

NAUMANN'S NORCAL NEWS

**Don Naumann**  
Sierra Pacific Turf Supply

Mike Nunemacher, Director of Golf Maintenance, is leaving Castlewood Country Club in Pleasanton to pursue a more peaceful life in Idaho. As Mike states it, it is a quality of life thing. He hates to leave the club and Northern California and the friends he has here. His replacement has yet to be named.... Dan Gho is the new Superintendent at Pacific Grove Golf Course. Dan has been the assistant Superintendent at San Juan Oaks GC under the direction of Brad Langley. Dan is replacing Mike Leach who has moved to a position with the City of Monterey.....Patrick O'Fee has left his Supt position at Pasadera CC in Monterey and is now working with Greenway Consulting. Replacing Patrick is Dave Salliaux. Dave was the assistant under Tom Zoller at Tehama Golf Club in Monterey.....

## GCSAA's NEW LEADERSHIP ACADEMY

*By Brad Griffing, Ruby Hill GC*

Recently, I was given an opportunity to represent the Northern California Chapter on a visit to the GCSAA headquarters in Lawrence, Kansas as part of their inaugural Leadership Academy. The two-day event, co-sponsored by Toro and Syngenta, gave 25 Members from around the country a chance to see the inner workings of the organization and share our thoughts on how it can be made better.

Before the visit, I tended to think that the headquarters was simply a building where my membership dollars were sent in exchange for a glossy magazine. Although I have been a member for 13 years, I never took the time to think about the organization's goals and the resources that are available. It wasn't until the men and women that comprise the 100 person team took our group around the 4-story building that I truly began to understand the scope and goals of the association.

If there was a central theme that connects the different departments at the GCSAA, it would be education. By staying current on trends in science and business, the Superintendent profession separates itself from other professions. To this end, a large proportion of the staff is dedicated with organizing the continuing education programs available through the Golf Industry Show, GCSAA website, and chapter meetings. Another team is in charge of educating the public, golfing community, and government agencies about issues that affect the profession itself. This group works directly with The Golf Channel, Washington lobbyists, and key environmental groups. The GCSAA continues to educate itself as well. Through the enlistment of industry association managers, successful policies and practices are adopted to better serve members. In addition, staff librarians and media relations experts are always on hand to help members

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develop presentations and get important messages out to the public at large.

The meeting's agenda was an even blend of subtle self-promotion and a chance for representatives to give their opinions on the organization's efforts. Concerns were raised about the GCSAA's heavy emphasis on the GIS show and the rising cost of membership dues. Feedback on the website's usefulness and PDI were also given. It became clear that a large, national organization such as the GCSAA will always be challenged with serving a membership with diverse budgets and resources.

To help with these disconnects, we were encouraged to get involved in our local chapters. Whether we chose to serve on the board or just attend meetings, our local chapters are the most effective tool we have collaborate on issues specific to our area. We should feel fortunate to have such a strong chapter here in Northern California. With an experienced Association Manager and Media Consultant like Barbara Mikel and Emmy Moore Minister, we have considerably more resources available to us than most chapters. I left Lawrence impressed by the resources and talent representing us on the national and local levels. Just as impressive, is our potential to do more if we all get involved and use the resources available to us.

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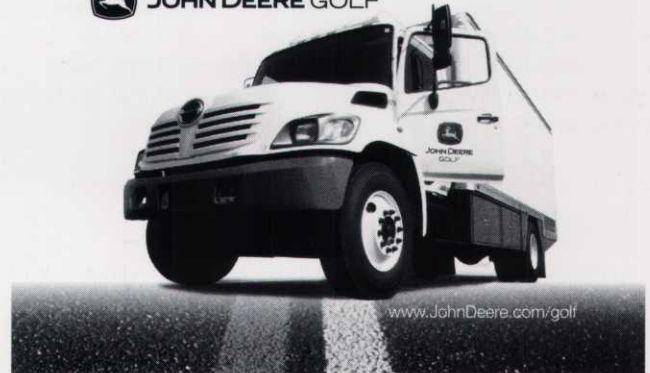
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