



## Final Thoughts . . .

*President's Message  
by Bob Costa, CGCS*

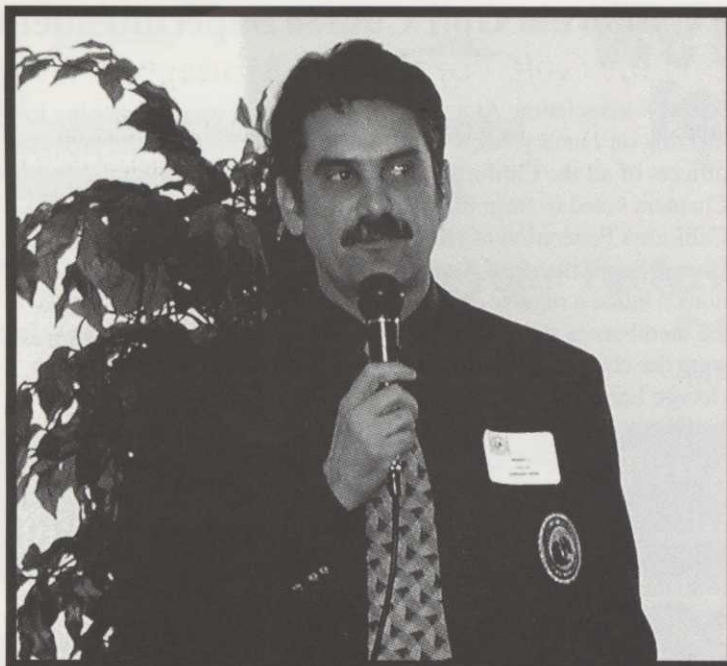
### Family Matters

About a year ago, I had the most rewarding experience that I can remember on a golf course. No, it wasn't my first ever hole in one, or the men's club hoisting me upon their shoulders proclaiming me an honorary member, it was the day, my then 4 1/2 year old daughter Emilie, spent part of the day with me at work.

I can recall we started our afternoon together in my office; she colored at her Dad's desk as I answered calls and shuffled papers. Then it was downstairs for lunch, a hot dog and fries with a coke and two cherries. With lunch complete, she grabbed my hand and we grabbed our clubs, and were off to the golf course where we both attempted to play a few holes. Of course a trip on the golf course wouldn't have been complete without a chance to drive the golf cart and with that, our day was complete.

Just a few weeks ago, as I tucked her into bed she reminded me of that day asking "Dad, when can I go to work with you again". Not needing much inspiration I responded, "Soon, I promise," knowing all along that June 18 - 24th is "Take Your Daughter to the Course Week". This year, joining us will be her 2 1/2-year-old sister Madeleine who loves hot dogs and cherries in her soda as well.

For those of you have daughters, or children for that matter, I encourage you to find the time to have them join you at work during that week. I think you'll find it to be a rewarding experience. And to all of you, as we begin our busiest and most



demanding time of the season remember, in our daily lives, it's family that really matters.

### Hail to the Chief

At the recently concluded Superintendent's Field Workshop, I had the honor of presenting one of GCSANC's most distinguished members, Cliff Wagoner, CGCS with his fifty-year pin. Several years ago as the Co-chairman of the 65th year anniversary event I had the opportunity to work closely with Cliff and his wife Myrtle, reviewing the history of the association. Although I had known Cliff for a number of years, it was through this experience that I developed a deep respect for his accomplishments. Few, if any in this association's past have demonstrated a greater dedication and passion for the profession. His endeavors are comparable to those of the legendary Babe Ruth and include; three terms as GCSANC President, GCSAA President, State President, Superintendent of the Year and Distinguished Service Award in both associations. Believe me, the list goes on. Cliff, gracious

in his acceptance speech, gave much credit to his wife Myrtle to whom this association also owes a great deal of gratitude.

### Oh My

In the infamous words of NBC's Dick Enberg, "Oh My" adequately described the Superintendent workshop hosted by Terry Grasso and the staff at Sequoyah Country Club. By all accounts, the entire day, top to bottom was a great success.

Terry, who recently served a two-year term as a director, has continued his support of the association and was instrumental in the planning of this event. I offer my personal thanks to Terry, and to the good Doctor, Ali Harivandi who served as co-chair and whose contributions to this association over the years have been many. During the introductory portion of the program it was my pleasure, on behalf of the Board of Directors, to present him with a check in support of his ongoing turfgrass research.

### Final Thoughts

I hope you will consider joining our hosts Mike Garvale, CGCS and Palo Alto

Hills CC in the reformatted Superintendent/Pro - Two-man team event. We welcome all of you on June 18th. /

\* Look for an article about Cliff Wagoner receiving his 50 year pin in the June Issue of Thru The Green.

Also Ali Harivandi's article on Selecting Bentgrasses for Golf Greens

## Office Notes

*By Barb Mikel*

Well, I am back from Kansas, New Mexico and Shell Beach

California. No, not all of that was work. Three days in New Mexico found me fishing the San Juan River below Navajo Lake, near Aztec, New Mexico. Great place to "get away" no telephones in the rooms, only ONE TV channel and it wasn't very interesting. Lots of reading, sunshine, a beautiful red rock river float trip, fish (catch and release fly fishing for rainbow and brown trout) and some shopping for Navajo Indian pottery! Okay so, it doesn't sound much like work.

We did work in Lawrence Kansas. You visit GCSAA and you start the day at 8:00 am and finish after dinner at about 8:00 pm! Around sixty chapter mangers executives spent Thursday, Friday and half day Saturday reviewing and exchanging ideas and thoughts. It's an opportunity to get up to date on the new requirements for PDI and for implementation of various joint programs. I'm sure you know a lot of good ideas come from sharing experiences and techniques.

Shell Beach, (the site of the California Golf Course Superintendent's Association Annual Meeting) brought California chapter mangers together again for local issues. California association managers

*See Office notes Cont'd on 10*



## Future of Golf Commerce (Cont'd)

purchasing guidelines.

• More choices and better pricing: There are often many suppliers from whom a customer can buy goods. Due to a supplier or distributor's geographic limitations or the time and expense to research all possible options, a buyer is limited to certain suppliers and distributors.

### The Future

Golf industry supply chain initiatives will be driven by an emphasis on business efficiencies and cost control. These factors will enable economies of scale in golf purchasing and procurement. B2B marketplaces complement - but do not replace - the industry's supply chain and business processes. The Internet's ability to bring together fragmented participants, attract critical mass of commerce, streamline processes, and reduce transaction costs is too enticing to ignore.

The current process of procuring golf products and supplies is inefficient. Industry participants stand to gain tremendously from a Web-based marketplace and ex-

change; the invisible hand of the marketplace is most effective when buyers and sellers are disjointed and thousands of transactions interact simultaneously.

While golf facilities are becoming increasingly automated, there are no end-to-end software solutions. The automated golf facility of the future will seamlessly integrate all aspects of communication, commerce, operation, and administration. Such a technology solution will transparently link facilities with their customers, suppliers, and service providers.

An effective electronic marketplace creates economies of scale and is neutral to all participants. Marketplaces that adopt these strategies are best positioned to deliver value to buyers and sellers. The success of marketplaces will be driven by participant success: if buyers and sellers reduce the time and cost to do business through a Web-based solution, the neutral marketplace will add significant value to the wholesale golf industry's supply chain. /

## California Golf Course Owners Assoc. GENERAL MEETING AND EXHIBITORS' SHOW

**Rancho Cañada Golf Club  
Carmel, CA  
Thursday, June 21, 2001  
8 a.m. to 4 p.m.**

### Program of Events

7:30 A.M.: REGISTRATION/CONTINENTAL BREAKFAST  
8:00 A.M.: GENERAL MEETING COMMENCES:  
9:30 A.M.: SEMINAR PROGRAM OF EVENTS:  
THE GOLF BUSINESS IN THE NEW MILLENNIUM:  
\* ENERGY COSTS  
\* MARKETING IN TODAY'S COMPETITIVE CLIMATE  
\* ENVIRONMENTAL ISSUES AND CONCERNS  
\* THE STATE OF THE GOLF INDUSTRY TODAY  
\* 11:00 A.M.: LUNCHEON/EXHIBITS OPEN

Register today! Be informed!

No registration fee, but advance written reservation requests are required.

For more information please contact  
Gary Cursio @ (831) 373-3701

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## Office Notes (Cont'd)

represent a large segment of the most played courses, oldest and largest memberships for superintendent's organizations in the country.

I received my first credit card payment for a meeting. More of you will take advantage of this option for meetings and renewals in the future. I also have the "preliminary" web pages for on-line registration ready for presentation at the May 16th board of directors meeting.

## Did You Know??????

In 1959, the GCSANC Board of Directors passed a motion to consider requiring all GCSANC members also become members of GCSAA. And we all thought the dual membership requirement was something new.

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