

Office Notes

By: Barbara Mikel

We receive thank you letters each year from our scholarship recipients. The board of directors and scholarship committee read those letters. The presentation program provides an opportunity for each student to give his or her personal thanks. Last month I received a call from the father of a scholarship recipient just wanting to say "thank you." It was quite an emotional conversation. Seems this young man lost his mother to cancer two years ago and struggled to keep on going and do the "thing he has always wanted to do"-- be a golf course superintendent. His father was proud and appreciative of your efforts, take it to heart, and feel good about this program.

Your directory is "in the works". We hope to make additional improvements this year. What I really hope is that I have the most current information! I have many questionnaires outstanding as of this writing. The only way we can hope to keep this current is if you tell us when things change in your life. /

Etonic Seminar Series Comes to Stanford University Golf Course

March 6th, 2000 is the date for the seminar, "Improving Your Job and Securing Your Future." The seminar is part of the Etonic Seminar Series sponsored by golf shoe and apparel manufacturer Etonic. With the help of the GCSAA, the GCSANC was able to bring this excellent seminar to Northern California.

The four-hour seminar is being taught by Dalton B. Floyd, Jr. Mr. Floyd is an attorney and the founder of Golf Rx Associates, a consulting firm addressing the unique legal needs of the golfing industry. He has presented to the PGA, and numerous other golf associations. He has authored articles for GCSAA's Golf Course Management magazine as well as the Leader Board.

"Improving Your Job and Securing Your Future" will focus on increasing awareness of our changing environment. It will examine our attitudes and behaviors in the face of change. It will help superintendents build better partnerships and improve upon leadership and negotiating skills. It will also cover written employment contracts.

Lunch and golf will follow the seminar. Participants will be limited to 90. Please join us for a great day of education and camaraderie at the beautiful Stanford Golf Course. /

Is not life a hundred times too short for us to bore ourselves?
— Friedrich Wilhelm Nietzsche —

New Board Backs Media Program

Last year's inauguration of the GCSANC Media Program was heralded as an opportunity for local superintendents to gain much deserved recognition within the golfing industry. Like most programs in their infancy, the first thirteen months were punctuated by a number high and lows. Although some concerns have been publicly acknowledged, any notion that the program is in trouble should be dismissed. In fact, the first two months of 2000 have been the busiest since the program's inception.

Last year, the primary objective was to establish relationships with members of the local media and develop a presence within the golf community. "I think the program had a great deal of success the first six or seven months" said Bob Costa, CGCS and PR chairman, "but then it just seemed to stall". As for an explanation, Costa suggested there were some internal issues that have since been worked out plus the membership just didn't respond. "Realistically, there is only so much that we can do to promote our profession, it's difficult to create stories about our members when no one has come forward with ideas or stories. In spite of the lackluster member involvement, Media Director Greg Crawford did manage to produce 17 press releases and there was some success with radio interviews and in the print media.

This year's program has been retooled accordingly. The 2000 program is built around events as opposed to individuals. It will feature activities such as a media forum, ball mark repair week, turfgrass awareness week, a media team at the superintendent pro tournament, and a US Open diary. The Board will be fine-tuning the 2000 program at a planning session scheduled in late February. "I think it is safe to say that this is a critical year for the program," said Costa. "All of us at the Board level are committed, and Greg is really focused."

"One of our objectives will be to get Greg more involved on a personal basis with members of the media. As always, we still have our hand out to the membership for stories. Anything they can contribute, increases our chances of success with the program and ultimately the respect and recognition of the superintendent". /

*"In golf construction art and utility meet;
both are absolutely vital,
one is utterly ruined without the other."*

— George C. Thomas, Jr. —
Golf Course Architect