

Boardroom Briefs

By Ken Williams, CGCS

- ◆ The State GCSA was discussed. Association manager DJ King has been relieved of her duties. Her assistant Brenda has taken over the interim work. Vanessa Rangel is now editing California Fairways magazine. She takes over for Nina Kokotas.
- ◆ Mike McCulloch has been hired as the NCGA agronomist. Mike comes to Northern California from the Midwest. He will be overseeing research projects for the NCGA, running the internship program, and consulting on new projects. He has offered to write articles for the "Thru the Green" newsletter. The Board agreed to extend him a complimentary membership.
- ◆ The Board finalized a plan to accept donations for Jerry Berrow's Alameda Junior Golf Club.
- ◆ The Board discussed upcoming vacancies on the Board and possible candidates for the January election. Anyone wishing to run for a Board position should contact Dave Davies, CGCS.
- ◆ New GCSANC members will be required to attend at least one meeting in their first two months of membership. They will be introduced and receive their association paraphernalia at that time.
- ◆ Greg Crawford and the Media program were discussed. Greg still needs newsworthy items he can pass along to the media. The Board also would like to see a log/scrapbook from Greg.
- ◆ The Board discussed a letter from Stan Burgess. The letter opposed a possible by-law change that would create one Affiliate vote on the Board. More discussion is planned on the issue. The two Affiliate representatives currently on the Board have only an advisory role.
- ◆ The Board voted to contribute \$300 to the Diaz Family Memorial Fund. The fund was established for members of David Majors' (Del Mar CC) crew who were killed in an auto accident following a SDGCSA sponsored Padre game.
- ◆ Bob Tillema, CGCS is working to develop an area for vendor's information on the CGCSA web page.
- ◆ Penn State's David Huff submitted a proposal to the Board for funding of a nematocide research trial. The Board discussed the issue but declined to fund the work. The high travel costs of using an out of state researcher made it economically unreasonable for the Board at this time.

Rutgers Offers Three-Week Professional Golf Turf Management School

From January 17 – February 4, 2000 Rutgers University will offer a comprehensive preparatory course designed specifically for the golf turf professional. The course is designed for those who do not wish to attend a two-year program but who want to strengthen their skills in turfgrass management. The program will also prepare those interested in advancing to a more intensive two-year certificate program. The three-week program serves as an introduction to turf and landscape management for those individuals who want to pursue a career in fine turf management. Topics include employee communications, golf course construction and irrigation, turfgrass agronomics, and those skills necessary to create and maintain a golf environment. For more information on the program, contact Keith Wilson, Assistant Director at (732) 932-9271 extension 617 or at ocpe@aesop.rutgers.edu.

Writing on the Web

By Ken Williams, CGCS

"In cyberspace, you are what you write," says technology author Charles Rubin. Whether you've created a Web site or written an e-mail, you should pay close attention to the words you use. "People's opinion of you online is determined to a large extent by your command of the written word," Rubin says. Writing on the web is different from what you may have learned in English class. You need to grab the reader's attention and make your main points immediately.

People on the Web have short attention spans. If you don't hook them quickly, they'll be off to any of the millions of other sites just a few clicks away. For most people, reading on the Web is more difficult than reading from the printed page. Studies have shown that reading speeds are around 25% slower on a monitor. Try to keep words, sentences, and paragraphs short. Use meaningful, not necessarily clever, verbiage. Make sure your spelling is correct. And remember, the person on the other end can save, share, or do just about anything with your work.