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THRU THE GREEN

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From The President

The meeting at Corral de Tierra is in the books. Thanks go out to Rich Scholes and the staff at Corral de Tierra for playing hosting. The course was great, although my score would not indicate it. I was afforded the opportunity to witness Bob Costa shooting a career round. Thanks for the lesson, Bob. Additional thanks to our speakers John Strawn from the Arthur Hills Group and Dan Miller and Peter Galea, CGCS, from Half Moon Bay. One observation from the meeting though, please remember the dress code information on the registration form. Shorts for golf are acceptable when noted, but attire for the meeting should be slacks and a golf shirt unless otherwise noted.

The Board of Directors has been discussing two issues that could have a great impact on all of us. Affiliate donations and advertising opportunities have always been a topic of conversation at meetings. "Bang for the Buck: in advertising is always critical and the constant barrage of solicitations for donations can easily promote the thought that "that's the only reason I am wanted in the association." I would be foolish to think there are not members in this group that feel affiliates are there to pay the freight, after all, it is a superintendents association. I could not disagree more with that line of thinking. Every member in this association shares a common bond, the golf industry. We each bring our own expertise and experience and can share it with those who express an interest in obtaining new knowledge. We have an obligation to the entire membership to present benefits for membership. We are discussing ways to consolidate donations into a one time per year request. Levels of sponsorship would vary and the benefits and opportunities would be spelled out in advance to allow for budgeting within your fiscal year. Advertising opportunities will also be listed in advance to allow members to pick and choose the format most beneficial to your needs. Initial discussions were made at the annual meeting. We received good feedback on the first draft. We hope to have more information to discuss later this summer. We hope to have the program in place for next year's dues renewal notices. Contact any member of the board if you have a comment or question. I don't think anyone wants to have something shoved down their throat, so

please give us some input.

The second issue is Public Relations. We have attempted for years to involve the media in telling the story of what the golf industry is about. We have had isolated success stories but overall the efforts have been a great disappointment. We are looking at seeking professional help (the association, not me!!) to better tell our story. That, of course, has a price tag. The intense scrutiny of last years budget review, review of advertising policy and pricing structure and the sponsorship program are all directed at finding a source for funding this public relations program. I feel it's important for us to tell our story. There is a great deal of misinformation about golf courses in the media. The recent U.S. Open at The Olympic Club provides a great example of the interest in golf as well as the financial impact it has on a local economy. To tell that story we need the help of trained professionals just like we use for our association management. The board is hoping to have information and a direction as well as a cost structure for a three year program available by the fall. Obviously . . . more to follow.

Last and certainly not least, the Scholarship Tournament is fast approaching. Help us to make this the best event yet by bringing your best team. Feel free to include members or friends in your foursome. It will be a great day with some great raffle and auction items. It is also a good time to show others what we do as an industry.

Dave Davies, CGCS

Office Notes

By Barbara Mikel

The Web site is up and running thanks to a "good boost " from Bob Tillema, CGCS. The site is reached through the GCSAA web link in the chapters section (www.gcsaa.org/cgcsa) a committee consisting of Ken Williams, CGCS Jim Karrick Jr., Jeff Ball are undertaking to add to the existing items. If you have suggestions, please let them know! Items like the Hosts Superintendent's profile from our newsletter might give a spotlight to those supporting the Association.

The meeting at Corral de Tierra was great! Superintendent, Rich Scholes, and crew as well as Corral management should be given

Continued on Page 3

Naumann's NorCal News

Bob Lopic has accepted the Superintendent position at Orinda Country Club in Orinda. Bob is working with **John Fleming** at The Olympic Club prior to his move . . . **Jeff Roberts** has accepted the Superintendent position at Willow Park Golf Course in Castro Valley. He is replacing **J.R. Viviani** who is taking another position within the company . . . **Troy Flanagan** is the new Superintendent at Roundhill Country Club in Alamo. Troy was the assistant at Cypress Point in Pebble Beach prior to his relocation. He is replacing **George Cherolis** . . . **Gurdayal Toor** is the new Superintendent at Spring Valley Golf Course in Milpitas. **Greg Jetter**, who was the Superintendent, is now the Director of Grounds and Construction for the company. Toor has been the assistant at Sequayah Country Club in Oakland for over 20 years.

Office Notes (Continued)

a hardy "Thanks"! Food was great! The Ice Cream Bar was a very busy place just as everyone was departing for golf. Can't say about the golf event but everyone was off by 1:15 and that must be a record!

I would like to thank everyone for the cooperation we have been getting regarding meeting reservations and golf indexes. It sure makes like more enjoyable for the Golf Chairman and me when you fill in those blanks on the registration forms and mail your check with the reservation.

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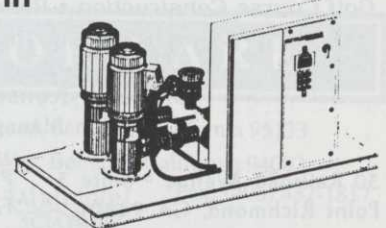
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12 Tips For Successful Interviews

Everyone gets a little nervous before a job interview. That's natural. But you need not go in with sweaty palms if you go prepared. Below are some useful techniques that will help you present yourself as the competent professional that you are to a prospective employer.

- Schedule interviews in ascending order of appeal and importance whenever possible. Your performance in interview situations will improve with practice and evaluation, and you can use that to your advantage.

- Keep a record of details of your upcoming interviews, including the time, location, the name of the interviewer, and how to pronounce the name of the company and the person who will be interviewing you correctly. If the interview is in another city, note any travel expenses that will be met by the prospective employer. Never cancel an interview appointment unless you have a personal emergency.

- Research the operation you plan to visit. Try to find out about its history and philosophy, as well as names and titles of decision-makers you should meet.

- Make a list of questions to ask about the company, the golf course and the job itself. Interviews serve a dual purpose: while the employer learns about you, you gather information to help you decide whether this is the right job for you.

- If possible, arrange to arrive early enough to walk the course before the interview. That may make it easier to give relevant examples and demonstrate your interest in the course.

- Get used to talking about what your current job entails. Practice enough — and preferably with someone who can provide constructive criticism — so that your communication is logical and orderly.

- Anticipate general questions about your training, your reasons for choosing this profession, why you are interested in this job and so on.

- Prepare for hard questions, including why you left/lost your last job. Script a confident and truthful answer that shows you in the best possible light. It helps if you and your former employer agreed on an "exit statement" — a brief and positive description of the reason(s) for leaving your previous job. Some possible wording:

- a change in senior management
- abolishment of your job
- an improper match between you and the position you were hired for
- blocked professional growth
- a desire for a career change
- or a wish to relocate

- Dress professionally. Don't underdress. Men should at least wear a sports coat, tie and slacks. Women should wear a conservative dress or jacket/skirt combination. Employers assume you will never dress better than you do for an interview.

- Take several copies of your short- and long-version resumes and a separate typed list of references. For yourself, take another copy of each version of your resume, your research notes, previous correspondence and the list of questions you intend to ask. Review them all beforehand, especially your resume. The person interviewing you will, so don't put yourself in the embarrassing position of stumbling over an answer that's right there in black and white.

- Arrive a few minutes early and double-check your appearance to make sure you are neat and well-groomed. Note the names of receptionists, secretaries and assistants for your follow-up activities. Review company materials such as brochures and newsletters, and pay attention to the appearance and

behavior of the people who work there. These observations will give you a sense of the organization's "culture" and important clues as to what the interviewer is looking for.

- Take a few deep breaths to help ease your nervousness. Many top athletes and successful business people say affirmation and visualization techniques work for them. Remind yourself that you are capable and qualified for the position, and picture yourself answering questions calmly, intelligently and confidently. /

Seminar Schedule Released

It seems a bit early to be thinking about 1999 GCSAA regional seminars in July, right? Think again. For those planning to attend the GCSAA Conference and Show in Orlando, early bird registration is just a few weeks away. To help you plan your seminar activity for 1999, here's what you can expect to be offered locally:

- January 6 & 6 Golf Greens History, Theory, Construction and Maintenance
- May 19th Maximizing Job Satisfaction.

Both seminars will be held at the Pleasanton Hilton, in . . . you guessed it — Pleasanton

Media Director (Cont'd)

result of Crawford's appearance. The question that remains is funding the annual expense. "The next step is to take a hard look at various revenue sources," said President, Dave Davies. "I'm optimistic that the funds are available, however we have a fiscal responsibility to the membership that cannot be compromised." I expect that the issue of financing a Media Director will receive some serious discussion at the next board meeting.

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Pizza Fest Results In InSTITUTE Program

Developing an educational program that suits the interests and needs of a broad range of members can be a formidable task. Fueled by 5 large pizzas, the six members of the education committee responded to the challenge recently as they hammered out the program for the 1998 Superintendents Institute.

"Our objective when we gather each spring is to develop the premier educational event of the year, providing practical hands on information to the attendees," said Bob Costa, Co-chairman. "Some years the program concept comes easier than others." After much debate and several slices of garlic chicken the group settled on the general topic of Personal Growth and Development.


A similar topic a few years ago was a moderate success which the group readily acknowledges. "This year's program will be significantly different," said Costa. "The focus will be less on issues related to staff management, and more on developing skills that will help us perform our jobs better."

Bruce Olson, a newcomer to the committee strongly favored small group break out sessions, a key component of the morning session. "Group interaction provides such a great avenue for learning and sharing ideas," said Olson. "It also helps to keep the pace of the program moving."

The featured presenter is Alex Braun, who heads the management department at Mission College in San Jose. "Alex has made several presentations to the staff at the Villages," commented Brian Bagley, between bites of pepperoni. "I'll be the first to admit that I can be a little skeptical about management presentations, but those that Alex has done have been beneficial."

One other twist to this year's conference will be the inclusion of a golf course superintendent to the program. "Superintendents relate well to other superintendents," said NorCal's perennial educator Ali Harivandi. "The Institute has a long history of superintendent participation, we felt that it had to be a part of this year's program as well. Bruce Williams, CGCS, past president of the GCSAA has agreed to fill that spot and will make two presentations on "Time Management" and "Communication." "The committee feels fortunate to have someone with Bruce's credentials on the program. With his addition, we feel as though we have just the right balance," remarked Costa. "Perhaps the makings for a memorable day."

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USGA

Winter Is Still Here — And It's June!

By: Pat Gross, Southwest Director, USGA Green Section

Everyone expected an unusual year with all the hype about El Niño. Well, it's June now and most areas of the Southwest are still experiencing winter conditions. Nobody is quite sure what to expect with summer just around the corner. The following are some notes and observations from around the Southwest during the past few months:

- Many courses report that annual rainfall is two to three times the normal average. This has definitely highlighted drainage concerns, and many courses are still dealing with seepage from hillsides, and springs surfacing in unusual areas.
- Heavy infestations of *Poa annua* have been observed on most courses, especially on fairways. Post emergence control with ethofumesate has been difficult on bermudagrass courses seed with perennial ryegrass because the Bermuda never went completely dormant this winter.
- Pink snow mold (*Microdochium nivale*) has been active on greens throughout the spring, even during the entire month of May. Normally, this disease disappears by March.
- *Poa annua* putting greens are generally puffy, requiring frequent vertical mowing and light sand topdressing to maintain smoothness.
- *Poa annua* seed heads on greens have persisted into May, which is two months longer than normally expected.
- Many courses had to cancel or delay deep tine aeration on greens because of the weather and excess saturation. This could cause problems during the summer for

those courses that count on deep tine aeration for drainage and to help leach soluble salts.

- Bermudagrass transition in the desert areas is lagging behind. Most of the desert courses have yet to see temperatures in the 100's to really stimulate active bermudagrass growth. Perennial ryegrass and *Poa trivialis* is still very strong and could possibly make it a bad year for transition.
- Despite the heavy rain, temperatures throughout the winter remained relatively mild with very few frosts. Some courses report that the non-overseeded bermudagrass never really went dormant.

There is some good news to report with all the heavy rain and cool temperatures this spring:

- So far there has been very little germination of crabgrass and goosegrass.
- Excess salts have been completely flushed out of the greens.
- The water reservoirs are full.
- The rains have helped to produce some thick, nasty rough for the U.S. Open at the Olympic Club in San Francisco!

The weather patterns this spring have definitely caused some unusual conditions. Hopefully, your courses are doing all right and are ready for a busy summer golf season. /

Did You Know?

"Communication - the Cornerstone to Professional Relationships" a new guidebook focusing on building relationships through communication with employers and golfers is now available to superintendents from GCSAA.

The guidebook emphasizes the importance of opening and maintaining communication channels, plus 36 tips for building professional relationships with your employer and peers. In addition to the tips, the book also features selected quotes from leaders in the golf industry focusing on the importance of building professional relationships through communication. To receive your FREE copy, call the GCSAA Service Center at 800-472-7878.

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Boardroom Briefs

- GCSANC Executive Secretary, Barbara Mikel announced that the 1998 membership directory will be mailed to all members in early June. A recommendation was made to solicit limited advertising for the 1999 edition.
- The board has directed Bob Costa, CGCS, to continue to refine the sponsorship program and provide a second draft to the board at the August board meeting.
- A motion was approved by the board to increase the affiliate member rate to \$140.00. The increase is consistent with the percentage increase for A & B members recently approved at April's Annual Meeting.
- Merchandise chairman, Forrest Arthur, reports that improvements are in store for GCSANC merchandise. Beginning at the June meeting, Forrest will label sample merchandise and display them on racks for everyone's shopping pleasure.
- Past President, Blake Swint, proposed a July 11th date for the annual board member dinner. The dinner is in honor of outgoing board members Wayne Lindelof and John Holmquist. The dinner is to be held at La Rochelle in Pleasanton.
- President-Elect, Dave Davies, CGCS, announced that the NCGA is moving forward with its interest in hiring a full-time agronomist. Davies reports that the NCGA staff has been very receptive thus far to the recommendation made by the GCSANC board. The position is being created to serve superintendents and member clubs throughout Northern California.
- A web page committee was proposed for the purpose of gathering information for posting on the CGCS web page. Some of the information which is likely to appear are GCSANC merchandise, member applications and special events.
- Bob Costa, CGCS, co-chairman of the Education Committee reported that the Education Committee has been busy planning the 1998 Institute. "The focus," said Costa, "will likely be on personal growth and development. The committee feels good about the direction of the meeting and will meet again in early June to refine the program." Costa also informed the board that two GCSAA regional seminars have been confirmed for January and May of 1999 (see article for details.)
- State Representative, Gary Carls, CGCS, announced that recent legislation has expanded grass carp use into several southern California counties. Much of the success behind the recent approval should be credited to State President, Jim Husting, CGCS, and State Lobbyists George Steffes.
- Scholarship tournament co-chairman, Jim Karrik and Craig Kilcoyne reported that it is all systems go for the August Scholarship Tournament at Fountain Grove Golf Course. A letter to affiliate members was being developed for sponsorship solicitation Karrik said.

Turf & Landscape Research Field Day August 20, 1998

University of California Cooperative Extension is offering the Annual Turf and Landscape Research Field Day for turf and landscape professionals. The program is free and no advance registration is required. The event will be held on Thursday, August 20, 1998, 8:00 a.m. - 12:00 noon, at U.C. Bay Area Research and Extension Center, 90 N. Winchester Boulevard, Santa Clara, California. Three (3) DPR, two (2) Certified Arborists, three (3) Certified Crop Advisors, and 0.35 Certified Golf Course Superintendent continuing education hours are pending.

Contact Person:

Dr. Ali Harivandi
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