

In The News

TheSCOOP

by Media Relations Consultant,
Emmy Moore Minister



Golf Course Superintendents of Northern California Jump on Board in Support of Play Golf America

The GCSANC is pleased to announce its support of LinkUp2Golf through Play Golf America, an industry-wide player development initiative designed to welcome new golfers to the game while also bringing former players back to the sport. The GCSANC is supporting these efforts by providing free ball mark repair tools to golfers participating in LinkUp2Golf clinics taught by PGA and LPGA professionals throughout Northern California.

"We are excited by the golf industry's efforts to attract new players to the game and we want to be a part of it," states GCSANC past president Bob Lopic. "There's no better time for golfers to learn about ball mark repair than when they are new to the game." Each ball mark repair tool is packaged in a small folder that displays the correct way to make a repair. "If repaired properly, the surface will restore more quickly to its original condition," explained Lopic. "Golfers with good turf maintenance etiquette, improve the golf experience not only for themselves, but for those who follow."

Industry leaders are praising the efforts of the GCSANC in their commitment to help educate new players about the nuances of course maintenance. "We applaud the efforts of our local golf course superintendents for their donation and support," said Shim LaGoy, Northern California PGA honorary president and

Play Golf America advocate. "Fortunately, now ball mark repair tools are getting into the hands of new golfers early-on, through LinkUp2Golf clinics that teach the game, increase etiquette awareness and provide on-course playing experiences in a fun and inviting manner."

While the support to local LinkUp2Golf classes is new for the GCSANC, community outreach programs involving the distribution of ball mark repair tools is far from new to the chapter. In years past, chapter members have volunteered in distributing free repair tools at PGA tour events and have spent time greeting spectators and educating them on the importance of proper ball mark repair. In addition, several chapter directors have participated on local television and radio programs communicating the importance of the ball mark repair message. Public service announcements about ball mark repair provided by GCSAA headquarters continue to air on television within the chapter boundaries.

This nationwide player development initiative is supported by the Golf Course Superintendents Association of Northern California, Northern California Section of the PGA, Northern California Golf Association, PGA of America, PGA TOUR, Ladies Professional Golf Association, National Golf Course Owners Association, United States Golf Association, Executive Women's Golf Association, and Golf 20/20. To learn more about clinics and classes for new and returning golfers, please visit www.playgolfamerica.com.

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Nick Biggi
916-870-8800
Central Valley

Ken Yelle
925-580-6697
North S.F. Bay

Tom Walgenbach
408-640-9234
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