

GCSANC Member Profile



Name: Marty Boyer
Employer/Company: Communication Advantage
Position: Owner/Principal
Years in the Business: 15
Previous Employment: Public Affairs (Alameda County); News Reporter (East Bay)
Education: B.S. political science, journalism, Santa Clara University

Share your involvement with the GCSANC:

Affiliate member for almost a decade—passionate (okay, obsessed) golfer who, when lucky, gets to provide public affairs and public relations work to build support for sensitive golf projects and operators confronting those issues. It's a great joy and escape from the pressure of working mostly for local government issues.

Other organizations/affiliations:

California State Association of Counties, Santa Clara University Alumni Association.

Share a little about your family:

I have one grown daughter who sadly, does not share the passion for the game. Despite that, she is a great person and positive contributor to society.

What is #1 on your bucket list?

Professionally: To get closer to the role/service I provided a decade ago, that is, to help see a new course to reality, from the vision of a developer/owner to the opening day event and onward to a top-rate status.

I want to knock off more of the 75 courses on my list of dream courses, which I began to develop 30 years ago. To date, I've played more than 20 of them, including some in Scotland. Personally: I wouldn't mind meeting a wonderful guy who loves music, the outdoors, laughter, decent wine and better Scotch, and of course, would help me knock of the remaining courses on the dream list and maybe add some new ones too.

What's your favorite restaurant?

I'm a trash-to-class kind of girl. On the trash end, Henry's World Famous BBQ in San Jose. Moving on to class: oh, maybe Nora's in Washington, D.C. or The Tap Room at Pebble Beach.

What's your favorite vacation spot?

I have to say, it's my own house in Graeagle on the 16th fairway of Plumas Pines GC.

Favorite hobby or pastime:

Do I really have to say? Followed by theater arts, hiking, occasional blackjack, music, and exercise.

What's in your closet at home?

The really important stuff: passport, a couple of suits in which I can earn a living, blue jeans, photo albums, soft spikes, and a perfect little black dress...(don't all our members have this last one?)

What's in your office? Anything interesting?

Computer, files piled high on the desk, an "I love me wall" of news clippings and awards (small wall), and a practice putting green.

What magazines do you subscribe to?

Any online sites you favor? As for magazines: *Governing Magazine*, *Golf Digest*, and *Cooking Light*. Online sites: Expedia and its offspring, news clipping sites (the news is my business, after all), and several sites that keep me up on State legislative activities that affect my local government clients.

Do you expect to collect on social security?

Absolutely. Estimated retirement age at this point: 103.

What's the funniest comment you've ever heard from a GCSANC member?

Tough one, but whatever it is, I'm guessing it came out of the mouth of my great affiliate buddy, Peter Herrera. I mean, it was Petey who taught me that two over is a duckin' flibble, while three over is a truckin' tipple.

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GCSANC Member Profile



Name: Jon Christenson
Employer: American Golf
Facility: Monarch Bay GC (San Leandro)
Position: Golf Course Superintendent
Years in the Business: 27
Previous Employment: Santa Clara Golf & Tennis
Education: Diploma in Park and Golf Course Management

GCSANC Interest or Involvement: Currently on the Education Committee and would like to also support the GCSANC and its members eventually through board service.

Other organizations you are/were involved with: Currently serving on the GCSAA Standards and By-Laws Committee, and have served on both the GCSAA Education and Membership Committees. Also a past president of the Iowa GCSA.

Share a little about your family: I am married with two children, Alex (17) & Allie (15).

How did you get into the business? At the age of 10 I started playing the game of golf at a private club near our family home. At 14, I was parking carts and raking bunkers. Since all I did during the summer was play 36 holes a day (and swim in between), the club manager figured out I may as well start working there, since I rarely went home anyway. Thus, my start in the golf business.

What did you learn of value, that they never taught you in college? How to deal with customer concerns.

Name your top superintendent influences: I can't really pin down just one. I would say that I've had the pleasure of working with many fine folks over the years, some at neighboring facilities, others I've served with on committees or GCSAA related projects. These relationships have enabled me to learn from their professionalism and dedication as I strive to be a more effective superintendent. I try to model myself after those who have influenced me in a positive manner and I make a point to share what I've learned with my assistants.

Strangest thing you've ever seen on a golf course: An ultra-light plane landing on my 6th fairway with a pilot who asked me if I wanted a ride.

California GCSA News

For a number of years little information has come out of the state, despite the very important work that has been done by some very committed individuals. In the future updates from the State Association will be frequent and informative in order to keep members up to date on what the association is doing on your behalf.

The California GCSA annual meeting the 18th of May was held as a summit of all chapter managers, and all local chapters were represented by at least one board member, where everyone contributed to answering the question of where the state association goes in the future. The better part of 4 hours was spent on this topic and some items that were considered important to serving the members of the CGSA where: The Government Relations Committee, and the forum that the state association creates for local chapters working together on common topics such as research, newsletters and e magazines. The CGCSA "California Room" held annually at the Golf Industry Show was discussed as an important program; however the cost of the event compared to the member benefit was not looked upon equally by all in attendance at the meeting. It was agreed upon that the cost of the facility, and the time and resources that the CGCSA puts into the event will need to change in the future. The CGCSA annual meeting was looked upon as being historically poorly attended despite being a good value and a quality event. The inclusion of more turf industry professional organizations into this event was considered as key to increasing attendance.

In the coming months, the CGCSA is going to be working with local chapters and GCSAA to create partnerships with the web sites. The CGCSA will be looking to work with allied associations at the state level who are participating in the national We Are Golf initiative. And most importantly, the CGCSA will be working cooperatively with all local chapter representatives who make up the state board, in order to operate as a service organization to the dues paying professionals that make up these organizations.

The officers elected to the 2010 CGCSA Board are:

PRESIDENT

Kevin Friesen, CGCS

VICE PRESIDENT

Rafael Barajas, CGCS

SECRETARY TREASURER

Mike Swing, CGCS

PAST PRESIDENT

Kevin Breen, CGCS

Local Association Representatives/Directors:

CENTRAL

Kevin Friesen, CGCS and Michael Swing, CGCS

SIERRA NEVADA

Scott Dickson, Jeff Couwenhoven, and Jim Alwine

NOR CAL

Glenn Matthews, Jason Green, Tom Bastis, CGCS

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