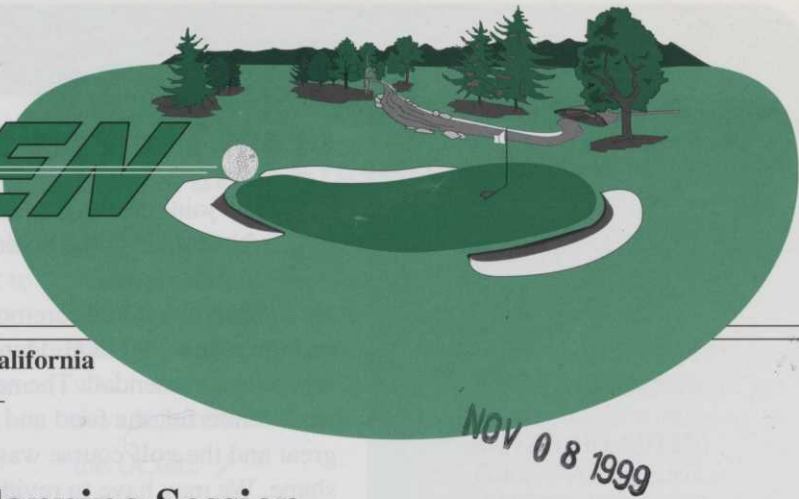


# THRU THE GREEN



November, 1999

The Golf Course Superintendents Association of Northern California

— Committed to Responsible Turfgrass Management —

## Board Holds Media Program Planning Session

by Ken Williams, CGCS

A Media Program planning session was held by the Board in September. The Board sought to have a firm schedule of where the program will be heading in the upcoming year. There was some skepticism on the past success of the program due to the fact that the Board had not received a comprehensive listing of press releases or published articles. The Board asked to be provided with an activity list from the Media Director and a quantifiable log of media successes.

One troubling factor was a severe lack of stories provided to Greg Crawford. GCSANC members need to get Greg success stories from their courses. Anything positive regarding new construction, tournaments, environmental efforts or community involvement by superintendents is desperately needed. All GCSANC members were encouraged to share their successes.

The meeting was also a roundtable for ideas on how to get superintendents media exposure. The Board came up with ideas such as having a superintendent write a column in a monthly golf publication, having a "Question of the Month" such as, "Why are Greens Aerated?" released to

the press, Scholarship awards, Junior Golf donations, Institute press releases and Ball Mark Repair Week. The US Open at Pebble Beach GL next June should also provide great stories on the host superintendents or volunteers.

Changes in the Media Tournament were also planned. The format will now be more of a formal presentation with Greg Crawford moderating a panel discussion with media members. The name of the event will now become the Media Forum and is being scheduled for this coming April. In a related note, the GCSANC will also extend complimentary invitations to three media members for every local meeting based upon the geographical location. This will hopefully allow local media members to attend more meetings in their areas.

Finally, the Board asked to firm up Greg Crawford's schedule for the upcoming year. It was hoped he could attend the Annual Meeting, the April Media Forum, the US Open, the Pro-Superintendent, the Transamerica, and make one more unspecified visit. It is the desire of the Board to guide this program closely in the upcoming months. ↗

## Wolff, Berger Speak at Joint Meeting

Tom Wolff, superintendent at the TPC at Snoqualmie Ridge was the keynote speaker at the Joint Meeting of the GCSANC and the SNGCSA. Wolff spoke about his involvement in preparing Sahalee CC for the 1998 PGA Championship. He delighted the crowd of 120 with his humor, interesting verbiage and lighthearted approach to the rigors of championship preparation. The 27-hole facility underwent numerous changes both before and after the tournament. Wolff outlined the changes in a manner which all superintendents could relate.

David Berger, Chairman of the Environmental Science

Department at UC Davis spoke about bringing back a turfgrass research program to the University. He has always been interested in turf and noted that the University has the land and expertise to manage an excellent research program. He brought forth numerous suggestions about how to fund and initiate the program and asked for feedback from the industry. The program could be extremely beneficial to Northern California superintendents. If you have suggestions for David, please contact him at UC Davis. ↗