



USGA

IT'S TIME WE SHARED THE GOOD NEWS ABOUT GOLF AND THE ENVIRONMENT

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THRU THE GREEN

Published monthly by the
Golf Course Superintendent's
Association of
Northern California

I know superintendents are sick and tired of being accused of harming the environment through normal golf course maintenance practices. Because of the negative and emotional exposure from television and radio news stories, it has been an uphill battle for the golf industry to portray a positive image and separate fact from fiction. The overwhelming majority of superintendents and golf courses we visit go to extraordinary lengths to ensure that the golf course is a safe place to be for golfers, employees, and wild life.

Several years ago, the USGA and other organizations realized that the only way to fight this emotional argument is by conducting unbiased research to get factual information on the effects of golf courses on the environment. It was also important to report the results without any "sugar coating" so that detractors of the golf industry could not find fault with the results. Although everyone felt confident that the results would be good, there was some uneasiness about what the studies would actually reveal. Well, the results from the first set of studies are in, and

for the most part, the news is very positive. At each of our Green Section Regional Conferences this year, the morning program will be devoted to presenting this information in a clear and easy to understand format.

The NCGA and USGA will be conducting the annual Green Section Conference at:

Sharon Heights Country Club
Wednesday, March 15th

This is an outstanding opportunity to invite your green chairman, club officials, and golfers at your course to get the straight scoop on this important issue. We trust that the information presented at the conference will provide the necessary facts so that this positive message can be shared with other golfers and members of the community. We have also invited other speakers to round out the program and help golf courses get the most out of their turf management programs. Please mark your calendar and plan to attend, because it's time we started sharing the good news about golf courses and the environment.

POSITION OPEN

Golf Services Manager - City of San Mateo

Division Head level position reporting to the Director of Parks and Recreation, responsible for the overall management and operations of the San Mateo Golf Course, one of the most heavily played courses in Northern California. Salary range is \$4,543 - \$5,398 per month plus a comprehensive benefit package. Call the City's Job Hotline for applications, (415) 377-4797 (x424). Deadline for filing is March 24, 1995.

ELECTION NEWS

CANDIDATE STATEMENTS

For the Office of President Richard Lavine

As a candidate for the office of President of our association, I would feel honored to serve your association in the footsteps of some very fine past presidents.

Our whole industry is facing a serious problem. The majority of the public (non-golfers) feel that golf courses are dangerous places. We know this to be untrue, but the perception still remains. As President, I would like to see our association push ahead with the public relations type work necessary to show that our courses are safe and environmentally friendly.

Please vote for me to be your next president if you will support and help to work towards this goal.

For the Office of Vice Pres. Roger Martinez

I have worked for the City of Salinas Golf Course for the past 22 years and 18 years as a member of this Association.

My desire to run for the Vice President position has come from the need to continue serving this Association. I have served as Director for the past year and worked on many important issues concerning and benefiting the membership and Association at large, ie. scholarships, dissemination of information, membership and many more.

For the Office of Vice Pres. Leon Snethen

I have been involved with the Board of Directors for the past two years, presently serving as Secretary-Treasurer. I have served on the Membership Committee, Newsletter Committee and the Christmas Committee for two years. The last year I served as Chairman of the Membership and Christmas Committees.

Yes, a lot of people were not enthralled with this last years Christmas party format, and I will assure you that it will go back to a Friday format for 1995. (This will also decrease the cost.) The format we used has been very successful in other parts of California, but not for us. I do not believe in change for changes sake, but if you don't try. . . .

My desire to run for Vice President is to further serve the Association to the best of my ability and continue the excellence of leadership of the past presidents. I have been active and have attended every board meeting for the last two years. I did have to leave in the middle of one meeting due to an emergency at the club.

Your support will be very much appreciated, and I will pledge to help preserve and improve the quality of our association. If you have questions or ideas, my door is always open.



MICHAEL LANSDALE
Vice President

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ELECTION NEWS

CANDIDATE STATEMENTS

For the Office of Secretary/Treas.

Kenny Schwark

This past year I've served on the Board in a Director capacity. I've really enjoyed my time on the board and have been involved in decisions that I feel have made significant changes in our Association. I'm running for this position because I feel I can contribute more in this position and I want to serve in any capacity that I can. My goal is to make this Association as professional as it can be, so everybody can be proud to be a member. I would appreciate your vote. Thank you.

For the Office of Director

Gary K. Carls

It is a great honor to be nominated to run for the Board of the GCSA of Northern California. After graduating from Michigan State University I started working in Golf Course Construction. In 1981 I moved to Northern California to supervise construction and initial maintenance at Shoreline G.C. in Mountain View. I became Superintendent at San Jose Municipal G.C. in February of 1992 and became a Certified Golf Course Superintendent in July of 1993. I have been a member of the GCSAA and the GCSA of Northern California since 1981. If elected I will do my best to serve the interests of the total membership and do whatever I can to strengthen our local organization.

For the Office of Director

Bob Costa

I am grateful for the opportunity to have been nominated for a position on the Board of Directors. My interest in serving on the board is to promote education in conjunction with enhancing the image of professionalism amongst our membership. I am strongly committed to environmental issues which are affecting our industry and hope to work with the other members of the board in establishing our chapter as a leader in environmental awareness. If elected, I would dedicate my participation on the board to these concerns as well as other interests of membership. If you share an interest in these issues, I would appreciate your support.

For the Office of Director

Peter M. Sandoval

1974 -	Bachelor Degree - Public Administration San Jose State University
1975-77	Bowling Green Murphy Park - City of Sunnyvale
1977-84	Assistant Superintendent Sunnyvale Municipal G.C.
1984-90	Superintendent Sunnyvale Municipal G.C.
1990-present	Superintendent Sunken Gardens G.C.

During my tenure at Sunnyvale Municipal GC, I was instrumental in the construction of the U.C. Extension Turf Plots.

I felt privileged for the opportunity to volunteer my services in the search for a more suitable turf for our needs. Working with Ali Harivandi was a learning experience. I would like to see our Association continue in these efforts and improve on communicating our results.

For the Office of Director

Wayne S. Lindelof

I joined the GCSANC eight years ago and have benefited greatly from the meetings and getting to know other Superintendents. I have a high opinion of the Association and feel each member should give support in whatever means they are capable. The work load has stabilized at Lone Tree which makes it a good time for me to lend a hand. I am confident I can put forth the time and effort to serve the Association well.

For the Office of Director

Blake Swint

I have been a Superintendent for 10 years and a member of GCSANC for 10 years. I have greatly benefited from my participation in the Association and I feel it is now time to give something back.

MARCH, 1995

Turf vs. Concrete

By Bob Costa

Several months ago, I was in my car listening to a garden talk show. The guest, who happens to be an advocate of native landscapes, made the statement that turf has as much value as concrete in the landscape. Instantly, I felt my grip tightening on the steering wheel, and I felt a sudden urge to pick up the phone and openly challenge these remarks. Soon logic took control, and I realized that I was scheduled to appear on the talk show in a few weeks. . . . before long I would have an opportunity to set the record straight.

It became clear to me that either this individual moon-

lighted as a concrete contractor and was looking boost business, or she was rather naïve about the values of turf in the landscape. If I had picked up the phone, these are some of the comments I would have made:

"Hello, I just heard the remark you made about turf and concrete having the same value in the landscape. I was wondering, have you ever been to a park, maybe throwing the frisbee and had to dive a little to your left? What would you rather land on? Tall fescue or exposed aggregate? Oh, I see."

How about, your children just got home from school, you're busy so you send them into the backyard to play on the concrete. Wouldn't you prefer Kentucky bluegrass? I

thought so.

Maybe it's a warm summer day and you're feeling a little lazy. Wouldn't it be nice to curl up under a tree and take a nap on a hot patch of concrete? Ouch!

Or perhaps you just bought your dream house in the hills. What a view! Before you know it, it's December and the first big storm of the season hits. Isn't it comforting to know that the hillside above your house is covered with concrete?

Same house, same hillside, another beautiful morning. How wonderful it would be to grab a fresh cup of coffee, sit outside in your favorite chair and stare at the beautiful exposed aggregate and expansion joints. Your mate leans over and whispers in

your ear, "Isn't it amazing what they can do with concrete these days?"

Ever wash the dishes, glance out the window and see a bird digging for worms in your concrete? Skinny bird, huh?

Remember when you were younger, that picnic at the park with your first love. Wasn't it fun to neck on the concrete? Elbows were a little cut up but, oh well, that's love.

Yes, I know you argue, concrete doesn't require water, or an occasional application of fertilizer, and you're right, it never has to be mowed. But still it seems to me the choice is rather simple, unless you're in the concrete business.



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OFFICE NOTES

By Barbara Mikel

Spring is well on its way! Hope your grass isn't getting too high. The mountains up here are blooming out and greening up. Well membership renewal is over for this year. If you have a change of address, please notify the office so we can get the correct information into the directory. We would like to keep your fellow superintendents updated on changes in your life, so let us know when something happens!

If you are one of the lucky ones winning a Gift Certificate at one of the meetings, they are redeemable at any pro shop. The pro shop returns these to our office for redemption to them. These Gift Certificates support your industry so use them. Please note they have an expiration date so use them before that date or you lose.

GCSANC RETAINS NEW PUBLISHER

Beginning March 1, 1995 your Board of Directors, after many weeks of deliberation, discussion, and negotiation has decided to replace King and Co. as publisher of **THRU THE GREEN**. It is with great pleasure that I introduce to you Jo Harlow of Key Publications as our new publisher. Jo has many years of newsletter publishing in her resume. Her skills will allow us to continue to have a first class professional publication.

In the ensuing months, as we work to develop a new refreshing format, once the pre-purchased masthead has been used, I know you will come to appreciate our newsletter even more than you have in the past.

Shortly the new contact numbers will be published, in the mean time fax any news to Randy Gai, (510) 653-8469.

SCHOLARSHIP COMMITTEE REPORT

The scholarship committee met in December to decide the fate of 18 scholarship applicants. The committee, comprised of John Holmquist, Andy Slack, Roger Martinez, Richard Lavine and the Board of Directors awarded scholarships totaling \$4,000 to six deserving horticulture students. These students have been invited to our annual meeting in April to accept their awards.

The Board of Directors wishes to thank all those who have contributed to the scholarship fund throughout this past year.

Your donations are what makes these awards possible!

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WE NEED YOUR HELP

The Board of Directors is trying to update and streamline a database of media personnel that would be interested in obtaining press releases of our Association's golf related news. Please send, fax or call me with the name and mailing address and affiliation of the golf writer or sports editor of your local newspaper or other news source. Please send them to:

Richard Lavine
Peacock Gap
Golf & Country Club
333 Biscayne Drive
San Rafael, CA 94901
Phone (415) 454-6450
Fax (415) 485-0743

NEW MEMBERS - ALL SUBJECT TO 90 DAY WAIT

- Jim Avery - Sales - Sprung Instant Structures - Affiliate - 90 day wait
- Bob Bryant - President - Bryant & Gordon Golf Service - Affiliate
- Marcelo Cortez - Assistant Superintendent - Vineyard Knolls Golf Club - Associate
- Brandon Coulter - Assistant Superintendent - Hidden Valley Lake Assoc. - Associate
- Forrest Arthur - Assistant Superintendent - Pebble Beach - Class B
- Jeffrey Jones - Sales - Bay Irrigation & Turf Supply - Affiliate
- Danielle Marman - Sales Coordinator - West Coast Turf - Affiliate
- Mark Michaud - Superintendent - Pebble Beach - Class B
- Ted Powell - Superintendent - King City Golf Course - Class A
- Rosendo Ruiz - Superintendent - Blackhawk Country Club - Associate
- Phillip Siben - Sales - Professional Greens & Turf Aerif. - Affiliate

Naumann's Nor Cal News

Jess Pifferini is the new Superintendent at La Rinconada C.C., prior to this move he was the superintendent at Spanish Bay Golf Links...

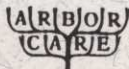
Brian Clous is the new superintendent at Blackhawk C.C. Brian was at Fossil Creek C.C. in Fort Worth, Texas (also a Marriott facility)

Peter Bissel, formerly at Blackhawk C.C. has moved to Vermont to build a resort golf course.

Michael Snow
Certified Arborist No. WC 1049
Superintendent

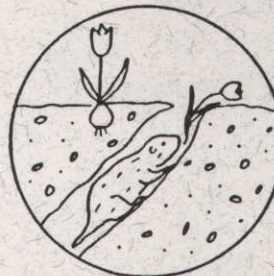
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