

## Office Notes (Cont'd)

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.