

GCSANC Celebrates 30th Institute at Carmel Valley Ranch

Focus on Resource Management: Doing More with Less in Changing Times

The Golf Course Superintendents Association of Northern California (GCSANC) in conjunction with the University of California Cooperative Extension celebrated its 30th institute and trade show at Carmel Valley Ranch (Carmel Valley, CA). Titled *Resource Management for Golf and the Environment: Doing More with Less in Changing Times*, this educational conference featured prominent industry experts discussing ways to conserve resources while maximizing operational efficiency.

Institute Co-Chairmen **Ali Harivandi, Ph.D.**, an environmental horticulturist with UC Cooperative Extension and GCSANC Director **Rodney Muller**, along with Institute committee members, provided a highly informative conference, spanning everything from managing key resources such as water and power to successful recycling programs for golf facilities. The Institute focused on subject matter which supports environmental sustainability for golf courses and surrounding communities. Open to GCSANC golf course superintendents and affiliate members as well as allied golf industry professionals, the conference also included a trade show and a golf tournament at the fully-renovated Carmel Valley Ranch Golf Course. The Institute was made possible through the sponsorship support of Waste Management Inc. (and its WM EarthCare division), leader in environmental services for golf courses.

The symposium commenced with keynote speaker **Bradley S. Klein, Ph.D.**, award-winning author and architecture editor for *Golfweek* and founding editor of *SuperNews*. Klein's interest in course design and maintenance trail back to his days as a PGA Tour caddie in the mid 1970s. Today he oversees *Golfweek's Best*, a prestigious golf course rating program for *Golfweek*. Klein's presentation focused on how today's superintendents must adjust to an entirely new business model in which golf finds itself more ecology-minded and more budget-minded too.

Monday's afternoon session featured the highly-respected water expert **Robert "Bob" Maddow**, a partner with Bold, Polisner, Maddow, Nelson & Judson, who addressed the reliability of irrigation water supplies for Northern California golf courses. His presentation also provided insight on irrigation water purchases from local water utilities, recycled water use as an irrigation supply, and concerns about continued use of groundwater for irrigation.

When it comes to water issues, Maddow's background is impressive. He is the former General Counsel for the East Bay Municipal

Utility District and has served 18 years as chair of the legal affairs committee for the Association of California Water Agencies. Since leaving EBMUD he has represented numerous water, wastewater, and recycled water utilities (as general and special counsel) and has worked on a wide variety of water and water supply problems for private and public golf courses. He is an advisory board member for the *California Water Law and Policy Reporter*, a publication which keeps a pulse on regulatory actions and proposed legislation relating to water.

Viewed as an innovative leader in sustainable golf course design and management, **Andy Staples**, ASGCA Associate, principal with the Phoenix-based firm The Golf Resource Group, focused his presentation on energy and water efficient design and its relationship to cost responsibility. Staples provided subject knowledge drawn from his years of experience in long-range master planning for golf facilities throughout the U.S. He shared the importance of sustainable development based on the use of green technologies which minimize impact on the environment.

While Staples focused on design and management fellow presenter **Larry Johnson**, CGCS, from North Ridge CC (Sacramento, CA) discussed how to successfully implement a natural resource management plan. He also explained the importance of educating club members and golfers about minimizing turf, thus reducing use of water, chemicals, and labor.

In addition to his primary job as golf course superintendent, Johnson is founder & owner of Irrigation Resource Management, LLC, which prepared him well in discussing the value of a natural resource management plan and how to maximize irrigation efficiency while minimizing electric power consumption.

Presenter **Alan Colby**, founder and president of TurfCentric, Inc. (Baton Rouge, LA) shared best practices for an equipment maintenance operation. Sub-topics included: predicting scheduled maintenance, classifying all costs and labor, streamlining recordkeeping, pinpointing total cost of ownership, and maximizing residual value. Colby and his TurfCentric team have worked and/or collaborated with nearly every outdoor power equipment vendor in the golf & turf-related market.

Golf course superintendent **Terry Stratton** from Little River Inn Golf & Tennis (LRIG&T) in Mendocino, CA, shared his story on



Event Co-Chairman Ali Harivandi, Ph.D. (left) is joined by Institute speakers Robert "Bob" Maddow, Esq.; Larry Johnson, CGCS; Bradley Klein, Ph.D.; and Andy Staples, ASGCA Associate.



Education Committee Members gather at 2010 Institute. (L to R) Gary Ingram, Steve Agin, Dr. Ali Harivandi, Barbara Mikel, Rodney Muller, and Gary Carls.

how recycling efforts at a nine-hole public course paid off for him and his owners. Stratton, who is considered an enviro folk hero by fellow superintendents, explained how he paid his way to two GC-SAA Golf Industry Shows with funds raised from collecting and recycling bottles and cans at his facility. Stratton also explained how he's avoided using ground water when irrigating LRIG&T, as the golf course captures winter rains in reservoirs (with siphons and gravity) moving irrigation water between reservoirs, and with no need for electricity. Stratton, a recipient of the GCSAA-Golf Digest Environmental Leaders in Golf Award, discussed the importance of communicating ecological messages to local golfers and community residents.

From recycling to composting, Waste Management is a leader in environmental services for golf courses and that is why they addressed the topic of "Making your Greens Greener" from an ecological perspective. **Jay Ramos**, Director of Waste Management's Materials Recovery Facility (MRF) in Monterey County shared WM's ecological success at the Waste Management Phoenix Open (PGA TOUR event) and also with ongoing programs at The Pebble Beach Company. "Recycling isn't difficult but like any successful endeavor it requires planning," said Jay Ramos. "We're happy to share our experience and offer guidance to course superintendents throughout the region."

Waste Management enhanced the conference by conducting a session on the use of compost and mulch. **Stephen Andrews**, a soil scientist at UC Berkeley and consultant to WM EarthCare, discussed the importance of reducing water consumption while introducing natural nourishment to the greens. It's apparent that Waste Management remains committed in providing solutions that reduce the carbon footprint and produce a "greener" environment.

A successful institute is not possible without the help of many hands. We extend special thanks to Institute Co-Chairmen Dr. Ali Harivandi and Rodney Muller, and committee members Steve Agin, Brian Bagley, Thomas Bastis, Gary Carls, Jon Christenson, Gary Ingram, Pearce Kaner, Gary Otto, Michael Souza, Dave Wilber, Matthew Wisely, and Craig Zellers.

Warm appreciation is also extended to our conference speakers, trade show vendors, the staff at Carmel Valley Ranch, and event sponsor Waste Management Inc.

To learn more about Waste Management, Inc. and WM EarthCare products and services visit: <http://www.wmearthcare.com/>.



Presenters Alan Colby (TurfCentrics) and Andy Staples (The Golf Resource Group) catch up on industry news at the 2010 conference.



GCSANC members and trade show exhibitors gather at the 30th Nor Cal Institute.



A good time was had by all at the Institute's trade show and dinner buffet.



Day two at the Institute includes (L to R) Presenter and Soil Scientist Stephen Andrews; Co-Chairman Ali Harivandi, Ph.D.; Co-Chairman Rodney Muller; Presenter and GCSANC Member Terry Stratton; and Presenter Jay Ramos Director with Waste Management's Materials Recovery Facility.



Host Superintendent David Clarke from CVR inspects soil sample supplied by the WM EarthCare team.