

## 2005 California Hospitality Suite

### PAC-MAN CAFE

Orlando, FL

Welcome to the 2005 California Hospitality Suite

Date: February 10, 2005

Time: 6:30–9:30 P.M.

www.pacmancafe.com

#### Highlights:

"The Hospitality Suite will be held on the second level and rooftop terrace at the *NEW* Pac-Man Café, a classic concept in dining and entertainment!" Located at Point Orlando on International Drive, four blocks north of the Orange County Convention Center.

**Pac-Man Café** the "Too Much is Not Enough" atmosphere on the second floor where over 100 interactive video games and simulators will challenge minds and skills alike. **Pac-Man Café** has something for kids of all ages! Games are on your own. Special Discount will be given on Game Card prices.

**Food Selection:** Assortment of Gourmet Flatbreads, Vegetable Crudités, Chips and Salsa, Spicy Buffalo Wings, Pot Stickers with Sweet Chili Sauce & Cheese and Black Bean Quesadillas.

**Beverage Selection:** Each drink ticket is good for one well drink, domestic beer, house wine or soda.

**Each California Member will receive three (3) drink tickets when entering the Hospitality Suite.**

**California affiliation is required, members must be listed on a California golf course superintendents association membership roster, to gain access into the Hospitality Suite.**

**Members wives or significant others and children enter free.**

**Guest fee is \$45.00 per person.**

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PRESIDENT'S MESSAGE



**Pat Finlen, CGCS**  
Olympic Club

As I mentioned in my first President's message last January, it is an honor to be President of this association. Now that we are at the end of my term and the beginning of another year, my thanks go out to those of you who have participated in our association events this year. Most associations run in a similar pattern year after year, and ours is no different. What makes ours run so well is the dedicated members who volunteer and our Association Manager Barb Mikel, who brings it all together. We are fortunate to have so many opportunities to expand our professional growth within a well-run association.

I mentioned during my first message of 2004 that the board will be looking at long-term strategic goals for the association. I am happy to say that the board and several past presidents have met twice this year. Smaller sub-committees have been formed to further expand upon our two previous meetings. The purpose of long-term strategic goals is to utilize all of the work of past in our decision making process for the future.

Much of what we are discussing is an advancement of the foundation that previous boards have put together. We will meet again in January and early spring to finalize a long-term strategic plan for the association. I have no doubt that our findings will help to lay the foundation for future boards and provide a roadmap for the association.

Our annual meeting will be held in January, following tradition. At that time we honor those who have excelled in our profession. Many times we take for granted the jobs of others without realizing how much effort goes into what they do. Congratulations to all of you who are receiving awards this year.

Again, thank you for allowing me to be a part of this association. I know that I have received much from you and the association and I appreciate it very much. I look forward to seeing all of you this January and throughout the year.

Pat



## Strictly Business



OFFICE NOTES

**Barb Mikel,**  
GCSANC Association Manager

I'm looking forward to Florida for the GCSAA Golf Industry Show. I haven't been to Orlando in a number of years. Hope the weather is better in February that it was this past summer/fall. I was raised in Los Angeles - (before I got smart and moved to Northern California!) - and survived the 1972 earthquake just fine. I'd prefer earthquakes any day to hurricanes!

Membership renewals are progressing. If your membership information has changed, make sure I get a copy of the renewal questionnaire. That's the only way to keep up with your career changes. If you want to continue receiving job notices and meeting notices, I need your updated email addresses and fax numbers. This is a must. I routinely get bounced emails and no answers on faxes. Calling each of you each time this happens is not the best use of my limited time (even though I try.)

I want to give a big thanks to all the outgoing Board of Directors and retiring officers. I certainly appreciate all the professionalism they have brought to the association. Terry Grasso is completing his second tenure on the board. My thanks go out to him for all his able efforts. Maybe we can talk him into a third term in the future? Bob Lopic joined the ranks of the Past President's crew -- a select group indeed. Thanks Bob for all your hard work. Mike Hill will be retiring from the board and I really do want to thank him for his "calm and casual" handling of anything and everything that came his way. Lastly, my thanks and appreciation go out to Greg Fernald for all his efforts this year. Greg really stepped up as Affiliate Representative when called on for all kinds of jobs. Thanks guys, we are going to miss your involvement.

The California Hospitality Suite in Orlando is going to be at the Pac Man Café. You don't want to miss it.



Gathering at the Annual Holiday Party

## BASF Turf & Ornamental Hires Fred Eckert as Sales Specialist for Western Region

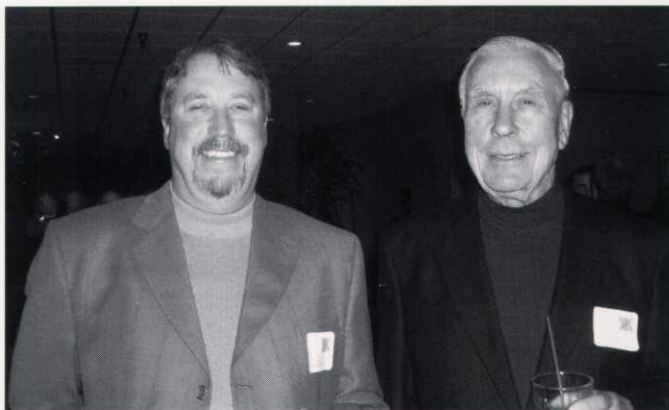
BASF Corporation has hired Fred Eckert as the company's Turf & Ornamental sales specialist for Arizona, California, Idaho, Nevada, Oregon, Utah, and Washington. Based in Southern California, Eckert will work with distributors, golf course superintendents and lawn care operators to help them select efficient, cost-effective science solutions for regional turf challenges.

Prior to BASF, Eckert was the business manager for the Turf Division at Target Specialty Products for 17 years and responsible for coordinating marketing, sales and customer support. He began his career there in 1977 as a customer service representative.

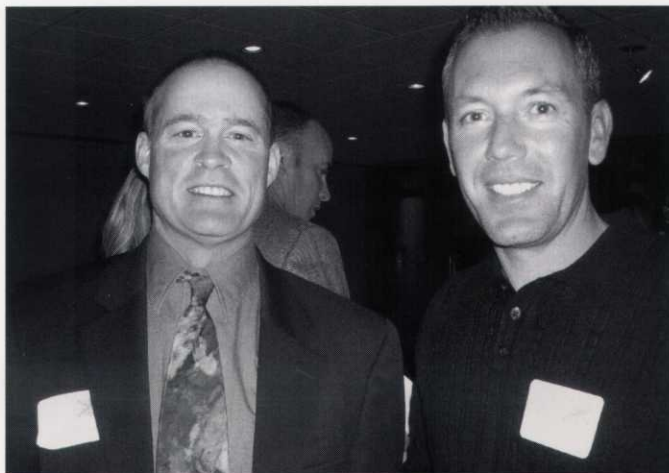
"Fred's extensive experience and understanding of the many challenges faced by today's professional turf care industry makes him a valuable resource for golf course superintendents and turf care professionals in the western United States," said Allison Moskal, BASF T&O regional sales manager.

Eckert earned a bachelor's degree in soil science from Cal Poly, San Luis Obispo. He is also a licensed California pest control advisor and a certified crop advisor. Additionally, he has served as past president of the Southern California Turfgrass Council and commercial liaison to the Golf Course Superintendents Association of Southern California.

## From The Holiday Party



Gill Stiles and Wayne Mikel



PJ Spellman II and Dale Simpson