

Strictly Business



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.