

It's that time of the year! Aerifiers are feverishly pounding away at the turf surfaces on properties across the region. Superintendents and their staffs are now shifting into overdrive as a new season rapidly approaches. I hope that everyone's aerification goes smoothly and with a minimum of breakdowns, both mechanical and mental.

Things are cranking up on the GCSANC Board as well. We had our first Past President's Committee meeting. There were about 14 people in attendance. I thought it was a valuable experience. I admit to some hesitation in inviting such a large group to delve into the association's current issues. In this instance, I thought it was a successful endeavor. It was important to communicate the hot button issues that the current BOD faces out to this portion of the membership. This will allow the BOD to effectively mainstream the important issues out to the general membership.

The newsletter is currently a concern with the rising printing and postage fees. In order to reduce our costs, we will solicit to our membership people who would be willing to voluntarily receive the newsletter electronically in lieu of the printed version. This should help defray some of the costs of the newsletter and thusly provide for a better bottom line for our association's budget.

Our educational opportunities, including the Institute, are being evaluated... again. I think this is a healthy process and some of the philosophies of late have been challenged by the committee. I think this is a sign of health - that members want to get involved and have a say. It is after all, YOUR association. The Institute remains a challenge due to its coincidence in timing with the State Meeting. Some consideration is being given to combining the Annual Meeting with the January seminars. Nothing set in motion on this event yet, but a serious topic of conversation. This could lead to an exciting new form of January meeting.

Mark your calendars! Monday, May 12 is golf at Boulder Ridge. It is a noon shotgun followed by a no-host bar cocktail reception. It should be a great breather and reward for all the stress associated with the aerification during March and April. Don't forget that the annual Superintendent/Pro event is June 16 at Stonebrae. This event promises to be one that no one will forget!

PRESIDENT'S MESSAGE



BRIAN NETTZ, CGCS
Presidio Golf Course

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OFFICE NOTES

Barb Mikel

GCSANC Association Manager

As I write this, I have just finished the Stanford University Golf Course meeting notice. We now process GCSANC meeting notices by e-mail distribution, online distribution and "snail mail" distribution. We've come a long way baby!

In keeping with the new advertising and media needs for "branding" and "imaging," we strive to keep consistency with the various distributions. What this means is the all should look the same! Fancy that, I always like variety but I guess brand identity is the advertising dictate for the new age. My point? Media and technology will ever more affect the dissemination of Nor Cal member information. Distribution of 75 years of your association history was via video. I wonder what the next 100-year anniversary distribution method will be. No, I won't be heading up that one!

Just like some agronomic practices change, so do the operations portion of the industry. The newsletter on a CD/DVD is actually cheaper than paper printing and mailing. Producing it and distribution via e-mail and web based downloads is even more affordable! An electronic format offers the opportunity to update new members, corrections; like very embarrassing errors

dropping members! Dave Davies, CGCS, George Santana Distinguished Service award winner and former two-term President emailed the other day to say he did not find his name near Ray Davies, CGCS (no not his brother) as he expected. Naturally there is no answer except, I am sorry! We (three different people proof our directory) did not catch that one even though we try to make a year-by-year comparison of the member names.

Dave can still be found at Stonebrae, hosting the 2008 Superintendent Professional Tournament. June 16. If others of you out there find inaccuracies, please, please do let me know. You can always give me a call I will provide personally, what I failed to provide in paper format!

Look forward to CD/DVD/web based downloads and e-mail options for distribution of the membership directory and Thru the Green. Searchable databases, color graphics and printable options really make financial sense. Some options will result in savings; some options will cost you more. Stay tuned; times are changing as we speak!

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