

Spring Heat Wave Helps Bermudagrass Transition

**Patrick J. Gross, Southwest Director
USGA Green Section
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The heat wave experienced throughout much of California in March and April gave bermudagrass a good start this spring. Early green-up was observed at courses that did not overseed, and good bermudagrass transition is now evident at most overseeded courses. It is interesting to note the inverse relationship between overseeding quality last fall and bermudagrass transition this spring. High temperatures last September and October resulted in poor overseeding establishment, but the good news is that there was less impact on bermudagrass recovery this spring. It is important for golfers and green committee members to keep this relationship in mind since there is rarely that "perfect year" when weather is conducive to perfect overseeding establishment and flawless bermudagrass recovery.

The high temperatures have caused a few minor problems on *Poa annua* putting greens. Heat stress was observed at some courses following core aeration and the unexpected increase in temperature. Superintendents also started salinity monitoring and deep watering programs earlier than normal as a result of the heat.

Kopec's 90° Rule – Many courses encourage golfers to obey the 90° rule when using carts to reduce traffic and wear damage to the turf. At our recent USGA Regional Conference in Phoenix, Dr. Dave Kopec from the University of Arizona reminded superintendents that golfers interpret this rule differently. Kopec's version of the 90° Rule states "as temperatures rise above 90°, golfers will drive their cart directly to the ball and anywhere else they want regardless of the cart policy."

PRESIDENT'S MESSAGE



Pat Finlen, CGCS
Olympic Club

With summer already here, most of us are busy tending to what makes our job so challenging. Whether it is the heat of the summer, the demands of your golfers or the lack of adequate resources, summer can be extremely tough on the golf course and the superintendent. Take the time to thank your staff for the work they do. Summer can be just as stressful for them as it is for you. For those that are facing tough times, irregardless of the seasons, the association has a wide array of members who are more than willing to share their talents and expertise to help you through those challenging times. If you know of someone needing a little extra help, please offer it to them. If you need help, don't hesitate to call upon a fellow member. The benefits of belonging to an association go far beyond the monthly meetings for education and camaraderie.

During May the State Association meeting was held in Valencia. While Northern California members sparsely attended it, it was a very good event with some excellent education and golf.

This past June we held our annual Superintendent/Pro meeting at Silver Creek Valley CC. Congratulations to host superintendent Nick Checklenis and the entire staff for providing outstanding golf course conditions and for a wonderful setting for our meeting. Thank you to our sponsors: Wait Motor Supply, Turf Drains of America, Smith and Associates and BASF. The winner of the trip to Pinehurst sponsored by BASF was Dick Rudolph. He and one lucky guest have an outstanding trip ahead of them.

Coming up in July is our annual Assistant's Tournament at Laguna Seca in Monterey. This relatively new event for the association has been very successful in its infancy. It is a great way to thank the assistants for the fine work they do and to give them a chance to attend an educational session and play golf.

In August, Santa Rosa Golf and Country Club and Gill Stiles will be hosting our annual Scholarship and Research Tournament. This event is our chance to raise money for worthy scholarships and for the valuable research that the association supports. Research projects that the association is supporting this year include a study on gray leaf spot and a continuation of the nematode research. Both research projects have a profound impact upon many of our members and their respective golf courses.

Once again this fall, Merritt College will be offering their Professional Turf and Landscape Program. This program is supported by many Industry Partners and offers an opportunity for your staff to obtain some technical skills. For more information visit their website at www.peralta.cc.ca.us



OFFICE NOTES

Barb Mikel,
GCSANC Association Manager

Welcome to summer. It has been an odd one this year up in the Sierra Foothills. No spring, summer early now back to spring. It sure must make the life of our members exciting!

Office time for the last couple of months has been VERY productive. I've had a chance to catch up on workload while you guys tend to business. Hope all those 100 plus members participating in the Silver Creek Valley Country Club Superintendent Pro Tournament had a great time! It was an excellent group and a wonderfully hosted tournament by all accounts! Special thanks to Terri Grasso for the advance planning and execution! It really helps to have so much advance organization for a meeting.

Many thanks also to Emmy Moore Minister for the great coverage of the Harding Park Field Day and the Superintendent Pro Tournament. She's in so many places, I can't keep track! I look forward to more great exposure of our members in various industry publications.

The Silver Creek Valley Superintendent Pro Tournament marked another milestone. It was the first time online registration was used for a GCSANC event. Bob Tillema, CGCS, director for the California GCSA, provided the technical expertise and the layout on the California GCSA.org web site. The reservations were emailed to the GCSANC office for credit card processing with receipts emailed to our members as confirmation. We are planning on having the online reservation system available for each future meeting. So next time, give it a try!

See you at the Santa Rosa Golf & Country Club for the Bert Graves Memorial Scholarship Research Tournament. **MARK YOUR CALENDAR FOR THURSDAY, AUGUST 5!**

Profession, Association Shines During U.S. Open

The world was watching during the U.S. Open and that meant fans around the globe witnessed the work of superintendent Mark Michaud and his staff at Shinnecock Hills Golf Course.

In addition to viewing the course, fans heard, saw and read about Michaud and his staff's effort to condition the playing grounds for the world's best golfers through a variety of media sources.

"Our work spoke for itself, but communicating what we did through the media gave the staff some recognition and allowed us to inform the public on what we did," Michaud said. "Shinnecock is such a great course, it was a fun story to tell."

Michaud has spent the better part of two years conducting media interviews in advance of the Open, but the last two months have seen his name mentioned in more than 100 media reports, including ESPN, The Golf Channel, NBC, *USA Today*, Associated Press, *Washington Post*, *New York Times* and *Newsday*. Among the more prominent events was an advance week media teleconference hosted by GCSAA featuring Michaud and USGA Director of Championship Agronomy Tim Moraghan. More than 25 media representatives participated.

"I thought the conference call was great and very helpful," *Washington Post* golf writer Len Shapiro said. "I used one of the anecdotes off it to lead my advance story."

Michaud also participated in the media center at the U.S. Open, met with NBC and ESPN producers and broadcast talent in a pre-championship production meeting and appeared on The Golf Channel's "Sprint Post-Game Show."

These media activities were supplemented by a variety of Golf Channel placements, including commercials, billboards, interviews and course setup features, which will appear this year. During the week of the U.S. Open, The Glen Club superintendent Steve Daurer appeared live during the telecast of the Nationwide Tour LaSalle Bank Open in Chicago. In addition, 19 commercial spots featuring testimonials by Arnold Palmer and Greg Norman about superintendents and GCSAA were broadcast.

For a sample of media reports that appeared during the U.S. Open, visit GCSAA Online at www.gcsaa.org/news/04Open.asp.