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**THRU THE GREEN**  
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of  
Northern California

## THRU THE GREEN

### From The President

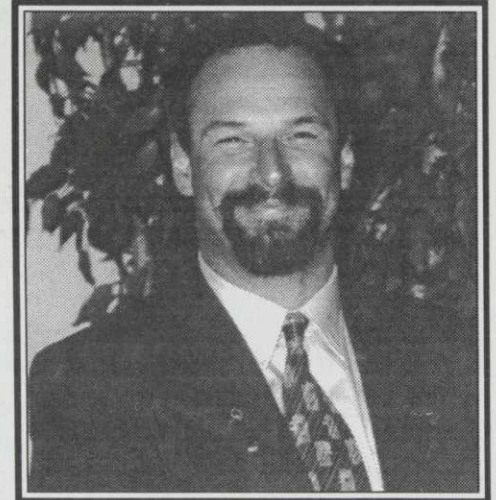
Welcome to the end of summer. I hope everyone has had a successful season. There really is nothing like having to put a jacket on in the morning to reduce the stress level about growing grass.

A few brief comments about meetings, golf and headaches. Please remember that much of what takes place at our monthly meetings is done by volunteers. All of the details involving golf are handled by committee members, the host superintendent and members of the host facility staff. There are opportunities to sign up with specific people and play with your friends but you must follow the instructions on the registration form. Last minute changes, late registration and people that think showing up and paying at the door is acceptable have never been in a position to have to deal with the headaches these situations present. Pairings, scorecards and scoring take a great deal of someone's time, please consider this when you ask for "special" treatment. One final comment on the golf. Our events are played under USGA rules. The Tournament Committee asks that everyone complete the scorecard by totaling and signing the card. Incomplete cards may be disqualified!!!!

Congratulations to the Sierra Nevada Chapter for the success of the joint meeting at Tahoe Donner. Sierra Nevada won the team competition. My thanks to all the "volunteers" that played for our Chapter. Joel Blaker and his staff provided an excellent facility, beautiful weather and the program presented by Jeff Bolig of GCSAA was very informative.

The Board is moving forward with both of our primary objectives for the year. The sponsorship program has been written up and will be distributed in the next few weeks. We hope it becomes a more effective tool for our Affiliate members to use during the year. The Media Director position is moving forward and we hope to have Greg Crawford in attendance at the Institute to meet everyone. This would be a great opportunity to ask questions about what he feels he can do for us.

I attended the NCGA Annual Meeting this morning and was pleasantly surprised by the conversation at my table. Tom Morgan,



### Dave Davies, CGCS

Executive Director of the Southern California Golf Association, Tillie Brunello, President of the Pacific Women's Golf Association and Denny Davenport, Executive Director of the NCGA all had opinions on the golf industry in general and the impact we could have as a unified voice. This, of course, is a current issue to both the local and State Boards. The state is hoping to fund the financial impact study statewide with the help of SCGA and NCGA. We are moving forward with a media director. The NCGA employs the same lobbyist, George Steffes, as the State Association. The topic of a "summit conference" was brought up with all golf related organizations represented. Could something like that benefit the golf industry? I hope there will be more to report in the future on these possibilities. I think it would be great to have interested parties sharing information, perspective and direction.

Remember to get your registration in for the Institute in November. The program promises to be very "hands on". Golf will be held the day before at DeLaveaga. Thank you in advance to Don Paul for hosting us. . . . And the final thought — the December meeting will be in the Monterey area with golf at Pacific Grove and dinner to follow at the Monterey Beach Hotel. Make plans to attend. Last year's event was a great success and I would expect no less this year. Rumor has it the board is already making plans to keep the microphone out of my hands.



## Office Notes

By Barbara Mikel

Well folks, it's that time of the year again. Look for dues renewal in the mail.

Questionnaires — Please Please! CHECK THESE CAREFULLY. There have been so many area code changes lately it is a big job trying to keep up. If you have no changes check the "OK" box. Please make all appropriate changes to your questionnaire. Job classification, club mailing addresses, phone numbers, e-mail addresses, and GCSAA number. This information is only as accurate as you help me make it so. Thanks in advance.

The Chapter — A reminder - our Affiliation agreement with GCSAA requires continued dual membership for Class A and Class B members joining the Association after July 1997. If you change jobs or move to a superintendents position from Assistant Superintendent, you need to belong to the local chapter and GCSAA. Most of you already recognize the value of membership in both organizations and are already members.

Submit your renewal invoice for payment as quickly as possible. We have a December 31, 1998 deadline for renewal without penalty. That means, "save" yourself or your organization an extra twenty dollars by making sure the office receives your renewal before December 31, 1998. That doesn't mean January. The Association Bylaws require you to be current with the Association to renew. If you have received a statement recently make sure that is paid before you pay your dues. You will only delay your renewal and incur a late charge you have an outstanding balance.

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## Golf Program Added At NCTLC Show

The GCSANC will present a golf management related educational session at the 1999 Northern California Turf and Landscape Council Show scheduled for January 21st and 22nd. The conference is held annually at the Santa Clara Convention, in Santa Clara.

The GCSANC will present a morning and afternoon session on Thursday January 21st, each approximately 2 hours in length. Tentative programing calls for agronomic topics in the morning and new technologies in the afternoon. GCSAA PDU's and DPR CEU's are pending.

## Quick Quote

I'm hitting the woods real well this year, but I'm having a terrible time getting out of them.

— Harry Tofcano —

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## Board Approves Media Director Hire

Pending a formal contract signing the Board of Directors has approved the hire of Greg Crawford, who will serve as the GCSANC Media Director beginning January 1, 1999. The two year deal will charge Crawford with the responsibility of increasing the exposure of Northern California Superintendents and heightening the awareness of golfers, the media and employers to the superintendent profession.

Crawford, who currently serves as the Media Director for the Northwest Turfgrass Association and the South Texas Superintendents Association plans to get right to work on the Pebble Beach ATT Pro Am this February. "Certainly some of my attention and focus will be directed at major events such as the ATT," Crawford said, "but there are numerous other opportunities to promote the contributions Northern California Superintendents make to the game." Crawford's expertise will be instrumental in the inaugural media tournament being planned for July. "What's important for the membership to understand," says Crawford, "is that we can't expect to be successful overnight. One of the keys," Crawford continues, "is the input I receive from the public relations committee."

The newly re-formed GCSANC committee will be chaired by Bob Costa and include all members of the board in some

capacity. "I believe the board realizes that we have taken a bold step that's likely to shape the future of our Association," said Costa. "Each of us are committed to the concept and to Greg and we're anxious to get the membership involved. One of the responsibilities we share as a committee is to feed Greg public relations ideas, we're hopeful the membership will respond with their personal experiences and stories. The other service that Greg provides will be assistance in quelling negative stories. What the membership needs to understand," Costa continued, "is that in order for Greg to take action he'll need the information — we really need their help."

Although Crawford's commitment with the GCSANC will not begin until January 1, 1999, he has agreed to attend this year's Institute in Santa Cruz. "We thought inviting Greg to the Institute would be an effective way to informally introduce him to the membership," said current GCSANC President, Dave Davies, CGCS. "He will be available both days to answer questions, meet our members and maybe generate some ideas."

Crawford's imminent hiring makes the GCSANC just the third chapter nationally to employ a Media Director. "It's an idea that I think more and more Associations will begin to consider in the future," said Davies. "The Board looked at this concept carefully for more than a year and we are confident that down the road we will collectively realize the benefit."

## Board Gives Final Approval To Advertising Program

In a recent special session the Board of Directors approved the final draft of the new Advertising/Sponsorship program. Business's looking for marketing opportunities with the GCSANC will find packaged plans that offer flexibility and savings, a payment schedule that's easy on the budget and fresh new alternatives, for both advertising and sponsorship.

Once they receive the introductory information, they can choose a plan, or select individual activities that suit their budget and marketing needs. By return the order form by January 1st with a partial or full payment they are done for the year. It's that simple.

Members can expect to receive the information packet by early November according to Barbara Mikel, Association Executive Secretary. "We expect there will be quite a few questions initially," said Barbara, "that's why we decided to mail the packets so early." For those members with questions, feel free to direct them to Barbara Mikel or Bob Costa.

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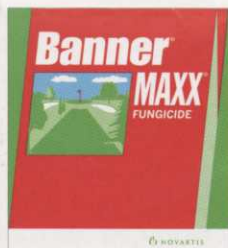


# Banner® MAXX® Fungicide



by Michael L. Agnew, Ph.D., Senior Technical Support Specialist, Novartis Turf & Ornamental Products

Summer Patch is a disease caused by the fungus *Magnaporthe poae*. It affects Kentucky Bluegrass, Annual Bluegrass and Creeping Red Fescue. The symptoms that develop during hot, humid weather include irregular patches of tan to brown grass. Patches may appear circular and extend to 2.5 feet in diameter. A "frog-eyed" appearance, where healthy turf grows within the patch is usually evident. The roots and crown will exhibit blackened or necrotic tissue. The fungus will colonize roots and crowns when soil temperatures reach 60 to 65° F. Visual symptoms will not be evident for another six to eight weeks.



## Management practices that influence Summer Patch

Soil moisture, soil compaction, mowing height and soil fertility all influence the severity of Summer Patch. Summer Patch is more severe when soil moisture levels are high. Soil temperatures will elevate quicker because water is a good conductor of heat. Thus, heavy irrigation during hot, sunny weather should be avoided.

Summer Patch is also more severe on compacted soils. Canopy temperatures have been measured to be 5 to 10° F greater on turf growing on compacted soils than turf growing under no compaction.

Summer Patch is also more severe on infertile soils. Use slow-release fertilizers to maintain a healthy turfgrass

stand. Acidifying fertilizers have shown to reduce Summer Patch severity over time. Maintaining the soil pH between 5.5 and 6.0 can reduce the severity of the disease.

## Control tools

Banner MAXX should be applied preventively at a rate of two fluid ounces per 1,000 square feet for 14 days. For best control, apply Banner MAXX in two to five gallons of water per 1,000 square feet. If less water is used, then water the spray in with one-quarter inch of water while leaves are still wet. Make the first application when soil temperatures at a two-inch depth reach 65° F. Make five additional treatments at 14-day intervals.

## Application rates

Product	Rates	Days	Applications
Banner MAXX	2 oz./1000 sq. ft.	14	6
Banner MAXX	4 oz./1000 sq. ft.	28	3

Timing of the first application is important because any fungal organism that has colonized the crown and roots before the first Banner MAXX application will then develop Summer Patch symptoms during the summer. If symptoms are present, treat with a benzimidazole fungicide, such as thiophanate-ethyl, and continue with preventive Banner MAXX applications. It is important to remember that Banner MAXX is systemic in action and will only control Summer Patch if applied preventively.



For more information on Banner MAXX, and the rest of the Novartis line of turf products, call 800-395-TURF for the name of your Novartis Sales Representative. Or you can visit our website at [www.cp.us.novartis.com](http://www.cp.us.novartis.com).

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## Why A Media Director?

By: Greg Crawford

In 1992, two members of the Oregon Golf Course Superintendents Association contacted me about the possibility of becoming their media director. All through high school and college I had worked on a golf course so I knew a little about the profession, but still several thoughts went through my mind.

Why would a superintendent's association need a media director? Who actually would care? And combining the previous two, would this work or would the OGCSA just be wasting their money? After a week of thought and even some mind changes, I took the position and thus became the OGCSA's first media director and also the first paid media director of any superintendent association in the world. Despite several press releases in the first six months nothing happened and I was beginning to have some doubts, but the OGCSA was happy that their name was going out and they were starting to develop a strong media program. Then our first big break happened with the story on the local ABC station about the water conservation efforts which were taking place at Riverside Golf and Country Club in North Portland. This story gave us instant credibility and it even ran on CNN.

Quite frankly, it gave all of us a lot of confidence and a big boost. I guess it is safe to say the rest is history. We have developed a media program that is a model for the rest of the country and continues to be a big success today. It is a total team effort, with a board of directors that give total support to me both financially and allow special programs, a tireless media committee and Richard White who has just done an awesome job as media committee Chairman for the last five years.

With all this bragging it is fair to say, "show me the money." Since 1992, superintendents and their staffs have had 30 television stories, over 200 print stories and 50 radio interviews and we all still feel that we have just touched the tip of the iceberg. It is safe to say though, that superintendents in Oregon feel much better about their profession and are looked at in a different light by both non-golfers and golfers because of the educational aspects of stories in the media.

In concluding, it is safe to say, I have never worked with a finer group of people in my life than golf course superintendents and I hope this lasts forever. If you have questions please contact me at (503) 234-1670. ♣

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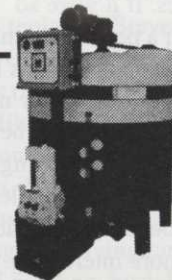
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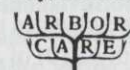
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## Move Those Markers

By: Pat Cross, Southwest Director

The proper placement of tee markers seems to be a hot topic with some golfers and committees. From the superintendent's perspective, it is important to move the markers daily to distribute traffic and allow for turf recovery. From the perspective of the committee, where you place the tee markers can have an impact on the USGA Course and Slope Rating, and a person's USGA Handicap Index. There is a lot of misinformation on both sides regarding course setup and the placement of tee markers. Hopefully, this article will clarify a few issues.

For the purposes of measuring and rating the course, a permanent marker (or tee monument) is placed next to the tee. Many golfers have the mistaken opinion that the tee markers must always be placed exactly at the permanent marker to preserve the Course Rating. This is false, since the Course Rating takes into account the daily movement of tee markers. Keeping the markers in one place wears out the grass, especially on Par 3 tees. If it were so important to play from a permanent marker, why do we have alternate tees or tees larger than 18 ft. wide and 8 ft. deep? Why not just put a plastic mat on the ground and be done with it! The reason is simple - moving the tee markers provides a different challenge, adds variety to club selection and strategy, and makes the game more interesting. The key concept to keep in mind is *preserving the overall effective playing length*. There are various ways to do this. Please consider the following examples and guidelines:

- If the yardage is changed by 10 yards on a hole, either through the location of the markers or flag stick, that yardage should be made up on another hole.
- It is not recommended to place all the tees forward or all the tees back, since this affects the overall course length. Remember the magic number of **22 yards (18 yards for women)**. An increase or decrease of 22 yards (18 yards for women) on the total effective playing length of the course changes the Course Rating by one-tenth (0.10) of a stroke. One tenth of a stroke is not highly significant, but if for example

the markers are placed 10 yards in front of the monuments on every hole, you have reduced the overall length by 180 yards. Just based on the yardage, the 180 yard change would make the course play 8 strokes easier than its Course Rating and would also impact the Slope Rating. This is significant enough to effect a person's Handicap Index.

- Shortening the course is often done during the weekend in an effort to improve the pace of play. As you can see from the previous example, this is not recommended since it can significantly influence the difficulty of the golf course and the resulting Handicap Index. If pace of play is a problem, you may wish to remove the markers from the championship tees on the weekend and just play from the middle and forward tees.
  - Try to avoid extremes. For example, it is not recommended to set markers back 30 yards on a hole and then move them forward 30 yards on another hole. Try to keep the markers within 10 to 15 yards of the monument.
- If you place the tee markers forward, you don't have to place the hole at the back of the green. The position of the hole does not have to correspond to the position of the tee markers on a specific hole. It is perfectly acceptable to put the tees forward and the hole in the front of the green, or the tees back and the hole in the back of the green. Try to provide balance and variety in hole locations among right, left, center, back, middle and front while preserving the overall effective playing length.

- There is no rule for how far apart to set the markers. As a general guideline, the markers should be placed five to six paces apart (15 to 18 feet) perpendicular to the line of play and the intended landing zone. This is an acceptable width for the distribution of traffic and for determining if the ball is within the teeing ground.
- Remember to provide two club lengths of tee surface behind the markers, especially when using the back part of the tee.
- Properly align the tee markers so they direct the golfers to the intended landing zone. On a dog leg hole, the markers should point to the fairway — not the green.
- The USGA Course Rating and Slope are based on the *effective* playing length and playing difficulty under *normal conditions*. If the course is abnormally wet and soft, such as after overseeding or during rainy weather, it is acceptable to shorten the overall length of the course to compensate for the loss of bounce and roll on the fairways. Conversely, if the weather is dry and windy, you can stretch it out a bit.

As you can see, there are many different factors that affect the USGA Course Rating, Slope, and Handicap Index. A big factor is course set up and the placement of tee markers. The tee markers don't have to be on the monument every day. Move those markers around and try to maintain a good balance to preserve both the challenge and playing quality of the golf course as well as the integrity of the USGA Course and Slope Ratings.

### Did You Know?

A bylaw change is being proposed that will change the Annual Meeting from April to January, beginning in the year 2000. Ken Williams, CGCS has been assigned the task of preparing the appropriate language that will place the revisions before the membership at the Annual Meeting this April.

The proposal to amend the bylaws was approved by the Board at the urging of Terry Grasso, who suggested scheduling the Annual Meeting in January might boost attendance.



## GCSAA Membership Reaches All-Time High of 19,000

Continued strong growth in the Golf Course Superintendents Association of America (GCSAA) has pushed the Association's membership total to more than 19,000 according to figures processed by the GCSAA member/chapter services department.

Since January 1994, GCSAA membership has grown 46 percent (up from 13,000), representing all regions of the nation, and 65 foreign countries and all categories of membership.

"This sustained and strong growth confirms that golf course management professionals value membership in the association," said GCSAA President George Renault III, certified golf course superintendent at Burning Tree Club in Bethesda, Md. "The golf course maintenance industry faces constant change; therefore, those who pursue such a career must have the resources that allow them to perform at a high level. It is GCSAA's goal to provide its members the education, representation and information necessary to achieve success."

Membership records indicate GCSAA has an annual retention rate of 92 percent. The average rate for associations is 86 percent.

Since 1926, GCSAA has been the leading professional association for men and women who manage and maintain golf facilities in the United States and worldwide. From its headquarters in Lawrence, Kansas, the association provides education, information and representation to more than 19,000 individual members from more than 65 countries. GCSAA's mission is to serve its members, advance their profession and enrich the quality of golf and its environment.

## Novartis Offers Total Turf Program

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## Naumann's NorCal News

**John Jorgensen** has left Riverside Golf Course in Coyote to become the new Superintendent at Spanos Park Golf & CC in Stockton. Replacing John at Riverside GC is **Tom Estrada**. Tom has been the Superintendent at South Hills CC in Covina prior to his move back to Northern California . . . **Bob Franchise** is the new Superintendent at San Geronimo Golf Club. Bob has been in Washington State as a Superintendent before coming back to NC. Bob is replacing Steven Leas . . . **Joel Ahern** from San Jose Country Club, is extremely busy these days. His club is replacing all of the bunkers and green surrounds . . . **Mike Garvale**, Superintendent at Palo Alto Hills, is now completing the rebuilding and replacement of some greens, bunkers, traps and fairways. This was completed while installing a new irrigation system, rebuilding the driving range and adding a lake on 18. To tell you how busy he was this summer, his handicap went up to 3.

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