

## 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 6<sup>th</sup>, 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 schedule 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

## Tiger Wins 6<sup>th</sup> Straight in Monterey

Tiger Woods overcame multiple obstacles to win the AT&T Pro-Am in Monterey. He survived fierce wind, rain, fog, losing the head off his driver, six-hour rounds, Tom Smothers' yo-yo antics and a Monday finish to outlast 180 professionals at the event. His final round 64 included an eagle on the par 4 15<sup>th</sup> hole. This was Tiger's six straight PGA Tour win bringing him within five of Byron Nelson's all time record of 11.

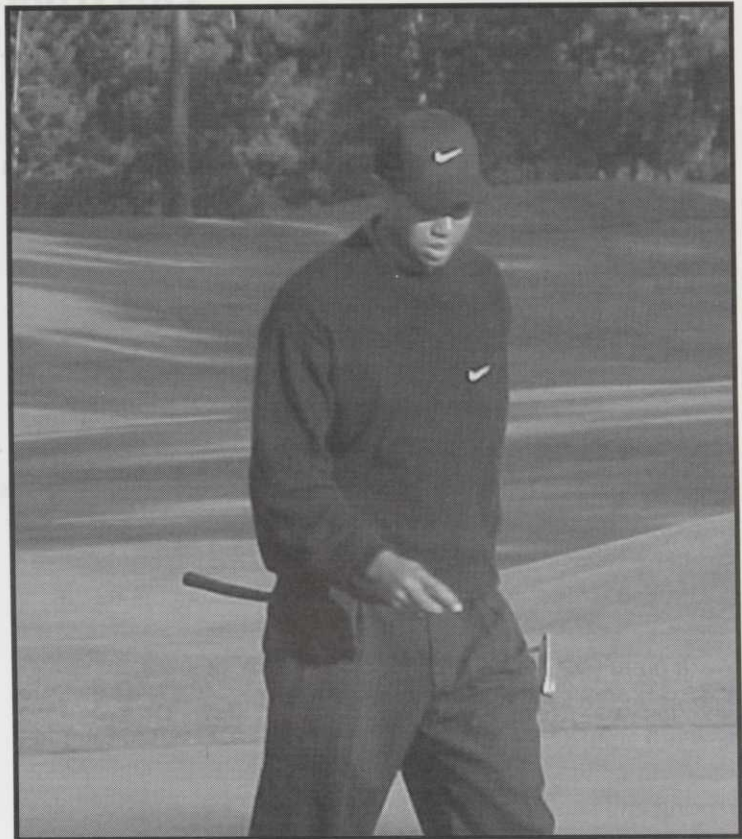
Tiger's \$720,000 victory check brought him to within \$40,000 of the PGA Tour's career earnings record held currently by Davis Love III. The event was contested over GCSANC member Manny Sousa's Poppy Hills GC, Eric Johnson's Spyglass Hill GC, and Mark Michaud's/ Eric Greypok's Pebble Beach Golf Links. Congratulations guys for a well run event! /

## Home On The Farm (Cont'd)

tant to be conservative in your approach but at the same time explore new alternatives".

In an era when job related stress finds most superintendents relishing the opportunity to "get away" at day's end, Stanford's Williams makes his home right on the golf course. "It has its advantages," says Williams, a devoted family man. "It's given me greater flexibility to spend time with my kids, particularly when working the weekends." The home, which was originally constructed in 1877, sits amongst what was once Leyland Stanford's stock farm, where at one time over 300 horses roamed. Some horse stables still remain and are located adjacent to the golf course. Its occasional aroma is a constant reminder to Williams of Stanford's equestrian heritage.

In spite of the challenges of managing a university golf course and raising a young family, Williams has found the time to make an impact within the association, serving as a Director in '98 and '99 and as the newsletter editor since last spring. Williams was also instrumental in developing the highly successful Turfgrass Field Day, which debuted last May at Crystal Springs and will travel to Ruby Hill this year. On March 6th, Williams and Stanford will play host to the first in a series of GCSANC educational meetings that will feature a four-hour Etonic seminar followed by afternoon golf. "Our staff is excited and very much looking forward to hosting the GCSANC and the Etonic Seminar series" says Williams, an education advocate whom you could say is truly at home, down on the farm. /



*Tiger strides toward victory at Monterey*

*"Don't lose hope —  
when it gets darkest, the stars come out."  
—Unknown —*

## GCSAA Develops Limited Budget Outreach Program

GCSAA is asking local chapters to identify limited budget golf facilities in their area. They will then match those facilities with local superintendent members who are willing to serve as mentors and provide assistance. The overall mission of the program is to help and enhance course conditions in order to help grow the game of golf, thereby fostering increased golfer enjoyment and participation in the sport.

This outreach program will promote communication and technical information transfer between experienced superintendents and those individuals in charge of maintenance at limited budget golf facilities. The program is geared to utilize existing relationships as much as possible and would use a non-threatening approach. Look for more information in the coming months in GCSAA's Newslite. /