



Naumann's Norcal News

Ted Horton has left his VP position at Pebble Beach to start his own environmental and human resources consulting firm. He is in the process of moving to Temecula where he will be running this company..... **Jeremy Lehman** is the new Superintendent at Cinnabar Hills Golf Course in San Jose. Jeremy was the assistant prior to his promotion. He is replacing **Tom Unruh** who has moved back to Carson City.... **John Martin** has left Sun City Golf in Lincoln. His replacement has yet to be named..... Some promotions have taken place at Orinda CC. **Mike Senneca** is now the Superintendent and **Bob Lapic** has been promoted to Director of Golf Course Maintenance. Mike was the assistant prior to his promotion.

Golf Course Superintendents of Northern California Scholarship Research Tournament 2000

Thanks You!

Orinda Country Club
H.V. Carter Company Inc.
Speedy Enterprises
Gachina Landscape Management
Simplot Turf & Horticultural
Spot Water Management
Turf Time
Aquatic Environments
Arboguard
Bay Irrigation & Turf Supply
Club Car
Delta Bluegrass Co
Nickels Golf Group, Ltd
Olympic Club
Pump Repair Service Company
R.V. Cloud
Reed Equipment
Russell D Mitchell & Assocs
Target Speciality
United Horticultural Supply
West Star Distributing
Western So2 Systems, Inc.
Wilber Soil & Turf Services
Christensen Irrigation Co. Inc
Farwest
Half Moon Bay Golf Links

Jean Fogg Landscape
Permacorp
Spring Creek G & C C
Sunnyvale Golf Course
Bay To Bay Golf Services
Bryant Taylor Gordon Golf
D.H.R. Construction, Inc.
Fountaingrove Country Club
Hydro Engineering
Milliken Chemical
Oase Pumps
Roddy Ranch Golf Course
Repor
Roddy Ranch G C
Rossmoor Golf Course
Sequoiah Country Club
Soltis Golf, Inc
The Andersons Pro Turf
Turf Equipment Services, Inc
UHS
West Coast Turf
Sierra Pacific Turf Supply
Ancon Bio-Services
Valley Crest Tree Co
B. H. Sales
Ciardella's Garden Supply

Why is the PDI necessary?

The following are excerpts from the presentation made by the Membership Standards Resource Group at the annual Chapter Delegates meeting held on September 8-10, 2000.

Several years ago, members began to understand that superintendents exist in a changing professional environment. With the increased emphasis on televised golf and the economics of the game, more is expected now from superintendents than ever before. And more will be expected in the future. Our members said and continue to say that golf course superintendents want more appreciation and recognition, compensation, retention and job opportunities.

The Membership Standards Resource Group was formed to look at how to achieve these goals in the future. They were to determine if action was possible to address these issues and determine what process should be followed to pursue the goals if they were adopted. The MSRSG needed information to effectively address whether or not we could have an impact on the key problems faced by golf course superintendents – appreciation, compensation, retention, and career opportunities.

The research by SRI, International clearly showed what golf course superintendents do – tasks – and which of these tasks employers valued most.

In order to effectively market the superintendent of the future, we have a triage approach. The foundation of this project continues to be education, both formal and through continuing education. The classification standards are built from this foundation and create an opportunity to drive the public relations initiative.

The classification system documents what superintendents are doing on the job, thus providing members with the tools they need to communicate their value to employers. This system will also provide GCSAA with the opportunity to integrate this information into our national public relations campaign.

Classification illustrates that expertise, knowledge and skills support the competencies established through GCSAA's research and member superintendent focus groups. Although there is not a guaranteed proficiency within the competencies, the proposed sliding scale will provide employers *See Why Is PDI Necessary? pg. 7*



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