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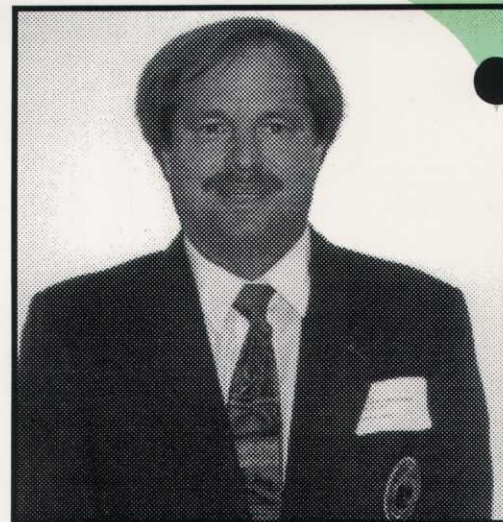
THRU THE GREEN

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

From The President

"El Nino," we've heard it for several months now. Warmer than normal water temperatures in the Pacific Ocean that could help produce greater rainfall totals than those of 1982, a year that many golf courses were mowed wall to wall with string-trimmers. I hope they're wrong, but they're probably right. We may again have to deal with what we cannot control — the weather. It might not be a bad idea to purchase a couple of additional small mowers before it hits. Installing a few mainline drains is another idea. Smaller drains that may be added later to the mainline drains would have a place to take the water. Add a helicopter to the capital equipment budget? No, then we would have to employ a pilot. Whatever we do probably won't be enough. It's going to come down to how well we communicate with those we work for as course closures occur.

As far as the weather goes, it's not all gloom. We have had a cooler than normal summer with lots of air movement. As a result, some of us have lost less turf on greens this year compared to years past. This has presented another communication opportunity. As a member or manager has told me that we have done a great job with our more difficult greens this season, I have stressed that we have been consistent with our care and that the milder temperatures have done most of the work. Again, we can't control the weather, one of the most



Blake Swint, President

significant factors relating to growing putting green turf.

On a lighter note I share some frustration. Changes in our industry continue to alter our course. How many of you, like I, have found it difficult to walk through a set of newer sprinklers in operation that are turning counterclockwise compared to those that have been turning clockwise for so many years? I keep getting wet, something I may have to get used to this year.

Have a good Indian Summer, it arrived September 19th.

Blake

Mira Vista (Cont'd)

The very first meeting of GCSANC I attended was a Mira Vista meeting "way back when" I began working with the Superintendents Association. I was impressed with the terrain, view, course and Frank Barberio then and have not changed my opinion. The challenging course is best left to those who can play, say and comment. I suspect that a Mira Vista member playing 90 years ago had some choice comments on his game too!! I have traveled and viewed the San Francisco Bay Area from the air & ground and most do not know the beauty and challenges provided to golfer and observer from this location. I do remember the faces and comments of various members as they entered the clubhouse for a late lunch following the tournament.

Many of you know the efforts undertaken for a monthly meetings of this Association are burdensome and rewarding. Those few who undertake to

shepherd the SRE Tournament, undertake the full implications of a monthly meeting plus the added responsibility of making sure there is "money in the bank" to fund next year's contributions to the Scholarship Research and Education Funds. Without this fundraising effort, the future education of worthwhile superintendents, assistants, greenskeepers, and students would be more financially difficult if not impossible in some circumstances. Congratulations to John and all his Committee on this successful year!

This year's golf participation, prizes, raffles, contributions enabled the organization to raise over \$ 8,000.00 net to add to the scholarship research and education fund. This represents a net gain of \$2000.00 over this year's disbursements to worthwhile individuals. Everyone who participated, contributed and enjoyed this tournament should be thanked.

Event Sponsorship Receives Support

The issue of soliciting corporate sponsorship for selected GCSANC functions has been an item of discussion at recent board meetings. The concept was proposed as a means of generating additional revenue, which could then be used to subsidize the costs of specific events and programs. One of the major issues facing the Association are the rising costs of monthly meetings, and its potential effect on attendance. Sponsorship can help to reduce these costs. Another concern is the need to develop additional sources of revenue to sustain existing programs and expand others, such as public relations efforts. Again, sponsorship can help.

In the August meeting registration packet a survey was included which asked several questions pertaining to sponsorship. Based upon the response, there appears to be strong support for the idea. Over the next several months Bob Costa, CGCS and John Holmquist will be developing a set of guidelines for sponsorship that will standardize the process and help maintain the integrity of the events. Here is what the respondents had to say:

- 80% were concerned about the cost of monthly meetings.
- 86% of the general membership favored the use of sponsors.
- 82% of the affiliate membership favored the use of sponsors.
- The Institute, Superintendent/Pro, Scholarship/Research and Education, and Christmas Party were noted as events worthy of sponsorship.

College Guide Available

Do you know someone who is interested in the golf course/turf management profession, but doesn't know where to turn for information? Then you need the GCSAA College Guide To The Golf Course Management Profession. This new and exclusive publication provides a concise profile of each turf management program offered by two and four year colleges and universities. The 300 page guide is organized into four sections. To order contact the GCSAA bookstore at 800-974-2722.

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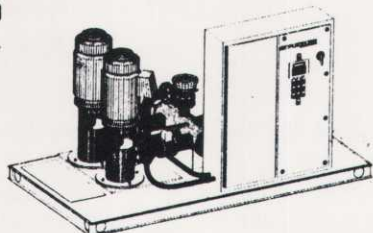
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USGA

A Difficult Position To Fill

By Mike Huck, Agronomist, USGA Green Section, Western Region


Common Complaints I hear from many a superintendent during my travels re, "We can't seem to keep a good mechanic" or, "I've been advertising for a mechanic for two months and can't get any applicants!" Yes, it seems that many golf operations have difficulty finding and keeping a good mechanic.

No one can argue that turf equipment has and will likely continue to become more complicated with each passing year. Consequently, the qualifications and skills needed to maintain and repair this equipment have changed considerably. Taking into account the prices and complexity of equipment nowadays, golf courses can no longer afford to hire a person who can "just keep things going." A skilled mechanic is now an essential. More correctly stated, Golf course equipment repairs require a qualified equipment technician! Technicians are more than "parts changers," they are professionals that can diagnose and repair engines, as well as a multitude of systems dealing with hydraulics, fuel, cooling, safety, electrical, and now even computer components. Often, they are gifted fabricators who manufacture parts or modify equipment to improve the performance over that of the original manufacturer's design. Many keep detailed service and repair records on personal computers that can be used to justify the purchase of supplies or replacement of equipment that has served its useful life span.

Unfortunately, it seems many golf courses have not kept pace with compensa-

tion levels to attract a qualified person. Superintendents claim that their course officials will not allow them to pay a good mechanic more money. I suggest asking these decision makers if they feel a \$10 or \$15 per hour individual is qualified to repair their personal luxury vehicle valued at \$30,000 or more? I seriously doubt they would. So why would their golf course only offer this level of compensation for a position that maintains turf equipment valued at this and higher levels?

Just as often, I find an older maintenance facility with such poor working conditions it becomes difficult to keep a good worker. Many older maintenance facilities I've seen are just plain awful. Grave yards, poor lighting, inadequate storage, work areas, . . . the list goes on and on! (How many auto repair shops in this condition would your club officials take their luxury cars to?) New facilities with asphalt yards, equipment lifts, and well-lit work areas can entice an otherwise happy employee to leave. You have to honestly ask yourself, "Would I be willing to spend eight hours a day working under these conditions?" This may be another good question to have the decision-makers at your course ask themselves!

To attract and keep a good technician you need to offer a fair and reasonable compensation package, provide the best work environment possible, and keep their skills up-to-date by sending them to training seminars. After that, it is up to the superintendent to keep an open line of communications with the technician and treat them with the respect shown other professionals. 

To The Man In The Arena

It is not the critic who counts, not the man who points out how the strong man stumbled or where the doer of deeds could have done them better. The credit belongs to the man who is actually in the arena; whose face is marred by dust and sweat and blood; who strives valiantly; who errs and comes short again and again; who knows the great enthusiasms the great devotions and spends himself in a worthy cause; who, at the best, knows the triumph of high achievement; and who at the worst, if he fails, at least fails while daring greatly, so that his place shall never be with those cold and timid souls who know neither victory or defeat.

— Teddy Roosevelt —

Naumann's NorCal News

Terry Stratton is the new Superintendent at the Little River Inn Golf Course in Little River, California. Terry was the Superintendent at Contra Costa CC many years ago but decided to do other things within the industry before recently returning as Superintendent. . . **Carl King** is the new Superintendent at Tehama Ridge GC in Monterey. Tehama Ridge is a new course and is still under construction. Carl was the Superintendent at Bermuda Dunes CC in Palm Springs area prior to moving up to Northern California . . . **Randy Gai** is extremely busy these days. Claremont CC is installing an extensive fairway drainage system a new irrigation system and cart paths.



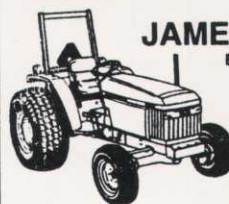
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Consider yourself a candidate.

Applications for the 1998 Environmental Steward Awards are available from the August issue of *Golf Course Management*, GCSAA Online (www.gcsaa.org), affiliate chapter presidents, program sponsors and the GCSAA service center (800/472-7878).

We'll look forward to receiving your application by October 31, 1997.

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Did You Know?

The average golf shoe has 12 spikes, and the USGA has computed that a player averages 28 paces per green; 28 paces times 24 spikes means 672 impressions; 672 impressions times 18 greens equals 12,096 impressions per round per player. Assuming 200 rounds are played each day on a course, the greens receive 2,419,200 impressions daily — or more than 72 million holes each month. And you wonder why you can't sink a putt.

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Venturi To Receive GCSAA's Old Tom Morris Award

Ken Venturi, CBS golf analyst and former PGA Tour professional, has been selected to receive the 1998 Old Tom Morris Award from the GCSAA.

The announcement was made in an August 15 news conference at the 1997 PGA Championship at Winged Foot Golf Club in Mamaronek, N.Y. The actual award presentation will take place in Anaheim, California at a gala banquet February 7 during the Association's 69th International Golf Course Conference and Show.

GCSAA's most prestigious honor, the Old Tom Morris Award is presented each year to an individual who, "through a continuing lifetime commitment to the game of golf, has helped to mold the welfare of the game in a manner and style exemplified by Old Tom Morris." Morris (1821-1908) was greenkeeper and golf professional at the Royal and Ancient Golf Club of St. Andrews, Scotland; a four-time winner of the British Open (1861, '62, '64 and '67); and ranked as one of the top links designers of the nineteenth century.

"Ken exemplifies the spirit of Old Tom Morris because he has a passion for the game and all that it has to offer," said Paul S. McGinnis, CGCS, GCSAA president. "Quietly, unassumingly, behind the scenes, he's done a great deal to benefit the game of golf and those less fortunate. He has brought the game to people around the world and, in the process, always supported superintendents and recognized their management and environmental achievements."

Venturi grew up in the San Francisco Bay area and would have quit the game in his

youth if it were not for a motivational lecture from his father. After that incident, his career took off with several junior and amateur tournament wins. Venturi graduated from San Jose State University in 1953, but delayed his golf career to serve in the military. He burst onto the scene in 1956 as he led the Masters for three rounds as an amateur before losing to Jackie Burke.

Undaunted by the crushing loss at Augusta, Venturi turned pro in 1957 and won 14 PGA Tour events, the last one coming in 1967. Undoubtedly, the highlight of Venturi's career came in winning the 1964 U.S. Open Championship at Congressional Country Club in Washington, D.C., in the 100-degree heat and stifling humidity. (The following year, the Open was changed to a four-day, 18-holes-per-day event). That title, which came after a string of physical setbacks, earned Venturi PGA Player of the Year, *Sports Illustrated's* Sportsman of the Year and Comeback Athlete of the Year honors.

Among his other achievements are a selection to the 1965 Ryder Cup team and, induction into the Collegiate Hall of Fame (1978) and Smithsonian Institute (1979). He was presented the Golden Tee Award by the Metropolitan (N.Y.) Golf Writers in 1994.

Although carpal tunnel syndrome (undiagnosed at the time) forced Venturi to retire at 33, he has remained a fixture in the world of golf. For the past 29 years, Venturi has provided analysis for coverage of golf on the CBS Television Network. He began his commentary career as a co-host with Jack Whitaker for the CGS Golf Championship and CGS Golf Classic in 1968.

- Ken Venturi's PGA Tour Victories
- 1957 St. Paul Open
 - Miller Open
 - 1958 Thunderbird Invitational
 - Phoenix Open
 - Baton Rouge Open
 - Gleneagles-Chicago Open
 - 1959 Gleneagles-Chicago Open
 - Los Angeles Open
 - 1960 Bing Crosby Pro-Am
 - Milwaukee Open
 - 1964 U.S. Open
 - Insurance City Open
 - American Golf Classic
 - 1966 Lucky International

Quoting Previous Old Tom Morris Award Winners

Byron Nelson 1994 "I think the job the superintendents have done is the biggest improvement in golf today. The demands have caused it, yes, but also the education that the superintendents have now in agronomy and such (is critical). What I like is that golf course management has become so good universally."

Tom Watson 1991 "In this day and age, a golf course superintendent must be an educator, scientist, agronomist, economist and a good people manager. If you put all this together with a love for a piece of earth, then you've got a good golf course superintendent."

Robert Trent Jones, Sr. (1987) "To golf course superintendents around the world I owe a great debt, and every architect owes a great debt. We can only continue to provide these great golf facilities with well-ecudated professionals to maintain them."

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Boardroom Briefs

- ◆ Board Member **Mike Nunemacher** and **Forrest Arthur** will be coordinating an effort to produce a salary survey for GCSANC members. According to Arthur the last survey was conducted five years ago. Plans are to include the survey with the October renewal mailing.
- ◆ The era of the Blue Blazer has arrived. Spearheaded by **Mike Nunemacher**, the green jackets worn for years by GCSANC officers and Directors were unceremoniously replaced with contemporary blue blazers. The decision to change jacket color and style received unanimous support.
- ◆ Secretary Treasurer, **Gary Carls, CGCS**, was directed to pursue the use of separate interest bearing accounts for funds earmarked for scholarship, research and education. Presently all monies generated for those programs are held in one account.
- ◆ Association Secretary, **Barbara Mikel** has asked the Board to contribute ideas to reduce her work load. With the continued growth of the Association and the development of new programs, Barbara's weekly commitment to Association business has exceeded her contractual obligation. With responsibilities to other clients, this is of concern to Barbara. Each board member was asked to return to the next board meeting with three ideas that might provide her with some relief.
- ◆ **John Holmquist** and **Bob Costa, CGCS**, were assigned the responsibility of drafting a set of guidelines for sponsorship of monthly meetings and special events.
- ◆ Scholarship Chairman, **Wayne Lindeloff, CGCS**, announces that Scholarship applications will be in the mail soon.

Audubon Regional Coordinator Initiative

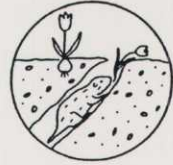
The Audubon Cooperative Sanctuary System (ACSS) has launched an initiative to develop greater participation and increased membership for all of its programs: Golf, School, Business, and Backyard. As a volunteer in the initiative, individuals will have the opportunity to become a working partner with ACSS, educate others about managing their properties with the environment in mind, and receive recognition for their efforts,

This initiative is aimed at recognizing our most involved volunteers by designating them as an Audubon Regional Coordinator. The goals of this initiative are to:

- ◆ Establish and communicate with the Audubon Steward Network (Audubon Stewards with a designated Region)
- ◆ Distribute ACSS Program information (Brochures, videos, etc.)
- ◆ Offer basic assistance and guidance about enrollment and the ACSS certification process
- ◆ Maintain a chapter and regional listing of membership and program activities as provided by ACSS Headquarters
- ◆ Encourage ACSS membership through talks and writing of press releases and articles
- ◆ Host workshops to educate participants
- ◆ Recognize outstanding ACSS participation

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