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## THRU THE GREEN

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Northern California

# THRU THE GREEN

## From The President

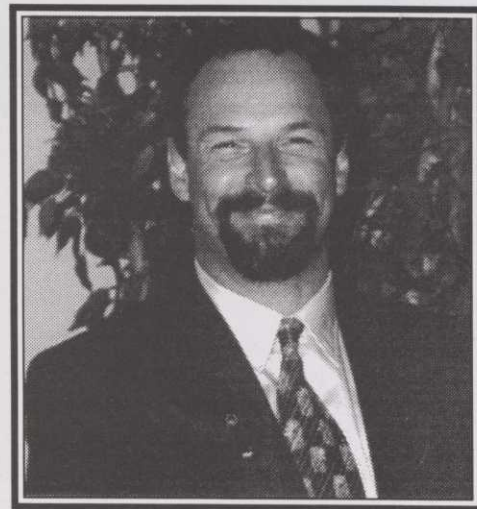
**C**ongratulations!!!! The inaugural Media Day event was a great success. There were 9 media representatives, 6 past presidents and 110 golfing participants. Great turn-out, wonderful facility and an overall fantastic day. Greg Crawford was very impressed with the total effort by everyone involved. A special congratulations and thanks to Terry Grasso for working his "day of the event" magic with pairings.

There is some very interesting news to report on the state front. The State Board has previewed one proposal for the economic impact study that was brought forward last year. Since that proposal was made, the Golf Course Owners Association has come forward with an interest in participating in a similar study. Thanks to some initial calls by Ted Horton and a conference call with 8 interested parties, we have another proposal to evaluate. The benefit to this second effort is that both the Superintendents and the Owners Association are looking for the same general data. This common interest will allow more parties to share the cost. We have also been notified that the NCGA is an interested participant as well.

## Office Notes

By: Barbara Mikel

**H**ave you ever wondered where a new golf facility is located? Who the pro or superintendent is, what fees and tee times are available, or what are the rules regarding carts etc.? Well folks, there is a way to find all this information rather quickly and painlessly (without even picking up your "Blue Book".) You can use the "On-line Blue Book" in the NCGA web site at [NCGA.org](http://NCGA.org). This is a wonderful web site open for your exploration. It will draw maps and print directions from a given address to the club you want to visit. Mileage and estimated travel



## Dave Davies, CGCS

The long term benefit to the new relationship is that we now have a dialogue within different factions of the golf industry. With the owners, superintendents, NCGA, SCGA and the PGA all talking, who knows.....we may be able to find more areas of common interest to pool resources and continue to keep golf on an upward swing.

I'm looking forward to another great turnout at Roosmoor on the 16th for the fund raising event. Until then, keep smiling and make some phone calls to your new media contacts. /

time are also given. Now there are no more excuses for missing or being late to monthly meetings! The site also features a handicap calculator, the "Rules of Golf," and a tournament calendar for the year.

Another "link" to the industry is the NCPGA web site. The tournament results, schedule, job opportunities, and structure of the Professional Golf Association is worth a quick check. Go to [NCPGA.com](http://NCPGA.com) (make sure it is "com" otherwise you'll end up on a propane gas adventure")

Good browsing! /

## Get Involved Wherever You Are

By: Andrea C. Bokolyar, Superintendent  
Montgomery Country Club, Laytonsville, Md.

**A**s a golf course management professional, I have played many roles: laborer, student, chapter member, GCSAA member, GCSAA committee member, conference and show participant, conference speaker, author, assistant superintendent and now superintendent. Yet the first time I stepped on a golf course was three years ago.

However, after accepting my first assistant superintendent position in November 1998, I recognized early how important it was to get involved, network and educate myself as I met new people in the industry. Getting involved in my local and national associations has already brought new opportunities, recognition and success.

With the demands of my new position, I found I had very little time or energy left for career advancement. I decided that my professional life was made of two entities: my job duties and my career goals. I no longer let my duties interfere with my career goals and my goals with my job duties. I created boundaries and set personal goals that I would work on away from the job. I budget a certain amount of hours a month for meetings and educational opportunities. I try to schedule my work so I am able to attend as many events as possible, and found other ways to network that don't involve my work schedule, such as writing articles for industry publications. When I became a superintendent earlier this year, I continued to follow the same path to further advance my career.

Working on your career goals is important for any individual, no matter what stage you are at in the industry. Don't allow the daily responsibilities of your job to hold you back from furthering your career. Go to work every day and give 100 percent, learn and develop skills that will make you a successful leader and agronomist. Then also find ways to advance your career. Some career advancement guidelines I follow:

1. Attend the GCSAA conference and show.
2. Go to at least five local meetings a year, if possible, go to one a month.
3. Write an article for your chapter or GCSAA publications.
4. Communicate with GCSAA on a regular basis.
5. Serve on a committee within your local association.
6. Write letters and make phone calls.
7. Try to give at least one hour a week to your local and national associations.
8. Volunteer your time, ideas and services as much as you can.

By following these guidelines, I have managed to advance my place in the profession, but I am continuously setting new goals for myself. New opportunities help me enjoy my job and let me look forward to work each day. I am a superintendent in training, but it's up to me to continue my progression in the industry. I urge everyone in the golf course management profession to network, get involved and make things happen for you. /

## Environmental Certification for Carls

Gary K. Carls, CGCS at Santa Teresa Golf Club has earned an environmental management specialist certificate from the GCSAA. Gary recently completed the specialization program for Storage, Disposal and Recycling. Carls had previously completed the GCSAA specialization programs for USTs and IPM. Earning these credentials demonstrates a personal commitment to environmental preservation and protection. Congratulations Gary! /

## Terry's Tournament Tips For August

by Terry Grasso

The format for the Scholarship and Research event at Rossmoor August 16 is a two-person team competition.

**AFFILIATES**, this is **your** tournament! So pick up the phone and invite your favorite superintendent, or one with a suspect handicap, to be your partner. These events are planned to promote relationships among GCSANC members. Sign up early, and join in on all the fun at Rossmoor Monday August 16.

**PS** Will somebody please make sure that Blake Swint shows up for the raffle/auction!

## Feelings, Nothing But Feelings

By Bob Costa

Last fall, I had the unique experience of designing and constructing a golf hole from scratch. The circumstances which resulted in this opportunity were remarkable in itself. What had been the former 495 yard, 12th hole on Rancho Cañada's East course had been literally washed away during the night, another casualty of the 1998 "Boy of the Year" - El Niño.

Having been fascinated with the design process for a number of years, this was an unfulfilled dream come true. Before me, was an opportunity to create a golf hole that I hoped would be both challenging and memorable. As the concept for the hole began to take shape in my mind, I realized that there was more to this process than I had imagined. Was there a common denominator for good design, I wondered? Was there a single ingredient that was a part of every great golf hole and golf course? I quickly concluded that great design was about feelings and emotion, often times subtle, although occasionally dramatic. Indeed, if my hole was to be special and capture the emotion of its players, its form would have to include elements of strategy, challenge, aesthetics, and conditioning. If great design is all about feelings, then just what is it that makes us feel good?

**Variety** - Have you ever played a round of golf where the only thing that distinguished the holes apart from one another was that some were longer than others? That kind of experience is not likely to keep you awake at night replaying your round. Variety implies change. In golf design, this is accomplished with sand, water, elevated greens, doglegs, shotmaking and strategy. It's what often makes for a memorable round.

**Condition** - Course condition is a by-product of design in the sense that it can enhance or detract from its value. Striking fairway contours, cleanly edged bunkers, pristine lakes, and greens that roll true all add value to any design. By contrast, a well designed, but poorly conditioned course is analogous to a slip that protrudes from a beautiful gown or an untucked shirttail from a tailored tux.

**Aesthetics** - Nowhere is the phrase "*That is some kind of ugly*" more appropriate than in golf course design. When I speak of courses or holes that have feeling, much of what I'm referring to is aesthetics. A beautifully framed green, striking bunkers, the contrast between maintained turf and the natural landscape, panoramic vistas, and dogwoods and azaleas in bloom, all are a part of the visual experience that makes for good design.

**Challenge** - Regardless of skill, there is nothing like a good challenge. If you succeed, the feeling is exhilarating. If you fail, you get to come back and try again. The excitement comes from trying to hit the perfect golf shot, or series of shots to make birdie

or par. You may find challenge in the form of length, doglegs, forced carries, deceptive greens, landing areas, water, elevated greens, trees, or bunkers. One thing for sure, you'll know it when it's there.

**Topography** - Unlike lawn bowling, when it comes to golf, flat is boring. It's no secret that some of golf's finest architecture can be found on older courses, where little dirt was moved. Each hole simply followed the lay of the land. Modern architecture, often stuck with inferior property, is forced to rely on bulldozers to create natural shapes and forms to the land. Unfortunately, most architects can't compete with mother nature. Those who can, quickly distinguish themselves from those who can't.

**Arrangement of features** - It may not be as obvious, but the manner in which bunkers, water, and trees are arranged can often distinguish a hole or course. Cypress Point is a course that comes quickly to mind.

As you can see, great design is much more complex than it may appear, requiring a blending of each of these elements to achieve success. Interestingly, as much as great shots and great scores are what the game is all about, for me it is the course design that completes the experience and enhances my enjoyment of the game. It's the *feelings* during a round of golf that form my memories, causing me to replay the experience over and over again in my mind. ♣

Reprinted from the NCGA News

### Naumann's NorCal News

**Chad Scott** has accepted the Superintendent position at Carmel Valley Ranch. He is replacing Bill Goodman who has moved on to another position. Chad was the assistant prior to his move . . . **Tim Sedgley** has accepted the position of Superintendent and Director of California Maintenance Operations for OB Sports. He will be the Superintendent at Winchester Golf Course in Auburn. Winchester is a new 18 hole Robert Trent Jones Jr. golf course . . . **Steve Carlton** has left Mather Golf Course in Sacramento and is now at Crystal Springs Golf Course in Burlingame. Replacing Steve at Mather GC is **Bill Kissick**. Bill has been in Egypt building golf courses. . . .

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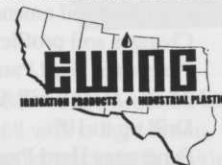


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## Turf Tip

By Mark Licon  
Ruby Hill Golf Club

Many of you have probably heard of using Dawn dishwashing liquid for moss control in turf, but I have found it to be a great product in delaying the winter dormancy of bermudagrass. It is inexpensive and shows no signs of phytotoxicity. I start in the fall following the first sign of frost and spray it every two to three weeks at a rate of 4 to 5 oz./1000 sq. ft. It is important to use a no-foam agent in the mixture. I have found that by using the Dawn, I can keep my bermudagrass green well into December.

*(If you have a tip you'd like to share with your fellow members, please email it to the editor at [kennethdwilliams@hotmail.com](mailto:kennethdwilliams@hotmail.com))*

## GCSAA Government Relations Department Launches Grassroots Campaign

Your action is needed! GCSAA has launched a grassroots campaign in support of H.R. 1592, "The Regulatory Fairness and Openness Act of 1999". This bill is intended to ensure fair implementation of the Food Quality Protection Act (FQPA) of 1996. Two important classes of chemicals that superintendents use are under the gun right now at EPA — organophosphates (products such as Dursban) and carbamates (products such as Turcam). Our members must take action on this issue!

Go to the GCSAA Web site at <http://www.gcsaa.org/members/govrel/fqpa.html> (this is in the members-only section) to access information on this issue and find out how your chapter can take action. The site contains background information, action steps, instructions on how to contact your members of Congress and detailed talking points on the bill.

Contact Carrie Riordan, government relations manager at (800) 472-7878, ext. 610 or by e-mail at [mailto:criordan@gcsaa.org](mailto:mailto:criordan@gcsaa.org) with any questions. /

## Getting To The Big Easy Gets Easier

If you're going to the next GCSAA conference and show in New Orleans, get your clicking fingers ready. On Aug. 2, the third conference and show site will open its doors for registration and program information. If you've ever registered too late to get into the seminar of your choice, be sure to be one of the first visitors — for the first-time ever, GCSAA's registration service will be providing REAL-TIME on-line conference and show registration. You'll have a confirmation of your plans before you log off your computer!

Other features of the conference site include on-line hotel arrangements, full event information and a personal planner, while upcoming additions include an on-line exhibit hall, attendee directory and on-line silent auction. Go to [gcsaa.org](http://gcsaa.org) to find a link to the site. /

## Web tip: Ask Jeeves — The butler always knows

If you need to find relatively simple information on the web quickly, try Ask Jeeves (<http://www.askjeeves.com>), which uses natural language to process your request. The search engine features an entertaining interface and is powered by a proprietary knowledge base. However, just in case Jeeves doesn't know the answer to your question, it also searches for matches from several of the web's most popular search engines. Ask Jeeves is a great resource, particularly if your keyword could be interpreted in a variety of ways by simple text searches.



## From The Media Director

By Greg Crawford

**B**y all accounts the first ever GCSANC media day was a complete success. Not only was the GCSANC turnout superb, but we had a great media turnout as well. For a first year event, this was a very positive start. Having nine members of the media at our first event was exceptional. Even the members of the media who could not come were extremely positive about our efforts to host this type of event. This type of event goes a long way in building the positive relationships we are seeking.

It never hurts that San Juan Oaks Golf Club was an outstanding venue for the event. Big major plaudits go out to Brad Langley and his staff for their hard work. It was evident that they perform it everyday. Maintaining a top conditioned golf course is no small task. The entire staff of the course was gracious to everyone and their work is to be applauded.

Personally, I would also like to thank Bob Costa, CGCS and the entire GCSANC Board of Directors. It takes a lot of phone calls and hard work behind the scenes for an event of this magnitude to go forth. Supporting this type of event will prove valuable to superintendents and the association in the years to come.

Although the job is ongoing and I will never be satisfied, we are making great strides in our media relations. This is evidenced by the recent rash of articles and interviews either about the GCSANC or its members. It gives me great hope for the future and the present. ♣

## Players Go Low at San Juan Oaks

The first annual Media Day tournament was quite a success. Brad Langley had the course in immaculate shape. Despite a steady breeze, teams blistered par thanks to the perfect greens. The winning score was an incredible 15 under par.

San Juan Oaks-Par 72-Gross Scramble

57 - Gai, Jones, Lauth, McDaniel

58 - Baisle, Flanagan, Garvale, Tuttle

60\*- Brownlie, Brownlie, Davis, Bollig

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## Quick Quote

"Golf is a game in which you yell fore, shoot six, and write down five."

— Unknown

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