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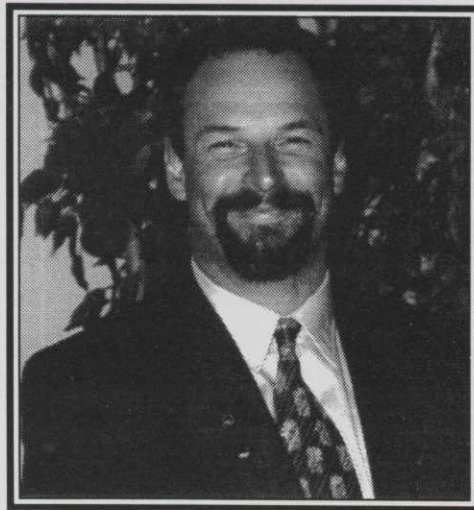
From The President

The possibility exists that this will be the last of my monthly addresses. The other option is that you will all endure another seven. The annual meeting will have the final answer. Although I don't think the answer to that question will be the driving force for attending the annual meeting, I do hope you will all be in attendance. Historically the outgoing President hosts the meeting. Due to the delays in our construction, we would be forced to deal with the interim golf course. Although it is a fun course to play, it presents some logistical problems for a group our size. We also have the prospect of being here next January. Shoreline GC has graciously provided a championship length course with an excellent restaurant. I am looking forward to being at Shoreline and would like to thank Dave Collins and his entire staff for the opportunity.

We are all very busy during April. Winter will be a recent memory and the spring routine will be in full effect. Aerification, irrigation start up and mowing, mowing and more mowing. It is important to remember that this is a great opportunity to help in the direction of our Association. Seeing familiar faces and meeting new people within the industry is reason enough. But there is also important business to deal with. Our Association continues to grow at a steady rate. The business climate for golf is more competitive now than ever before. We need to take advantage of every opportunity to maintain our professional network.

In retrospect, the last twelve months have been very enjoyable. The workload has been increased slightly with the new projects we have taken on, but I actually look forward to the Board meetings. It has been refreshing to be a part of a group that questions proposals, asks pointed questions and isn't afraid to voice their opinion. I can honestly say the Board has endured some marathon meetings, and no, we never did have that 2 hour meeting, but I come away from each one with a sense of accomplishment.

I am also looking forward to the future direction of the State Association. I get a sense from those Board meetings that there is a growing sense of direction and a more cooperative working relationship between the Chapters. We have a number of challenges facing our industry in California and I feel we have a very positive foundation to deal with



Dave Davies, CGCS

them. Hopefully, you will all be making plans for Reno in May. I think Sierra Nevada has done a great job of putting the programs together. The State Association will also be sending out letters, through our Chapter, soliciting funding assistance for a statewide golf industry study. I think this could be a very valuable tool for dealing with some of the challenges we face in the near future. Look for the letter and consider how your club, company or facility might be able to participate.

One final item to mention for your consideration. You may be aware of GCSAA involvement with the First Tee Program nationally. There have been efforts made through the GCSAA annual golf tournament to solicit donations of equipment for local golf programs for juniors. We have a number of programs in Northern California that could benefit from similar donations. The suggestion has been made that we have members bring donations to our monthly events. What do you think? See you at Shoreline.

Office Notes

By: Barbara Mikel

Spring is here! After the annual election, my thoughts turn to updating and mailing the membership directory. With that in mind, please find elsewhere in the newsletter a change of member information form. Please use this to bring your membership information up to date. If you have moved please let me know all the pertinent information. Just

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because you are still getting your mail, don't rely on "forwarding" forever! We need current club and company information for the directory. Please take a moment to make the changes necessary and forward them to the office. The sooner the better!

You may also notice an application for membership is included as an insert. Please take this out and file it (in a safe place!) for future use for a new assistant, or fellow superintendent or potential affiliate member you want to join the association. Keep it for upgrade and membership changes. We'll always have some in the office, but you can save some mailing expense if you copy it and give it to your staff. If you need more, give me a call.



This picture was emailed by one of our members. I thought it looked remarkably like one of our Board of Directors. I'm sure you can guess who.

**Happy
April
Fool's
Day,
Dave!**

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From The Media Director

By: Greg Crawford

It has been great to hear from many of you regarding the Media Director's position. I also appreciate once again the many story ideas or suggestions. Please keep the information coming — it is a big help. If you see any stories about golf, positive or negative, involving the superintendent position or any story in which you thought the superintendent should have been involved, please contact me, Bob Costa or any member of the GCSANC Board of Directors.

In my last article I talked a little about the media coverage at Sahalee last year during the PGA and the fact we were really able to get the message out about the role of the superintendent and what the job entails. Tom Wolff did a great job of dealing with the media during the PGA and enhancing the image and the work superintendents face everyday.

One follow-up to that story is that Tom Wolff has now moved on to become director of golf course maintenance at the TPC course at Snoqualmie Ridge, a beautiful Jack Nicklaus designed course out of Seattle. During his hiring process and in the media stories that followed about Tom's move, the management mentioned many times they had read about Tom's efforts through the media. They also learned much about the profession of superintendent by media information. I think this is just one example of how I, as Media Director, can help enhance and educate everyone about the role of the golf course superintendent. We have to look at the media as our friend and someone we want to educate about our roles.

Along those lines, I have spent a lot of time trying to develop relationships with media members. That will be an ongoing process. Like anything else, relationships in the media business are vital and it is one of the most important roles that I need to accomplish. In closing, I know that all of you are extremely busy, but please take some time to stay in touch and I look forward to seeing all of you at the annual meeting on April 20th.

Naumann's Norcal News

Tom Huesgen is the new superintendent at The Links at Spanish Bay in Pebble Beach. Tom was the assistant there prior to being promoted to replace the departing **Forrest Arthur** . . . **Sean Nicholson** has left Shoreline Golf Links in Mountain View to work at Tuscon Country Club in Arizona. **Mike Bakinoff** is the acting superintendent. Mike was a superintendent years ago prior to working for the City of Mountain View in the Parks Department. Shoreline G L is owned by the City of Mountain View. The first order of business for Mike is to host the next GCSANC meeting . . . **Pat Finlen**, Director of Golf Maintenance for BSL at the Fort Ord Golf Courses, has hired the superintendents for the two courses. **Tom Bevan** is the superintendent at the Bayonet Course and **Brian Netzt** is the superintendent at the Black Horse Course. Tom was the assistant at Carmel Valley Ranch prior to his move. Brian was the assistant at Richmond CC before moving to Monterey.