

## Strictly Business



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!

**STELLAR**

PRODUCTS - PERFORMANCE - SERVICE

### A Galaxy of Top Performers

• Soil Amendments • Turf Seed • Fertilizers • Pesticides



Serving all of your Turf Needs

For More Information, Contact Your Local UAP Representative  
or visit us at: [www.uap.com](http://www.uap.com)

**Mike Ravel**  
Cell (831) 595-6504