

## Advertising Sponsorship Program To Be Announced Soon

Eight months in planning the CGSANC Advertising/Sponsorship Program is about to be unveiled. A recent committee meeting resulted in a final draft of a program that appears to meet all of the objectives of the original proposal.

"We feel we have a program that provides a lot of options for those who choose to market their products and services within our Association," said Bob Costa. "We recognize that businesses have lots of options when it comes to choosing where to spend their marketing dollars. We set out to develop a program that caters to business large and small and is value oriented."

## Scotts Seeks Exemplary Superintendent

The Scotts Company is seeking the country's "best" golf course superintendent to award him or her with the 1999 Scotts Tradition of Excellence Award. Scotts gives the award annually to recognize outstanding achievements among golf course superintendents in advancing the science of course maintenance and in making golf the best it can be.

Nomination forms are now available from Scotts Technical Representatives, local chapters of the GCSAA Service Center (phone 800-472-7878) and Lord, Sullivan & Yoder Public Relations (phone 614-825-1730). Anyone involved in the golf industry may nominate an active or retired golf course superintendent for the award by outlining his/her achievements and service on the one-page nomination form. Nomination forms must be postmarked by January 2 to be eligible for the 1999 award.

Selection of the Scotts Tradition of Excellence Award is based on several criteria: teaching and mentoring experience; leadership; environmental responsibility; research and innovation in cultural or management practices; and professional involvement. The selection committee is comprised of officers of GCSAA and Michael P. Kelty, Ph.D., senior vice president of the Scotts Professional Business Group. The honoree will be announced in February at the GCSAA Conference and Show in Orlando. The recipient will receive an expense-paid trip to THE TRADITION Senior PGA Tournament at Desert Mountain for the formal award presentation.

One of the changes includes packaged programs where by a business can purchase a marketing plant that includes several advertising or sponsorship activities. For those who prefer to participate in a more traditional sense, individual activities are still available.

Another element of the program, requires selection and payment annually. "We found that in many cases it's more attractive for business to be able to budget their marketing dollars," continued Costa. "By selecting and paying in more or two installments the program allows advertisers/sponsors the opportunity to know, up front, what their annual expenses will be."

Finally, there are a few new marketing opportunities that provide business with new alternatives for exposure including; monthly meeting sponsorships, Institute sponsorship and advertising in the membership directory.

Details of the program should be introduced in late October, with the selection process running through December. "Like anything new we expect there to be some refinement over time," said Costa. "Our goal will be to continue to make it the best program possible."

## Naumann's NorCal News

**Danny Moak** is the new superintendent at Diablo Grande Golf Course in Patterson. Danny was the assistant under Forrest Arthur at Spanish Bay Golf Links prior to his move. Danny is replacing **Web Shaffer** . . . **Mike Orren** is the new superintendent at The Bridges at Gale Ranch in San Ramon. Mike was the superintendent at Wildhawk GC in Sacramento before moving to the Bay Area. Both facilities are managed by Crown Golf. Mike is being replaced at Wildhawk by his assistant **Gerry Levesque** . . . **Pat Finlen** is the new Director of Golf Operations at the Fort Ord Golf Courses. Pat was a superintendent in Kansas prior to moving westward.

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