS

Office Notes

By Barbara Mikel

The Web site is up and running thanks to a "good boost " from Bob Tillema, CGCS. The site is reached through the GCSAA web link in the chapters section (www.gcsaa.org/cgcsa) a committee consisting of Ken Williams, CGCS Jim Karrick Jr., Jeff Ball are undertaking to add to the existing items. If you have suggestions, please let them know! Items like the Hosts Superintendent's profile from our newsletter might give a spotlight to those supporting the Association.

The meeting at Corral de Tierra was great! Superintendent, Rich Scholes, and crew as well as Corral management should be given

Continued on Page 3

Naumann's NorCal News

Bob Lopic has accepted the Superintendent position at Orinda Country Club in Orinda. Bob is working with **John Fleming** at The Olympic Club prior to his move **Jeff Roberts** has accepted the Superintendent position at Willow Park Golf Course in Castro Valley. He is replacing **J.R. Viviani** who is taking another position within the company . . . **Troy Flanagan** is the new Superintendent at Roundhill Country Club in Alamo. Troy was the assistant at Cypress Point in Pebble Beach prior to his relocation. He is replacing **George Cherolis** . . . **Gurdayal Toor** is the new Superintendent at Spring Valley Golf Course in Milpitas. **Greg Jetter**, who was the Superintendent, is now the Director of Grounds and Construction for the company. Toor has been the assistant at Sequayah Country Club in Oakland for over 20 years.

Office Notes (Continued)

a hardy "Thanks"! Food was great! The Ice Cream Bar was a very busy place just as everyone was departing for golf. Can't say about the golf event but everyone was off by 1:15 and that must be a record!

I would like to thank everyone for the cooperation we have been getting regarding meeting reservations and golf indexes. It sure makes like more enjoyable for the Golf Chairman and me when you fill in those blanks on the registration forms and mail your check with the reservation.

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