

THRU THE GREEN

From The President

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THRU THE GREEN

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Association of
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I've been waiting to do this column for a long time. It's time for Rich's Top Ten List of favorite golf course questions from over the years.

10. Why is the grass always wet in the morning? Can't you water at night?
9. *Usually asked in early spring* Why can't we take our carts on the fairways?
8. What kind of grass do you use on the greens? I want to plant some in my yard to make a putting green. How low should I set my mower?
7. The sand traps on that other course are always so dry. Why can't you move the sprinklers so the water won't get them wet?

6. Why do you always have to plug the greens just when they are so good?
- 6a. How soon will the greens recover from the plugging?
5. Why do you always have to spot water the greens during our tournament? *Mostly asked on a very hot day.*
4. Any statement preceded with "we used to....."
3. Didn't you just topdress the greens last month?
2. Why are there so many geese on our golf course? *And finally, the best reason to stay in the shop on those frost early mornings.*
1. How long will the frost delay last?

Have a great August
Richard Lavine, CGCS
President

Stanford University Vacancy Announcement

The Department of Athletics is seeking qualified applicants for the position of Golf Course Superintendent to manage, supervise and delegate the maintenance of the golf course, practice areas and clubhouse facilities in order to maintain the highest standards of excellence.

Qualification:

- Five years or more of professional golf and grounds management experience.
- Undergraduate degree with a specialty in agronomy, horticulture, plant and soil sciences or equivalent required.
- Certification in pesticide usage and valid driver's license required.
- Member in good standing of the "Golf Course Superintendent's Association of America."
- Computer skills, working knowledge of golf course equipment and vehicles, and participating knowledge of the game of golf are also required.

Interested, qualified candidates should submit their resume and letters of refer-

ence to: Ann McGee • Arrillaga Family Sports Center • Stanford, CA 94305-6150

Responsibilities:

- Recruit and hire course personnel; assign and prioritize duties and tasks of staff.
- Record all work undertaken by maintenance, keep plans, blueprints, drawings, etc.
- Assist with the preparation of capital and operating budgets; maintain expense records, inventory of equipment, maintenance schedules and replacement needs.

Office Notes

By Barbara Mikel

Well, you should have received or very shortly will be receiving, your new 1995-1996 Membership Directory. We apologize for our "Errors and Omissions", so please help us out by sending corrections and changes to the office to update the database.

If you have a fax, copy the page and fax it to us with circled corrections. Office fax number 916-626-5132.

Kinko's - mailing envelopes

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#15 Superintendent Ed Stocke

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2nd Jeff Pace 3rd Mike Kieser

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1st Blake Swint / Larry O'Leary
Superintendent / Professional Trophy
2nd Chuck Weatherton / Jeff Layne
3rd Jess Pefferini / George Brund

Asst. Greens Superintendent Position Open — Quail Lodge

Quail Lodge, a 5 Star Luxury Resort & Golf Club has career opportunity for: **Assistant Greens Superintendent**. QAC or equivalent required. Network 8000 experience preferred. Good compensation, very desirable fringe benefits, good work environment. Submit resume by 8-30-95 to:

Quail Lodge Resort & Golf Club,
8000 Valley Greens Drive,
Carmel, CA 93923
Attn: Human Resources.

The superintendent, Denis Kerr can be contacted between 7-20-95 & 8-4-95 or 8-11-95 & 8-20-95 for additional information at (408) 624-1581 ext. 190.

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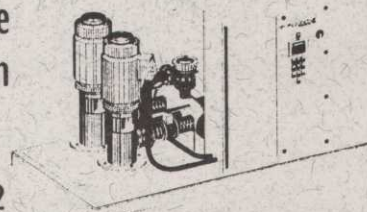
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GCSAA NEWS

Affiliation Agreement Changes

The GCSAA Chapter Relations Committee has recommended several changes to the GCSAA Board of Directors in terms of chapter affiliations. There has always been a chapter affiliation agreement between the chapters and GCSAA, although in many chapter's cases, the agreement had been unsigned or not even known about. Many, if not most of the terms of this agreement were not required or enforced by the GCSAA. This will be changing soon!

Some of the items under the new proposal, which appears likely to be approved, are as follows:

- ◆ Shared membership listings.
- ◆ State incorporation and tax exempt status.
- ◆ Annual reporting of financial statement, annual chapter activities, current bylaws, officers, membership roster, certificate of insurance, and the chapter's tax return.
- ◆ Required Directors and Officers and general liability insurance policies with at least \$1 million coverage for each.
- ◆ Bylaws and membership classifications consistent with GCSAA's.
- ◆ Chapter officers should be GCSAA Class A members.
- ◆ Required GCSAA membership for Class A, B, and C members. The following timetable is proposed for this membership requirement:

January 1, 2000 51% of A, B, and C members.

January 1, 2005 75% of A, B, and C members.

January 1, 2010 100% of A, B, and C members.

A number of these items, especially the final three, would require bylaws changes from the local chapters. **Your comments and suggestions to GCSAA are invited.**

Golf Superintendent — Lake Almanor Country Club

Lake Almanor Country Club, a lakeside private community in Northern Sierra/Nevada seeks a Superintendent for upscale 9 hole course. Year-round position. Course open 7 months. Salary range \$2,071 - \$2,693 per month, plus housing allowance. **By August 25, 1995** Send resume to:

Superintendent Search,
501 Peninsula Drive,
Lake Almanor Country Club,
Lake Almanor, CA 96137,

Golf And The Environment: Public Relations

By Bob Costa

Who would have thought ten years ago that a prerequisite for a position as Golf Course Superintendent would be knowledge and understanding of public relations. When I began my career as a Superintendent, public relations skills weren't even on my list of priorities. Well it's a different world, as we all know, and the role of a Superintendent has become much more complex and demanding than ever before. Today, our ability to achieve success in our job, and the image of our profession is in part a product of how we are perceived by golfers, the general public and the media.

Good public relations is not something that we can just sit back and expect to happen. It requires being aggressive and seeking opportunities to promote yourself, your staff, your operation and your profession. It requires careful thought, execution and most importantly, a written plan.

A public relations plan should consist of some very specific goals. Goals that begin with projecting a positive image of yourself, your profession and your association. Included should be goals which identify which members of the public you wish to target and how you intend to tell your story. Your plan should also include methods for evaluating your public relations efforts. You're going to need to know what's working, and

what's not. As in any plan, changes will be required. How you identify what to change, or modify is a function of your ability to evaluate your program.

Everyone's public relations program is going to be different depending upon time restraints, your location, and the support you receive from your club, or owner. Keep in mind it's important to begin conservatively. Everything you do, you want to do well. Starting slowly keeps you focused and also helps build your confidence. Here are some ideas to get you started:

Develop a relationship with your local media. This may include the golf writer, the garden editor, or perhaps the host of a local garden talk show. These individuals can help you tell a story about your operation, or stories about your professional associations. What type of stories are newsworthy? Anything that promotes you, your golf course, or your profession. It could be as simple as a story on "What is a Golf Course Superintendent".

Another viable public relations tool is to write your own article for print in the newspaper, a club newsletter or for display at the clubhouse. Your local garden editor would probably welcome a quarterly article on turf maintenance, for homeowners, that would allow you to describe profes-

For more information call (916) 596-3282.

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USGA

Keep It In Perspective, Turf Can Be Replaced

By Mike Huck

As we find ourselves midway through the summer season, it is important that we remember to keep things in perspective. A loss of turf can be experienced through a bad season and sometimes seems to be a catastrophic event to both golfers and superintendents. Personally, I am beginning to question if turf loss really is a major catastrophe, because after all, turf can be replaced. Sometimes it takes a real tragedy for us to understand this and put things back into perspective. It brings us to the realization that everything which lives eventually dies, including turf, trees and humans alike. This all became very clear to me on April 19, 1995 while watching the 6:00 P.M. news. The federal building in Oklahoma City had been bombed that morning and sud-

denly the thought of a dead green did not seem so important. Remember now that dead turf can be replaced. It may take a few months to bring a dead green back to putting quality, but, given the time it will happen.

Hundreds of people were affected by the tragic loss of life in Oklahoma City as are hundred by one dead green. The magnitude of the Oklahoma City bombing is quite different than that of a green, because, while turf can be replaced human lives cannot. Nothing that anyone can say or do will replace the lives lost in Oklahoma City. The families and friends of these unfortunate victims will be affected much longer than just a few weeks time, and that green will be back. I don't think that one single golfer's life has ever

been completely changed because of a green that died, they got over it as soon as the green reopened, their life continued on unaffected.

Often the demands placed on superintendents by their employers appear unfair, actually bordering on ridiculous. This seems especially true knowing that we are all human, occasionally make mistakes, and are at the mercy of mother nature in this line of work. Superintendents often must work with substandard irrigation systems, poorly constructed greens, equipment that should have been scrapped long ago, or a turf species that is not well adapted to local conditions. All while perfection is still demanded!

A good friend of mine once asked me

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Congress Will Debate Delaney, water bills

By Ron Smith

A Bill in the U.S. House of Representatives last month will replace the outdated Delaney Clause, enacted in 1958 to eliminate any detectable amount of carcinogens in processed foods.

The new law would consider advances in science and technology that permit detection to amounts smaller than parts per trillion. The new law would consider reasonable risk instead of zero tolerance.

"The Delaney Clause is important to the Green Industry, even though it deals with products used on food crops," said Allen James, Executive Director of RISE, Responsible Industry for a Sound Environment. "Most of the products we use are primarily registered for food crops. If they are

lost for those uses, registration for turf and ornamentals would no longer be feasible."

The law also would streamline the Environmental Protection Agency's registration process and provide relief for minor use pesticides, including products important to the turf and ornamental industry.

James said clean water legislation "is now on the fast track in the House of Representatives HR 961, 'Clean Water Amendments of 1995', is being considered by the full House under the leadership of Congressman Bud Shuster (R) of Pennsylvania.

"Of greatest interest to our industry is inclusion of flexible non-point source pollution provision. There have been strong efforts by opponents to include

rigid mandatory requirements. Although proponents expect to maintain voluntary provisions in final House language, the Senate could see the issue differently."

Also of interest is the Endangered Species Act, and Allen says efforts to reauthorize the law "are gaining momentum in both House and Senate, through amendments and related policy changes."

He said bills have been introduced in both houses that would restrict further endangered species actions, including the "taking" of private property without compensation. "The real key to success of any reform action will be whether language can be worked out which strikes a balance between environmen-

(Continued on page 7, Col. 1)

Wanted:

Monthly Meeting Sites

Have you considered hosting a monthly meeting at your club? It's an excellent opportunity to provide exposure for yourself, your club, and show off your talents as a Superintendent. The responsibilities are minimal and the rewards are great.

Several dates are available in 1996. If you have an interest, or would like to find out more about what's involved, please call Bob Costa at 408-373-3701.

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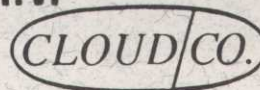
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Don Allen - Manager - Member GCSANC

Delaney —water bills

(Continued from page 6)

tal and economic interest," James said. He also reported on a new effort to provide information on multiple chemical sensitivity.

An organizational meeting for an institute which will monitor and interpret research on the complex and confusing issue of multiple chemical sensitivities was held on June 13-14 in Beltsville, Md/

"RISE is a sponsor of this new organization, the Environmental Sensitivities Research Institute," said James.

"But it is a good idea for individual manufacturers and formulators to become members as well.

"This is a serious issue that could have a very negative impact on the green industry."

Keep It In Perspective

(Continued from page 5)

why it is acceptable for Businessmen to lose deals, Bankers to lose money, Doctors to lose patients, Lawyers to lose cases, Golf Professionals to lose tournaments, but, it is unacceptable for a Superintendent to lose any turf? Unfortunately, I do not have an answer to that question.

It is hard to forget during the heat of summer, that holding the greens may mean holding your job. Knowing this makes working long hours and on weekends a requirement of the job. So, do the best you can this summer, and try not to let your work consume you. At least not to the point that you neglect your friends and family. If the worst does happen, and turf is lost, deal with it at that point in time. Keep it in perspective and remember, turf can be replaced.

Golf and the Environment: P. R.

(Continued from page 4)

sional maintenance practices.

Public appearances are a great way to spread the word. An ideal place to begin is at local schools, elementary, high school and college. At the elementary level you could discuss how golf courses can benefit the environment. Environmental topics are certainly a part of the curriculum. What a great opportunity to tell "the rest of the story". At the high school and college level you could discuss the turfgrass profession as a career, emphasizing the environmental benefits of golf courses. How about speaking to a local environmental group? Part of the reason anti-golf attitudes exist is due to a lack of knowledge. You can help provide that..

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