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

THRU THE GREEN

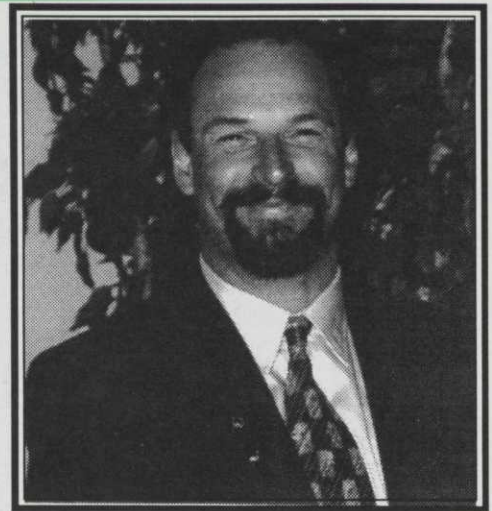
From The President

I Hope everyone is making it through the summer with the required positive mental attitude. My staff and I have been put to the test with our construction project, but I expect we will be able to tell all the funny stories soon enough.

There has been discussion about changing the time of the annual meeting to coincide with the January meeting. The hope is that attendance for the January meeting would increase from our average of 40 and the attendance for the annual meeting would also improve from our average of 110. The current date of early April seems to catch everyone at a bad time as we all seem to be gearing up after the winter. This action would require a bylaws change and I expect there will be discussion in January and a ballot at the 1999 annual meeting in Palo Alto.

The California GCSA held its quarterly Board Meeting in San Jose in late August so I thought an update would be in order. There are always questions about the State Association and I must take responsibility for any lack of information. Let's change that right now. The six Chapters have taken on a number of projects on your behalf. In a cooperative effort with the GCSAA Platinum Tee Club a study on Poa management is underway at the University of California at Riverside, under the direction of Dr. Green at Industry Hills GC. The study will last three years and will focus on golf specific issues in the management of poa. The State is also participating in the "Investing In The Beauty of Golf" campaign sponsored by GCSAA. This endowment campaign will provide education to superintendents and research on the golf course of the future. This is a 5 year commitment. Finally, the State Board is pursuing funding for a National Golf Foundation study on the California golf industry, specific to the financial impact golf has on the statewide economy. NCGA and SCGA have been approached and have committed in principle to financial support. Letters of solicitation are being drafted for other golf related organizations and clubs.

George Steffes continues to work on our behalf with the State Legislature. His lobbying efforts continue to keep us informed of issues that affect our profession and this industry and give us a voice in the



Dave Davies, CGCS

state government. Look for George's column in California Fairways Magazine. If you are not getting your copy please contact Barb so we can notify Adams Publishing.

The State Board has voted to take 25% of all monies received for the hospitality suite at the National Conference and Show and apply it towards these financial commitments. In addition Club Car in continuing its support of the Annual State meeting by sponsoring the golf tournament. You are a member of the State Association by means of your GCSANC membership. Pay attention to the statewide issues. California continues to be in the forefront of pesticide regulations.

Finally, plan to attend the 1998 Institute in Santa Cruz. Registration information should be in the mail soon. The program put together by Bob and his committee should prove to be entertaining as well as educational.

Quick Quote

A budget is just a method of worrying before you spend money as well as afterwards.

— Anonymous —

Office Notes

By Barbara Mikel

Each event sponsored by the Association represents you, your profession and your club. Each month the Board of Directors, through the program committee, presents a program and you are generally afforded the opportunity to play our host superintendent's course. Each meeting notice contains the dress code for the event. We place those there after at the request of the host superintendent and the club. We are guests of the club and superintendent. As we are asked to observe the same dress code as club members, it is common courtesy to respect this.

It has long been (and still is) the policy of GCSANC for members to participate in the meeting portion in order to participate in the golf event.

Lately and sometimes consistently I have noticed members arriving late or not at all until lunch is being served. Only some of these late arrivals are the result of an emergency or unavoidable circumstances. Not only does this violate the policy of the Association, it makes pairings for golf extremely difficult and unnecessarily repetitive. The pairing process begins with the meeting deadline date. The process cannot be completed and given to the Pro Shop for preparation until all of you have registered and arrive at the meeting. If you reserve and/or arrive late, you will most certainly force the revision of the golf pairings for the tournament chairman if not for the Pro Shop as well.

The "preferred foursome" is on your meeting notice as a courtesy to you. The Golf Chairman uses those to set up pairings before the actual date of the meeting. Don't complete it unless you have verified all those listed are actually registered for the meeting. Indexes - If you don't list your index you really can't complain when you are paired with someone who can't play to your skill level. I know we are all busy but these notices go out long enough to receive your attention before the deadline date.

Your Association is truly a professional asset make sure you do your utmost to keep it that way!

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Media Director (Cont'd)

local level, we have struggled to make a difference. Sure there have been blips across the P/R screen, the U.S. Open coverage of John Fleming, and the outstanding article by Craig Bestrom in the Mercury last spring, but in the long run will either of those public relations strikes make a difference? What about all the missed opportunities to promote our NorCal superintendents. How often have you watched a golf show or read a local golf publication and never seen any mention of course maintenance or superintendents? Wouldn't a story or two on the havoc of last winter had some appeal? Or how about a little publicity for those superintendents who prepare their courses for a major tournament on the Nike, Seniors, LPGA or PGA Tours?

What Does It All Mean

All valid points you may be saying, but how does the hiring of a Media Director appreciably affect me? Don't expect to see overnight results, but indirectly, in time, each and every superintendent stands to benefit. Through a continued public relations effort, which focuses on increasing the exposure of the golf course superintendent, the profession is certain to gain in stature. As a result of the increased recognition, many things are likely to happen. Superintendents wages will increase, as has been demonstrated in the Pacific Northwest. Within the golf community, a superintendents contribution to the game will be identified and recognized and their value to a golf operation noted. When questions arise regarding course conditioning, it will be the superintendent that will be asked to comment. Finally, due to the increased visibility, superintendents are likely to receive greater consideration for job opportunities within the golf hierarchy.

In the final analysis when you examine all the services your membership in the GCSANC provides shouldn't enhancing the image and stature of its members and the profession be paramount? Interestingly enough, when you look back upon the history of our organization, dating all the way back to 1932, the services that we currently provide are much the same as those laid out by the charter members. Isn't it time that we look, with a sense of vision, towards our professional future and begin to write our own history.

Questions You May Have About A Media Director

Isn't the GCSAA already fulfilling that need?

It's true the GCSAA has made image enhancement a priority, however their focus is exclusively on a national level. The benefit of a Media Director who is employed by the GCSANC is that the focus is on our members. GCSAA is not adequately staffed to concentrate on the numerous P/R opportunities which occur almost daily at the chapter level. Their focus will continue to remain primarily on promoting the superintendent at major tour events, conference and show and assisting chapters and members in their P/R efforts.

Hiring a Media Director can't be cheap, what current services will be affected?

The Board of Directors recognizes that hiring a Media Director represents a major investment and the financial health of the Association cannot and will not be compromised. With that said, the question really becomes not one of cost but of value. Does the investment provide significant value to the members and the profession? The board has carefully debated this question and is convinced that the benefit is there.

To ensure the financial feasibility of the program, a resource committee was formed whose sole responsibility was to examine the financial implications of hiring a Media Director and determine where the funding would come from. In their report they are confident that the funds are either currently available or can be raised through special events. None of the revenue from the recent dues increase will be used to fund the program.

Has the Board considered partnering with the State Association, or another local chapter?

This was one of the first questions asked at the board level. The feeling is that the State of California is simply too large for one media person to cover. Also, there is the distinct possibility that with six diverse chapters involved . . . well, you can guess the outcome. With regard to a regional chapter, sharing a Media Director certainly would reduce the cost, however, the level of service would be reduced as well. With the enormous market Northern California provides the feeling is that in order to achieve the greatest benefit, the concentration and focus needs to be exclusive to Northern California.



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GCSANC, Novartis Announce Sponsorship Agreement

In an historic move, Novartis Chemical Company has agreed to a one year sponsorship of the Golf Course Superintendent Institute beginning this November. "We're obviously quite excited" said Institute cochairman, Bob Costa. "The idea of a sponsor for the Institute first arose two years ago. This past spring when the committee gathered we began to discuss the possibility of a sponsor more seriously." What this agreement demonstrates is that the Institute has developed into a quality educational event that has attracted the attention of industry leaders such as Novartis.

The partnership agreement allows Novartis to act as the sponsor of the golf event and the educational program. "The committee developed some strict guidelines for a partnership agreement," continued Costa. "We certainly want to provide Novartis with the exposure and recognition they deserve, without compromising the integrity of the event. We think we have accomplished that."

Novartis, Turf and Ornamental Products is the result of a merger between Ciby Turf and Ornamental and Sandoz Agro Inc. Both have been major contributors to the Turf Industry. Novartis offers a complete product line of turf and ornamental products including; Banner Maxx, Subdue Maxx, Primo, Barricade, Alamo and Pennant.

Institute Registration Is On It's Way

The 1998 Golf Course Superintendent Institute registration brochure is on it's way. The program, entitled, "Managing Your Way To Success," will feature presentations on leadership, communication, time management and conflict resolution.

This year's event gets underway November 9th with an informal golf outing at DeLaveaga Golf Course located in Santa Cruz. The educational session follows on the 10th, at the popular Coconut Grove.

For those planning to spend the night, lodging has been arranged at the West Coast Santa Cruz Hotel, formerly the Dream Inn. Reservations should be made directly with the hotel, but don't delay, room rates are guaranteed only through October 11th. See your registration form for details.

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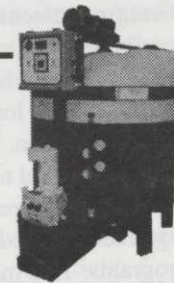
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Patience and Optimum Temperatures: Requirements for Recovery

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

The cool spring of El Niño transformed into a scorching hot summer with record heat and humidity throughout much of the Southwest. According to the weather predictions at this time (September 1, 1998), we are in for at least another seven to ten days of record temperatures. The cumulative effects of the extreme weather, traffic, salts, and other related stresses have devastated many cool-season grasses and, in particular, *Poa annua* / creeping bentgrass greens. Direct heat stress (primarily on *Poa annua*) has been noted at various locations where the only surviving *Poa Annua* was located in shaded areas during mid-afternoon. In these cases, fans and syringing could not offer enough cooling. There are also reports of anthracnose attacking greens treated on preventive fungicide programs. This may indicate that even chemical therapy has its limits under the most extreme of conditions where the turf is declining due to the primary cause of heat stress rather than disease.

If you have an unfortunate site that suffered turf loss, it is important to remain calm, think out your recovery strategy, and by all means wait for Mother Nature to cooperate! If you don't wait until the nights cool to attempt recovery, you are doing nothing but wasting time, effort and money. One can only help grass grow - it's impossible to force it to grow.

As a reminder, the temperature ranges needed for optimum germination and growth the are as follows

Optimum Temperatures/Range	Degrees in Fahrenheit
Germination - Creeping Bentgrass	60 - 85
Germination - <i>Poa annua</i>	40 - 70
Maximum Photosynthesis	70 - 85
Root Production*	60 (soil)
Root Elongation *	50 - 80 (soil)
Leaf Growth Optimum Range	60 - 80
Leaf Growth Peak	75

*(Temperatures above 90 degrees in the first inch of soil slow root growth dramatically)
Sources:
Beard, J.B. 1973 - Turfgrass: Science and Culture, Prentice Hall, Englewood Cliffs, NJ.
Beard, J.B., Rieke, P.E. Turgeon, A.J. Vargas, J.M., 1978, Research Report #352, MSU

If you have a few hurting greens that need to be nursed back to health, some strategies that may help are:

- Raise mowing heights (even 1/64" to 1/32" will help!)
- Substitute walking greens mowers in place of triplex mowers.
- Skip mowing injured and/or weak greens a few days a week.
- Replace *Whiele* (grooved) rollers with solid rollers.
- Defer normal maintenance (rolling, topdressing and vertical mowing) until active growth resumes.
- Avoid excessive fertilizer applications or any pesticide products that have a burn potential.

Beyond this, all that can help is the patience of your golfers especially since they have witnessed first hand this season that: "Nothing happens fast in agriculture with the exception of a crop failure." Turf that has been lost in August of September will require many weeks to recover, even under conditions of optimum temperatures, to return putting surfaces back to tournament quality.

As the title suggests, patience and optimum temperatures are required for recovery. /

Mark These Dates For Education

Continuing the tradition of quality continuing education, the GCSANC will play host to two GCSAA regional seminars in 1999. On January 6th and 7th look for the popular "Golf Greens: History, Theory, Construction and Maintenance." The two day advanced level seminar moves from the history of golf greens, into design theories, methods of construction and management techniques used to solve specific problems. Also the reading of physical soil test results, and the establishment and maturation of putting greens are discussed.

On May 19th, Gerry Sweda will present, "Maximizing Job Satisfaction." This one day seminar will help you evaluate your level of job satisfaction. Learn to recognize your needs for job satisfaction, identify job characteristics that provide you with the greatest degree of satisfaction, determine the traits that cause you the most dissatisfaction, and work through gaps in your satisfaction level. Both seminars will be held at the Pleasanton Hilton.



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