

## GOOD NEWS WORTH SHARING



The GCSANC would like to extend a big round of applause to Bay Area resident and golfer Ms. Suzanne Woo, Esq., founder of BizGolf Dynamics. In her Thanksgiving e-newsletter (which was sent to numerous golfers throughout the region and beyond), Woo shared the following thoughts about the benefits of ball mark repair and the vital role of a course maintenance team:

*"During a recent business golf event held at Sevellano Links in Northern California, I learned from the Course Superintendent that his staff spends ten minutes on every green fixing ball marks. If they don't fix them first, they'll shave the grass off with the mower and cause a scar on the green. That's three hours spent doing something that each of us as courteous golfers should be fixing ourselves."*

*"The course maintenance crew is probably the most overlooked, but the most important, to our golfing experience. So in the spirit of Thanksgiving, next time you see the staff on the course, at least say hi, if not thanks, for their efforts."*

### MORE GOOD NEWS WORTH SHARING

During the next few months on Saturday mornings (during the 8 o'clock hour) be sure to dial into KNBR's *Hooked on Golf Radio Show* (680 AM) and you'll hear Public Service Announcements (PSAs) promoting the vital role of today's golf course superintendent.

Here's a sampling of what will be airing:

*"Golf is a Sanctuary, a game to be played, an environmental haven to be explored. Next time you tee it up take a moment to savor the serene setting... and much of nature's wildlife who also make the golf course their home. Golf is more than a game, it's an environment to be enjoyed, and respected too! Just ask any golf course superintendent who takes immense pride in maintaining the course for golfers like you, and nature too. This message is brought to you by the Golf Course Superintendents Association of Northern California."*

### STILL MORE GOOD NEWS

When Nor Cal golf writer and producer Frank LaRosa was lending his professional voiceover talent to the new GCSANC PSAs (which focus on the important role of the golf course superintendent) he decided that he'd write about it in *Senior Magazine*, a Nor Cal-based publication, which has a circulation in excess of 55,000. And this is what he wrote in an article entitled *Hug Your Super*:

*"Long before we leave the warmth of our winter beds to dress for a round of golf, your local superintendent has been on the job for hours. Most of us don't even notice they're there. But we would be howling mad if they weren't setting the pins, manicuring the greens, mowing the fairways, trimming the trees and altogether making our experience on the golf course a pleasure. (Your bad shots are absolutely not their fault!)"*

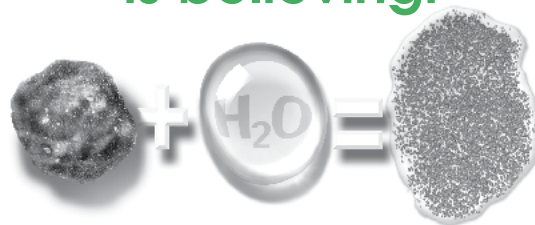
*"When you stand on the first tee and admire your surroundings, the green grass, and the beauty of nature, it would be a good time to recognize the contributions made by the golf course superintendents. They've been doing this for a long time. They were green...before green was routine. Next time out on the course, take the time to offer a pat on the back to your local superintendent. Let them know how much you appreciate what they do to make your day so enjoyable."*

LaRosa also created a *Golf on the Go* radio announcement that includes the above message.

According to LaRosa the spot has aired more than twenty times on ESPN's affiliate radio station in Sacramento, CA. For his good work, LaRosa gets the good guy award!



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