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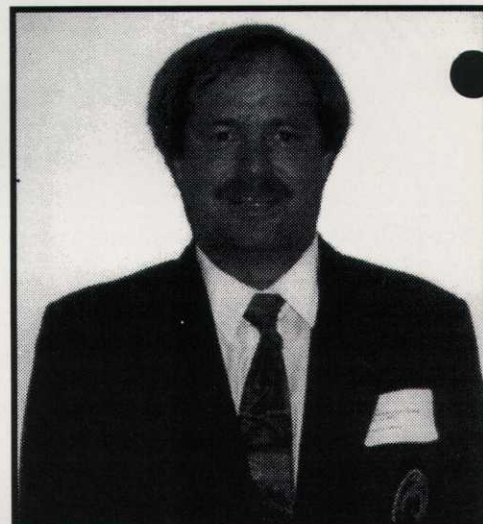
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From The President

In the midst of another wet winter I have not been informed of any major damage to any of our golf courses. Good news so far, we still have several more months of potential wet weather ahead. Let's continue to cross our fingers and hope for the best.

Our January meeting was quite informative. Those in attendance were provided ways to improve managing and communicating with people. The information provided will assist us in dealing with not only staff but our family and friends also.

The general meeting after the educational program focused on Association goals and management. As discussed during that meeting, a dues increase is in order to allow us to work within a balanced budget. Our budget committee is attempting to determine the amount of the increase needed. Additionally, I have asked that committee to seek an increase that will not only balance our existing budget but also allow the addition of programs that will continue to improve our image in the world of golf. The cost of a web page or a professional publicist are examples of the type of expenses that are



Blake Swint, President

not currently in our budget that we should consider funding.

One more time during my year as President, I am going to state that the golf business continues to be on the rise. We are essential to golf's continued success. We should do whatever possible to gain the recognition we deserve.

For the love of the game,
Blake

Office Notes

By Barbara Mikel

"Congratulations."

Ray Davies, CGCS, Ted Horton, CGCS, and Jeff Ball on the Audubon Stewardship Award from GCSAA, recognizing their contributions to the industry and environmental awareness. Ted Horton, Pebble Beach, Ray Davies, Crystal Springs and Jeff Ball, Panama City, Florida. (Jeff has since relocated to California.)

"Coming Soon."

If any of you are wondering where your 1998 plates are, the answer is I have received them in the office and will mail with the first general mailing. I forgot to order cards timely enough to get in the card mailing. Never fear, you will get them. For those of you who get them each year and can't understand why, they are to be attached to your membership plaque. If you don't have one and want one give me a call. Plaques are ordered for new members automatically, but some of you chose not to have them when they were optional.

"Moved Left Forwarding Address."

Dr. M. Ali Harivandi, UCCE Environmental Horticulture Advisor has relocated to Alameda.

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Quick Quote

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we give our mistakes."

— Oscar Wilde —

Advertising Program (Cont'd)

The current strategy includes incentives for business to utilize full page inserts. "I have always felt that the insert was the most cost effective way to advertise," said Costa. "Everyone who opens the newsletter is likely to see your ad." With the new program, each new member who chooses within the first six months of joining, to advertise by way of an insert will receive a one time discount. In addition, existing members who purchase two inserts within the calendar year get one additional insert at no cost. "The new member discount is a great way for an affiliate to introduce itself to the membership. I really believe it's value priced," Costa concluded.

The other major change is placing a term limit of one year on the popular 2 x 3 ads. "We felt as though we have a responsibility to the affiliates to provide as much opportunity for advertising as possible. By establishing a term limit we expect greater participation." I expect to have a letter out soon explaining the program to all of our affiliate members. I certainly look forward to their continued support and thank all of those who have participated in the past." Costa suggested the program should take effect by March 1, 1998.

Independent Distributors Show Support of Superintendents

The Independent Turf and Ornamental Distributors Association demonstrated their support of golf course superintendents by contributing \$5,000 to the GCSAA Foundation, thus becoming a member of the Platinum Tee Club. The Associations members are made up of independent distributors whose primary business is calling on golf course superintendents. "The independent distributors who make up the ITODA have long shared the goals of advancing scientific development and addressing environmental issues that are the key goals of the GCSAA Foundation," said Association President, Steve Dickinson.

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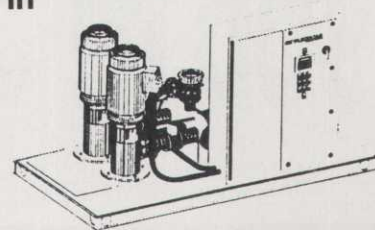
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THRU THE GREEN USGA

If They Want It Purple, Give It To Them Purple!

By: Mike Huck, Agronomist, USGA Green Section - Southwest Region

After Traveling the Southwest with The USGA, I can honestly say that the experiences of this job would help make me a better superintendent if I were ever to return to the profession. Everyone I visited in my travels over the past three years are to thank for that! However, it would not be because of knowledge gained from viewing turf problems and their related solutions; it would be from observing the interaction of superintendents with their members, committees and owners. Having been on "both sides of the fence" so to speak, and now being the outsider looking in, I often see problems that others don't realize exist.

It is commonly known that the most talented grass growers can struggle to hold their positions if they don't also communicate well with their superiors. It is important that a superintendent is not always hiding in the maintenance shop. You need to get out on the golf course, be seen, speak with the players and by all means be a good listener. Make it a point to be visible occasionally on Saturdays and Sundays and take the opportunity to interact with golfers who don't often play other than weekends. Weekend players are usually the younger "up and coming members" who will be more involved in club operations as time passes. Establish relationships early on with these people and always keep in mind that the person you just spoke with may someday be your green chairman!

A huge mistake often made by superintendents is that they treat the golf course like they own it themselves. Now, I'm not suggesting you stop caring about your work

and the conditions of the course, but I often hear golfers grumbling that the superintendent acts like he owns the place, is uncooperative and won't listen to the membership's desires. Once a large enough segment of the membership feels this way, you can almost guarantee yourself a trip to the unemployment office. To avoid this from happening, don't take criticisms by golfers too personally. Respond to their requests when possible - after all it is their golf course.

On a related subject, superintendents who make the change from public or single owner facilities to equity membership clubs often struggle with the differences of management and spending philosophies. One superintendent who had made this change commented to me that his green committee wanted him to spend money like a drunken sailor, wasting it on ridiculous things in his opinion. I reminded him that it's their golf course and their money. Private clubs are a place where the bottom line is not necessarily measure monetarily, but by customer or member satisfaction. They're never going to praise you for saving money if they also didn't get the golf course conditions they were asking for!

Personality conflicts between individuals cannot always be avoided, but management philosophies and programs can sometimes be adjusted. However, there have been, and forever will be occasional cases where turf problems are created because the superintendent delivered exactly what the membership requested. Superintendents must recognize if a member request can pose significant risks to the turn. If you can

predict potential problems, the "powers to be" must then be notified in advance, but remember the final decision is still theirs to make. In such a case, I offer the same advice often quoted by Larry Gilhuly, originally stated by Milt Bauman, retired superintendent of the Seattle Golf Club, "If the golfers want it purple, give it to them purple, but if it is going to hurt the grass, then get it in writing!"

The most successful superintendents communicate and listen well, take golfers' criticisms and suggestions seriously, yet constructively, and always remember that the golf course isn't their own personal property. In other words, the successful superintendents give it to them purple as often as possible without harming the grass.

Just a bit of news - the Western Region has been divided into the Southwest and Northwest Regions. Pat Gross is now the Southwest Director, so congratulate him on his new position and responsibilities the next time you talk to him! Also, please be sure to mark your calendars for our upcoming regional conferences in your area:

Wed	Mar 4	Holiday Inn	Missoula, MT
Fri	Mar 13	Lakewood CC	Lakewood, CO
Mon	Mar 16	Industry Hills Resort	Industry, CA
Tue	Mar 17	Castlewood CC	Pleasanton, CA
Wed	Mar 18	Phoenix CC	Phoenix, CA
Wed	Mar 25	University Park Hotel	Salt Lake City, UT
Mon	Apr 6	The Reserve	Portland, OR
Mon	Apr 20	The Hawaii Prince Hotel	Honolulu, Hawaii

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Castlewood To Host Conference

The always popular NCGA/USGA Green Section Conference is set to return to its annual home, Castlewood Country Club on Tuesday, March 17th. This year's program features the usual wide range of appealing topics. Here is a brief summary of what to expect:

- 8:00 Congratulations? You're On The Green Committee - Now What? Pat Gross, Southwest Region Director, USGA Green Section
- 8:30 Fairways to the Future - An Overview of the Fairway Renovation Program at Sharon Heights
Mike Rothenberg, CGCS, Sharon Heights Country Club
- 9:00 Ten Years of Piling It On - A Decade of Fairway Topdressing in the Northwest.. Larry Gilhuly, Northwest Region Director, USGA Green Section
- 9:45 USGA Green Construction - What You Don't Know Can Hurt You? Jim Moore, Director, USGA Construction Education Program.
- 10:45 The "A", B C's - and "G's" of the New Creeping Bentgrass. Varieties. Joe Dutch, Ph.D., Penn State University
- 11:45 Questions
- 12:00 Lunch
- 1:00 Monterey Pine Trees and the Pitch Canker Disease in Northern California. Andrew Storer, Ph.D., University of California at Berkeley
- 2:00 Keep On Flushing - A Different Perspective On Effluent Water. Roger Waters, Marin Municipal Water District
- 2:30 Good and Bad Qualities - The Impact of Water Quality on Turf and Ornamentals. Mike Huck, Southwest Region Agronomist, USGA Green Section
- 3:15 Update on Activities at Cal Poly SLO
David Wehner, Ph.D., Cal Poly San Luis Obispo

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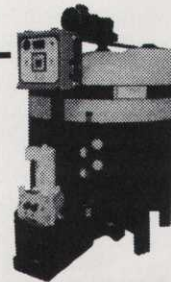
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Naumann's NorCal News

Dave Rosenstraugh has left Orinda Country Club and is the new Superintendent at Alisal GC in Solvang . . . **Frank Zamazal** is the new Superintendent at Oakhurst Country Club in Clayton. Oakhurst CC was recently bought by American Golf. Former Superintendent, **Mike Nunemacher**, is now at Blackhawk CC . . . **Bill Goodman** is the new Superintendent at Carmel Valley Ranch Resort. Bill was the Assistant at Ventana Canyon CC in Tucson prior to his move. He is replacing **Tony Schuster** who has changed professions . . . El Nino seems to be making its impact in Northern California. The rains continue to come, the courses are beginning to close and the cash registers are slowing down. This gives us a time to reflect and admire all the accomplishments of 1997 and prepare for 1998. Golf is getting stronger and for the first time in a number of years new golf courses are being built in our area. I do not think this will come anywhere near meeting the demand but it is a great start. The doors are being opened wider for minority and junior golfers. Maintenance levels are being brought to an all time high with more and more pressure for perfection. We have been answering this call and Northern California is well known for its well maintained courses as well as its friendly atmosphere. 1998 will bring new challenges and a lot of excitement to our region with our local tournaments as well as many pro events and the Granddaddy, the U.S. Open. As in years past, I know we are up to the task. Good Luck!!

Don Naumann

Did You Know?

The California Air Resources Board is expected to consider air quality regulations next year that will effectively ban most two cycle engine products, including small chain saws, brushcutters, blowers, string trimmers and hedge trimmers. You can help by contacting the 11 members of the California Air Resources Board. Let them know what impact banning two-cycle products will have! Your voice counts. For more information contact the PPEMA office (301) 652-0774 or the GCSANC Office

Christmas Party A Success

Many thanks to all those who attended the golf and Christmas party on the Monterey Peninsula this year. We had a great turnout for golf and the weather cooperated as there was plenty of sunshine and no precipitation. Manny Sousa and his staff has Poppy Hills ready for the challenge and we thank him again for hosting this year's event. Those who attended the party that evening found plenty of Christmas spirit along with Mr. and Mrs. Santa, who distributed many gifts to eager recipients. It was encouraging to see such a great turnout in contrast to recent years. This support enables your board of directors to plan for next year and continue on with this great tradition!

Ladies

1st Low Net	Sherry Fowler	78
1st Low Gross	Mary Davies	114

Superintendent

Gross		
1st	Mike Garvale	74
2nd	Forrest Arthur	76
3rd	Chris Dalhamer	78
Net		
1st	Roger Robarge	66* MOC
2nd	Blake Swint	66
3rd	Danny Moak	69

Affiliate

Gross		
1st	Mike Ligon	73
2nd	Craig Kilcoyne	78
3rd	Yul Roe	80
Net		
1st	Doug Nickle	71* MOC
2nd	Ron Davies	71
3rd	Steve Franzen	73

Ayrshire Trophy Recipient Mike Garvale
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Boardroom Briefs

◆ Forrest Arthur announced that the results of the salary survey have been tabulated. According to Forrest, the numbers are comparable to past surveys. Fifty percent of the A and B members surveyed responded. The results will be mailed to all A and B members with the Annual Meeting notice. Additional copies may be obtained through the GCSANC office.

◆ The retooled, revised and revamped merchandise program is ready for release reported Forrest Arthur, Merchandise Chairman. The program, administered through Southern Golf, will allow GCSANC members to purchase directly from the supplier. Merchandise catalogs, as well as selected samples will be made available at each monthly meeting. Items can, however, be ordered at anytime. The arrangement with Southern Golf provides GCSANC a 20% royalty on all sales.

◆ The issue concerning the adoption of the GCSAA affiliate logo, in place of the GCSANC logo continued to receive moderate discussion. Bob Costa continues to be the most vocal dissenter of the idea, stating that "The local chapter serves a valuable purpose and it's identity needs to be protected. There's a place for both logos," said Costa.

◆ Affiliate representative, John Holmquist and Bob Costa summarized a recent draft of the sponsorship program. The duo plans to have a final draft available for comment at the annual meeting and be prepared to release the program by early October.

◆ Dave Davies reported to the Board the results of the budget committee meeting held in late November and early December. The budget committee, reports Davies, has proposed a balanced budget for 1998. It was the conclusion of the committee that a dues increase be proposed to keep pace with rising operating costs and to supply additional sources of revenue for future programs. (see related story)

◆ The idea of hiring a Media Relations expert continues to be tossed around with no definitive decision. The concept is being

championed by Bob Costa who feels the local golf maintenance industry and Norcal superintendents could benefit greatly from a concentrated public relations effort.

◆ Membership chairman, Mike Nunemacher, reported that the GCSANC membership has reached an all time high of 605 members. Nunemacher expressed concern however, over what he felt was limited member participation. He challenged his fellow board members to come with creative new ways to increase member involvement and suggested we examine scheduling one or two family oriented events.

◆ Program Chairman, Gary Carls, announced that San Juan Oaks is being looked into as a tentative site for the Superintendent Pro Tournament in June.

◆ Bob Costa announced a new advertising plan for *Thru The Green*, the official publication of the GCSANC. The new plan provides incentives for insert advertising, as well as a one year term for affiliates utilizing the 2 x 3 advertising space. The plan is designed to increase advertising opportunities for all members and reduce the annual loss associated with the publication of the newsletter.

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