

SAM SINGH, Golf Course Superintendent at Rohnert Park Golf Course reports that "In 1959 I started to work at Peach Tree CC under Superintendent Tom Caranci and Sandy Sandhu who was assitant. My sincere thanks go to these two super people for getting me into golf course maintenance business.

In 1961 I went to El Dorado Royal CC, worked there as golf course construction superintendent under the architect Bert Stamps. After that I went to work for Pacific Properties and helped build Swallows Nest Golf Course in Sacramento and Camino Heights Golf Course in Placerville. From there a big leap to Oahu, Hawaii and worked for Castle and Cook Oceanic Properties in development of a new golf course in Wahiawa, Hawaii, known as Miliani Golf Course. Spert more than 3 years and moved back to California and started to work for Rohnert Park Golf Course and have been here for 11 years.

Rohnert Park Golf Course was originlly constructed by architect Bob Baldock. The course was built in early sixties and the city took it over in 1967. Since May 1, 1979 California Golf has leased Rohnert Park and Martin Shawdows adjacent to Rohnert Park. Martin Shawdows will be opened in September. I invite you to look over both courses"

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#### KEN'S NOTES

Joint meeting with Sierra-Nevada Association. We had a good Northern California turnout for what was a fun meeting. We played Incline Village Executive Course which was pretty tough because there were no fairways to speak of.

Sierra Nevada is interested in starting a seminar on the problems of contract maintenance. If enough people are interested they will set up dates and notify Northern California.

George Finmin said "Hello" to all his friends in the Association

I had an opportunity to tour the O. M. Scotts facility in Marysville, Ohio. Very interesting research in regards to grasses and fertilizers. They presented their material very informally yet managed to get a lot of information across. If you have the chance -- take it.

Murray Nonhoff (Scott's) writes "To honor Golf Course Superintendent Al Salvi's 45 years of service to Green Hills CC an annual golf tournament has been named in his honor. The Al Salvi Golf Classic will be held on August 4th this year. Also a "Happy Birthday to Al, his 71st."

Talked to a few superintendents over the phone recently, here is what they had to say about summer.

Mike Clark, CGCS Oakmont, Santa Rosa - The main concern will be to maintain turf conditions this summer. It is also a good time to solve some minor drainage problems and other small projects

I also have 9 holes under construction and they should be ready to seed in 3-4 weeks.

Aart de Vos, Los Altos CC, Los Altos - I am already on a summer maintenance schedule, which means aerifying on a regular schedule. One thing I might do different - when I have a dry spot forming, I aerate to open it up

Dave Griffiths, Pacific Grove Golf Links, Pacific Grove - I am working with a 3 man crew in August so I am not planning any major construction. Right now I am just maintaining the golf course, keeping the color. We are in good shape; in fact better than or equal to any other season. We are using less water but we're still over budget due to increases in water prices.

Tom Thatcher, Stanford Golf Course - Summer problems, huh, Well I thought I was married to a woman but it turns out I'm married to grass. I'm just trying to maintain the condition of the course. We have a few major tournaments coming up this summer. We have some construction planned (5 new traps) but we might have to push them back to fall. Continuing with my topdressing program (7 applications last year); doesn't look like as many this year. Otherwise everything is going fine.

Good Luck to everyone this summer and hopefully all problems will be minor. See you at Rohnert Park. Ken

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Richard Lavine is located at Castlewood CC, Pleasanton

Don Meyer is back with Best Products, Lathrop.

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GRADY, L. SIMRIL, President GCSANC reporting - The meeting at Incline Village was well attended. There were 93 in attendance. Northern Cal had the largest group. Thanks Northern Cal. We as a group would like to thank Vance West and Sierra Nevada. Good weather and good golf course. By the way, our newsletter editor shot a 64 (Ken Sakai).

Your Board of Directors would like very much to hear from everyone of you as to what you would like the Board to do for you. So get those suggestions in to us. By word of mouth or put them down on paper and get it to us.

At our next meeting at Rohnert Park, everyone come and bring another member with you, let's make this the largest meeting of the year.

I attended the NCTC field day. It was a super affair. The BBQ lunch alone was worth the whole price. Then they threw in Bay Meadows Race Track turf and the Candlestick Parks new turf.

GOLF COURSE SUPERINTENDENT WANTED

Dixon Landing Golf Course      Experienced Class A Golf Course  
Superintendent- aggressive man  
Salary open - negotiable

SEND RESUME DIXON LANDING  
Attention Don Rumpf  
500 Dixon Landing Road  
Milpitas, CA 95035

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GOLF COURSE SUPERINTENDENT WANTED - Closing Date July 11, 1979

Fort Ord Golf Course - NAF Personnel office, Building 3007, Fort Ord 93941  
Salary \$17,532 p/a

Duties - serves as golf course grounds and maintenance superintendent  
for Fort Ord golf complex totaling 450 acres including 36 hole  
golf course with driving range.

Experience - 2 years general 4 years specialized experience.

DAForm 3433 must be complete. DETAILED information and form will be  
sent, if interested Call Myrtle 209 523-7141 between 7 and 8:00 A.M.

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CONFIDENCE IS A VIRTUE - Jack Baker, Vice President, H. V. Carter Co. Inc.

In this day and age of so much negativism it is good to turn up two extremely positive words, namely - "confidence" and "virtue." Our standard dictionary describes "confidence" as a trusting relationship - feeling of assurance of certainty especially concerning oneself - self-confidence, faith, self-reliance.

"Virtue" expresses moral excellence, righteousness and responsibility, a worthy practice and a preferable quality of the individual.

Are you expressing confidence in yourself, in your work and thus witnessing to others that you are sure of yourself and in what you do? It's understandable that first you have to like yourself and like what you are doing and to be ambitious to know more and more about your job and how you can constantly work towards improving your performance. Unfortunately there are many who put in their time and collect their pay and these are the ones that those with "confidence" can work on. Our creator blessed each of us with certain gifts or talents and if we do not know what they are we should take time to find out and then find our niche where we can put them into practice. Time is moving rapidly and waits for no man so let's make the most of it.

Sierra-Nevada Golf Course Superintendents Association Seminar

Cost Saving Presentation - Money Management - Marketing

Proposed October 1979

Subjects to be presented are below. All speakers will be professionals in their individual field of cost savings.

Your view on the subjects would be appreciated. This will be a two day seminar with dinner on the first day and lunch on the second, included in registration fee.

The registration fee will be \$75.00 and limited to the first 60.

Dr. Joseph E. Howland, Professor of Turgrass Management, University of Nevada, Reno 89500 would like you to fill out the following and return if you are interested.

TENTATIVE REGISTRATION S.N.G.C.S.A. Annual Seminar Proposed October 1979

Plan to attend  Yes  No Opinion \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ zip \_\_\_\_\_

Telephone area code \_\_\_\_\_ number \_\_\_\_\_

PROPOSED UNR MONEY MANAGEMENT/MARKETING meeting with SNGCSA --Oct '79

1. How to get more for the Buck - The trend is ominous: Cutbacks in budgets are inevitable almost every where, with contract maintenance offered as the solution. Somehow superintendents who survive will discover ways to cut the cost of upkeep thru increased productivity of the dollars allotted to him in the annual budget.

This is no time to sit back and watch your job disappear with the signing of a maintenance contract! Let's learn all we can about how to stretch those dollars!

2. Who says I have to OWN it! - Sure, it's nice to own equipment, have it sitting there so you can use it any time you want. Costly, luxury, too, no, you say, essential. But are you so sure that you couldn't survive if your job depended upon learning how to use shared equipment for all but the most common routine jobs?

How do you suppose a banker would resolve the equipment need? Or a marketing man? We need some fresh thinking to come up with fresh ideas--and we need an open mind when we hear these fresh ideas that

may so shock us "with their absurdity" when we first hear them.

3. What's best for me in the alternate ways the course could finance labor-saving equipment? - You know the problem: Trade off of \$\$ for new equipment in return for dropping a man or two. When at the same time the standard required in maintenance is bumped another notch or two "since you've got that fancy new equipment that saves you time."
4. Why an I not open 24 hours a day? - Scarey idea! But the investment and upkeep costs go on all 24 hours every day all year long. What uses other than golf could you serve if you so chose (or were forced to do to keep your job)?

A golf course is a business, but golf doesn't have to be its ONLY business. Any more than IBM doesn't have to make only typewriters!

5. How a marketing man would go about getting more people to use his golf course - You've tried all the tried and true ways to get more people to play your course. Listen to the ideas of a marketing expert who doesn't know all the ways "that won't work, believe me!"

You've got nothing to lose by listening. Except maybe some prejudices that are causing you to risk losing your job to a maintenance contractor who can live with the too-low budget caused by the lack of play your course is getting.

6. What would 10% more do for Me? - What if you could find a way to get your golfers to play 11 rounds for every 10 they play now? What would be the dollar income to you after any extra expenses involved were deducted?

Getting 10% more business out of your present customers is a classic problem for the marketing expert. Let's hear how he'd go about it if we had the kind of money it takes to hire one of these experts that get US to buy 10% more of whatever it is they are asked to sell!

7. How can I survive when the Muni charges so little! - There's always going to be someone ready to charge less than you. Don't let the easy way out--"He's subsidized by the taxpayers"--blind you to how you'd go after any tough competitor: You'd pull out all the stops and trumpet the ADVANTAGES you alone offered.

Too many of us never take the time to think thru just what it is that we alone offer, that we ought to talk about continually as our unique offering that makes it a good buy to use us even tho we are at first blush "expensive".

Did Scotts, or Toro, get where they are by crying in their beer because their competition was on the market at so much, lower a price? They convince us by talking about unique advantages for us.

8. Am I hiring people with enough curiosity? - You know the problem: Despite all your efforts during the interviews, you get too many misfits, too many people that soon quit or get fired. There has to be a better way to size up people.

Natural curiosity is something people can't fake for an interview. But how do you find out about it? And where should you conduct the interview? Is it important to interview both husband and wife?

How much does it cost you when you make a mistake in hiring? Would you like to bet that you are wrong--that it's five times as much.

SPEAKERS: We guarantee you that you won't hear a single speaker you have heard before! We're as tired of the same crowd, with the same old "message", repeated at every superintendents' meeting for the last ten years.

You will hear working experts, experts in their fields (none claim to be "speakers"--and they definitely are not what you'll hear on the lecture circuit we're exposed to year after year) All have agreed to meet with us because we have been able to intrigue them with this possibility to expand their own expertise and interest by meeting with us, exploring together possible new ideas that could resolve the dollar crunch bringing on the contract maintenance replacement for the Golf Course Superintendent.

#### EXPERTISE WE'LL PROVIDE YOU

1. Zero-base budgeting. - It is used by industry--and an ever growing number of cities and states. Our expert has been involved in many of these. It's a real dollar-stretcher!
2. Finding money. - Nobody knows the ways like a banker! And nobody needs to loan money more: That's the lifeblood of his business.
3. Marketing. - Hurts us to think we need marketing. Like a bar of soap or a candy bar. But we are no more essential than they, hateful as it seems. A manufacturer doesn't just give up when costs drive him out of business: He does a marketing job to get enough more business to cover the new costs.
4. Recruiting - Nobody bats 100%. But some people do far better than others. Tho he has never hired anyone for a golf course, the system is worth a try by anyone who has hired a "clunker".

IF YOU ARE INTERESTED BE SURE AND MARK THE FORM AND GIVE

DR. HOWLAND YOUR OPINION OF THE SEMINAR. THANK YOU.

CONTRACTS?? - by Bob Livesey, CGCS Plaza Golf Course, Visalia

The past few months I have been trying to get information for the membership on contracts, I have talked to quite a number of superintendents about it, both in central and northern California. It was quite a surprise to find that as a whole, not many are working under a contract.

We have known for quite some time that contracts are more prevalent in the eastern part of the country than on the west coast. This trend is starting to change in our area. The greatest percentage is with private clubs, with a couple of daily fee and municipal on the side, I feel we have to do something to educate our people as to what a contract is. Several are working under what they thought is a contract but it is strictly a "letter of intent." This is in favor of the employer more so than the superintendent.

If this type of thing is wide spread, we may have to start looking at how the PGA is working.

Let's have some comments from the membership on this subject.

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+ THRU THE GREEN EDITOR KEN SAKAI
+ Riverside Golf Course
+ Box 281, Coyote, CA 95014
+ Phone 408 463-0558
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+ Deadline date fifteenth of each month
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+ Office 1233 Kansas Avenue, Modesto, CA 95351 Phone 209 523-7141
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MEMBERSHIP - Please add to your Directory

Class A

Richard Howe, 614 Hall St., Arbuttle 95912	916	476-2904
Yolo Fliers Club, Woodland		

Class D

John Didier, 515 Fifth Ave., Santa Cruz 95062	408	476-7303
Dixon Landing GC, Milpitas	408	262-1360
Gai, Randal C., 5338 Harbor Dr., Oakland 94618	415	676-1658
Claremont CC	415	654-8972
Lloyd, John E., 2489 Regal Dr, Union City 94587	415	782-8227
Alameda Muni GC, Alameda 94501	415	521-5411

Class F

Wm., "Bill" Hadfield, Golf Car West		
2715 Lafayette, Santa Clara 95050	408	249-5660
James Sherman, Golf Car West same as above		

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