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The Golf Course Superintendents Association of Northern California  
— Committed to Responsible Turfgrass Management —

## Mona, Fream Highlight General Meeting

By: Bob Costa

While most of Northern California's attention was focused on the George Seifert, Steve Mariucci saga, forty seven superintendent and affiliate members gathered at Palo Alto Hills Golf and Country Club, to listen to presentations made by Golf Course Architect, Ron Fream and GCSAA CEO, Steve Mona.

Mr. Fream opened the afternoon program with an entertaining slide presentation which highlighted golf course construction overseas. With work completed in over 60 countries, Fream's slides depicted courses that were constructed on less than pristine sites, often constructed in what could be safely characterized as primitive fashion. Some of the more noteworthy slides demonstrated mowing equipment powered by animals, and greens that were topdressed with baskets of sand and brushed by hand with straw bundles. As a result of these construction and maintenance limitations, Fream commented on the importance of taking these conditions into account when designing some of his overseas projects. Fream also noted that with labor abundant, and resources limited much of the work is conducted by hand, including the splitting of rock for drainage and the transport of materials for construction and maintenance.

In his closing remarks Fream championed the need for golf course architects to design facilities that can be both affordably constructed and maintained, in the hopes of controlling the escalating cost of daily fee golf.

Steve Mona, GCSAA CEO since 1994 followed Mr. Fream's presentation with a spirited discussion on a host of issues facing the GCSAA and it's affiliated chapters. Utilizing his "Say It to Steve" format, Mona candidly fielded questions from the audience for over an hour. Here is a brief summary of his comments:



Steve Mona addresses the members at January's General Meeting

### Dual Membership for Class A and B Members:

Mona noted that the concept of dual membership received strong support at the chapter delegates meeting in the fall of 1996. Although its implementation, beginning in July of 1997, may be a hardship for some superintendents at smaller courses it is necessary to unify the profession and increase the national recognition of Golf Course Superintendents.

### Standardized Logo:

Mona stated that it is the intention of GCSAA to work towards making the GCSAA logo the recognizable logo for the superintendent profession. He emphasized the GCSAA's intent to not force local chapters to eliminate their logo, offering alternatives such as dual logo's on merchandise, or the affiliate chapter name in combination with the GCSAA logo.

**Trade Show and Conference:** Mona commented that the trade show continues to grow in size, with over 4,000 square feet of additional exhibit space in Las Vegas. As a result, the show locations are being limited to approximately five sites including, San Diego, Orlando, Atlanta and New Orleans.

**Certification:** Mona suggested that there are future plans to create additional levels of professional development beyond certification. Currently, there are efforts being made to increase the awareness among employers and key industry personnel of the value of a CGCS.

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