



Special Membership Offer!

For more information contact the GCSAA Service Center at 1-800-472-7878

To celebrate GCSAA's 75th Anniversary we are offering a special membership dues rebate program beginning **January 1, 2001** and continuing through **March 1, 2002**. During this time, superintendents and assistant superintendents joining GCSAA for the **first time** can do so for just **\$75***!

In addition to this amazing rebate, you will receive **FREE REGISTRATION** to the GCSAA International Golf Course Conference and Show of your choice!

All of this for just **\$75**

** Offer limited to superintendents and assistant superintendents joining GCSAA for the first time or those superintendents and assistant superintendents whose memberships have lapsed for at least two years.*

Superintendent Pro Tournament Coming to Palo Alto Hills in June

Mark your calendars for June 18, 2001 for the next GCSANC monthly meeting at the beautiful Palo Alto Hills Golf and Country Club. Mike Garvale, CGCS will be our host at this wonderful country club course. While this is our traditional Superintendent - Professional event, this year we have also expanded the field to include a two-person team format for those Superintendents, Assistants and Affiliates who would

also like to attend.

Registration is open to all and we encourage all of our members to take advantage of this great opportunity to play such a great course. Palo Alto Hills has been gracious enough to open their facility to us and we hope to fill the entire 120-person field. Look for the registration packet soon and we look forward to seeing you there!

Did You Know???

In 1933 GCSANC hosted a barbecue at Woodfin Ranch in Carmel. Total cost for everything???

GCSANC Call For Sponsors

GCSANC Affiliate members take notice. Several 2001 monthly meetings are available for sponsorship. Meeting sponsorship provides an opportunity for business's to gain valuable exposure and recognition at monthly meetings and special events.

Depending on the event, meeting sponsorship includes; a promotional article in "Thru the Green", event recognition and the right to distribute promotional materials. For more information on available events and how you can take advantage of this, any many other sponsorship activities, please contact Association Executive Secretary Barbara Mikel at 530 626-0931

Media Scorecard - April / May

- Press Release - Cliff Wagoner 50 year status
- Attendance at California Writers golf event
- NCGA News - Article, "When Aerification comes Knocking"
- NCGA News - Election of officers
- Radio Interview "Hooked on Golf" , Ray Davies
- Monterey Herald - Golf Column "Pajaro in Seventh Heaven"
- Monterey Herald - Golf Column "Huesgen is Pebble's new Superman"
- Monterey Herald - Golf Column "Mother nature fooling with Cypress Point"



Davies - tell me those aren't golf clubs on the back.



Pictured Above: David Steel describes drainage work on #18

At right: Workshop attendees get out in the field

Below: Attendees had a great day to get out and learn



Did You Know?

In November 1932, Dr. Alister McKenzie was the guest speaker at the GCSANC meeting at Monterey Peninsula C.C.



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

GCSANC Toll Free



877-942-7262

877-9GCSANC

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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