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Turf Seed/Tee-2-Green Blue Tag Program Provides Chapters With Fund- Raising Opportunity

As a reminder, The GCSAA Foundation continues to work with Turf Seed/Tee-2-Green on its Blue Tag Program. Through participation in this program, your affiliated chapter can raise funds to sponsor scholarship programs for turfgrass students or local and regional research, among other opportunities. For more information about this GCSAA Foundation program,

go to: <http://www.gcsaa.org/about/foundation/bluetags.html>

Survey Helps GCSAA Foundation

Lebanon Turf Products has developed the online Performance Index Number (PIN) survey to provide funds to the "Investing in the Beauty of Golf" endowment campaign. As a class A, B or C member, you are eligible to complete the survey and have Lebanon make a \$25 donation to the campaign in your name. Lebanon has pledged to donate a minimum of \$50,000 to the campaign. All funds will be used to support applied on-course research and educational advancements in the golf course management profession.

Complete the survey by visiting
<http://www.lebturf.com/PIN>.

THRU THE GREEN



Pasatiempo to Host Golf at The Institute



the 1921 U.S. Amateur Golf Champion. While living in Del Monte, near Monterey, Hollins was intimately involved in the planning of the Cypress Point Golf Course; the design of its world famous 16th hole and the organization of the Cypress Point Club. From Cypress Point, she turned her focus north toward the hills

above Santa Cruz. In 1928 she acquired the 570 acres that became Pasatiempo and commissioned Dr. Alister MacKenzie to design her course, naming it "Pasatiempo," Spanish for "passing of time."

Widely known as one of California's hidden treasures Pasatiempo is a golfer's dream come true. From it's

rich history to the breathtaking scenery, Pasatiempo promises captivating moments to all of its guests. Please join the GCSANC and experience for yourself what many have come to believe is one of the finest championship golf courses in the country.

Legendary for its gathering of greats, Pasatiempo was home to one of golf's outstanding architects, Alister MacKenzie. Pasatiempo was his most beloved design, its sixteenth hole his favorite par four in all of golf. Intriguing and inviting, Pasatiempo's course overlooks the spectacular Monterey Bay providing both beauty and challenge to amateur and professional golfers. Bobby Jones, Ben Hogan, Byron Nelson, Ben Crenshaw, Joyce Wethered, Mary Pickford, Ty Cobb, Babe Didrikson, Jack Dempsey, Bing Crosby and Tiger Woods are just a few of Pasatiempo's celebrated guests.

The 1920's was a dynamic period in golf history. Pasatiempo was created from the vision of Marion Hollins,



The newly restored 15th Green

See more pictures on page 5



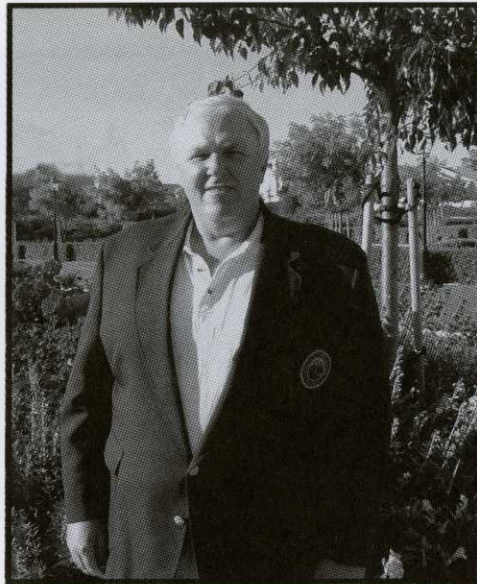
President's Message

By Gary Carls, CGCS

November is upon us and the early rains have begun to wash away the long summer. It's also time for two of our most important events of the year. First is the annual GCSANC Institute in Santa Cruz that promises to be another insightful day of education for our members. This year's program focuses on irrigation and is a great opportunity to bring along your assistant or irrigation technician. Hope you took advantage of the discount package. We should have a really good crowd this year. Please be sure to visit the trade show and chat with the vendors who help make the Institute a success each year. I'd also like to give special thanks to this year's major sponsor West Coast Turf.

Our next big event is the annual Holiday Party on December 8th. Golf that morning will be at Rancho Canada and the evening's party will be at the Monterey Beach Hotel. This year, a couple of added features will be the return of a Crab Feed following golf and a Casino Night in the evening. There will be plenty of great prizes and a chance for spouses to meet others. Details will be arriving in the mail shortly. It's a great reason to spend a few days on the beautiful Monterey Peninsula and relax before the big holiday rush.

The Annual Meeting is also rapidly approaching. We



will be announcing our slate of candidates very shortly. Mark your calendars for the meeting January 23rd at Sunnyvale G.C. There will be a bylaw item on the agenda that would give the Affiliate Representatives of the Board of Directors a vote on items during board meetings. I hope everyone will support this initiative that has received unanimous support from the Board. These members contribute a great amount of time on your behalf and it is only right that they have the same opportunity to vote as any other board member.

Ballmark Repair Week was a smashing success as we gave out over 6000 repair tools at Transamerica in Napa. We are currently investigating options for trying to do this promotion again. Thanks to Bob Lopic, Gary Skolnik, Mike Willis and Vincent Keats for staffing our booth the three days of the tournament.

GCSANC has also

entered into a new partnership with the GCSAA Foundation to raise some dollars for both groups through Cyber Auctions on E-Bay. I will be providing the Foundation with a list of facilities in our area that may be suitable for the Cyber Auctions and they will be contacting them.

The intent is to offer golf and lodging packages through E-Bay, and GCSANC and the GCSAA Foundation will split any proceeds from the sales. If you have no interest in being contacted please let me know. If you were able to help, that would be great. I'll keep you posted of any new developments as they occur.

Last month I promised an official position on PDI from the BOD as an outcome from our last meeting. The item was tabled as we were

awaiting some additional feedback. Once again, please forward any comments to Bob Costa, CGCS who will be our voting delegate, or any other member of the board.

Congratulations to the GCSANC team who defeated the SNGCSA team in Reno to reclaim the Ryder Cup. It was truly a team effort under some difficult conditions for those of us with higher handicaps. Thanks to everyone from the SNGCSA for hosting the event and we look forward to their visit next year. It's nice to get together with another chapter and see the common goals and problems we all face.

Thanks to Ken Williams and Jo Harlow for their continued fine work on the Thru the Green. The photos and revised layout have made for a very nice newsletter. Please let Ken and Jo hear your comments about the newsletter. Hope to see everyone in the next few months at one of our events. Until then.... Gary

Media Scorecard September - October

Article – Monterey Herald, Ed Vyeda –

Buy.com tournament preparations

Divot News – GCSAA News Weekly – Ball mark Repair Week

Hooked On Golf – Radio Interview – Bob Lopic

PGA Tour Radio – Radio Interview - Bob Costa

Golf Column – Monterey Herald, Jerry Stewart –

Ball Mark Repair Week

NCGA News – Article – Please Fix it – For the Good of the Game

Golf Column – S.F. Chronicle, Pat Sullivan –

Ball Mark Repair week

Press Release – Ball Mark Repair Week (pre-event)

Press Release – Ball Mark Repair Week (pre-event)

Press Release - Ball Mark Repair Week (post-event)



West Coast Turf Sponsors The Institute

West Coast Turf has committed to sponsor this year's GCSANC Institute. West Coast Turf is the most active golf course grassing company in the West—providing premium sod and installation services throughout the region.

Their Northern California farm features bentgrass sod available throughout the year. Their unique packaging and shipping techniques make it possible to ship anywhere. Bentgrass products offered are Dominant, Dominant Plus, and A-4. West Coast Turf will also contract grow any variety you choose on your specified sand. Other cool season grasses provided include tall fescue, tall fescue with blue, blue-rye mixes, bluegrass, and 100% ryegrass. Also carried are Tifway II hybrid bermudagrass that is available overseeded for winter color. All types are grown on sandy soils.

West Coast Turf's commitment to excellence has enabled them to supply such

high profile arenas as 3 Com Park, Stanford Football Stadium, Network Associates Coliseum, Raley's Field, the San Francisco 49er's and the Oakland Raider's practice facilities, and Super Bowls XXVII, XXIX, XXX, and XXXII. West Coast Turf is also proud to be the official sod of the San Francisco 49er's.

Golf course builders and superintendents have put their trust in West Coast Turf. Recent customers include Pebble Beach, Cypress Point, Monterey Peninsula Country Club, Pasadera Country Club, Serrano Country Club, Tehema, Cinnibar Hills Country Club, Del Rio Country Club, Haggin Oaks Golf Club, Del Paso Country Club, and Myacoma Country Club.

Rely on West Coast Turf for the finest grasses, expertise based on years of experience, unwavering commitment, and a variety of options that only a full-service grower can provide.

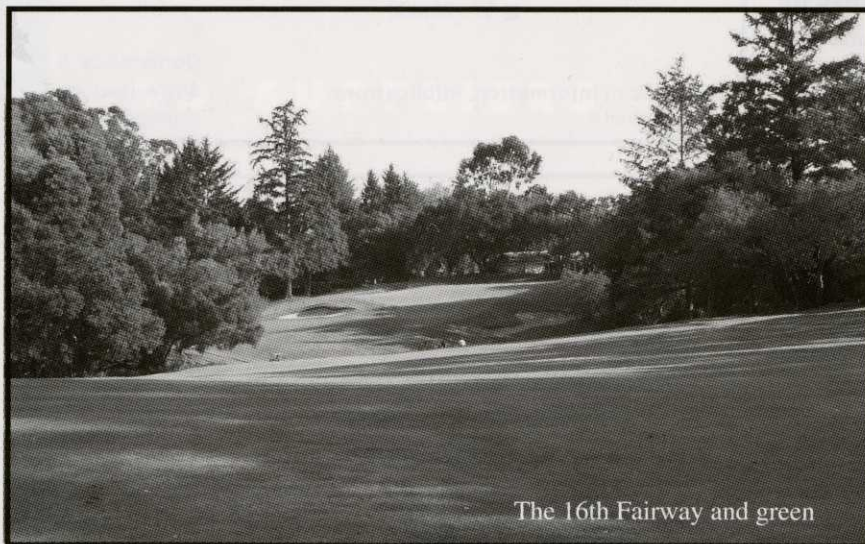
Life is short. Sod it! /



Cocoanut Grove Banquet and Conference Center - Santa Cruz



#1 at Pasatiempo



The 16th Fairway and green

**Trade Show and Conference
at Cocoanut Grove
Conference and Banquet
Center**

**Golf
at
Pasatiempo**





GCSAA Financial Update

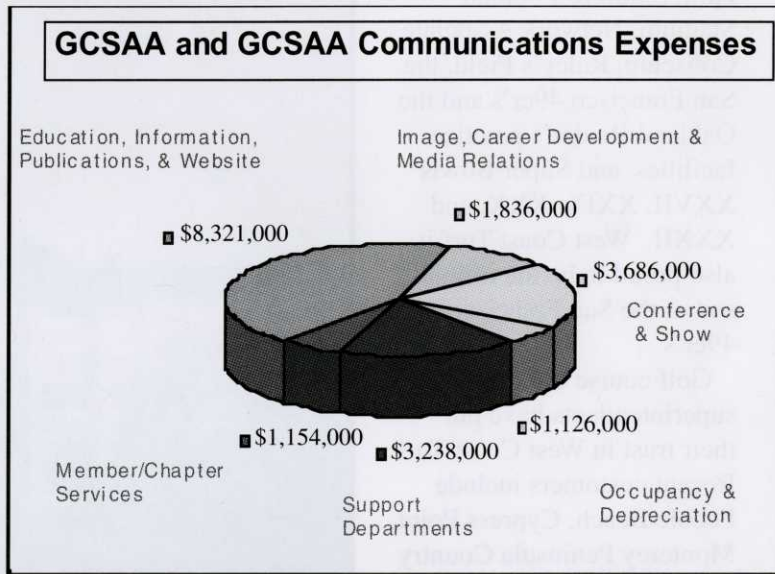
By: Michael Wallace, CGCS,
GCSAA Secretary/Treasurer

At the September 2000 Chapter Delegates Meeting recently held in Lawrence, Kansas, the annual Secretary/Treasurer's financial update was presented. It was suggested that this article be authored to share the information presented with other chapter members.

Three Companies in the GCSAA Family

GCSAA is the flagship organization and is a 501(c)(6) tax-exempt professional association. GCSAA Communications is a for-profit subsidiary that houses the activities that compete in the marketplace with other for-profit companies, and would thus pay taxes on any net taxable earnings. Those activities, at this point, are primarily advertising and bookstore operations. The GCSAA Foundation is the charitable, fundraising arm of the family. It is governed by a separate Board, and GCSAA's President, Vice-President, and Secretary/Treasurer, as well as the Chief Executive Officer, are among the eleven Trustees. Their financial results are reported separately, and are not discussed in this article.

GCSAA and GCSAA Communications Consolidated June 30, 2000 Financial Results



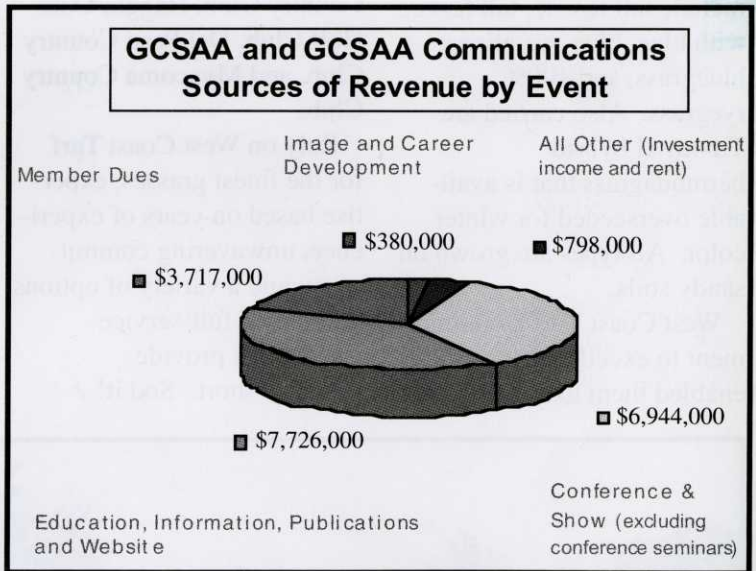
The financial results of GCSAA and GCSAA Communications are consolidated for financial reporting purposes. The combined entity will report revenues of \$19.5 million and a \$204,000 bottom line (or 1.1% of total revenue). These bottom line earnings provide funds for the retirement of debt and the purchase of capital equipment (i.e., computers, building improvements, furniture). In response to GCSAA's overall mission, we continue to budget and

run the organization with a thin bottom-line objective (1 to 2%) and to thus reinvest 98% of our resources into programs and services.

Sources of Revenue by Event

Member dues were 19% of total revenue for the year, as they were the year before. The average over the last ten years is 21%.

The most significant event by far is the Conference & Show. It generated \$6.9 million in gross revenues (\$3.3 million net of expenses) that are used to fund the many programs and initiatives that do not pay for themselves, such as career development and image efforts, media relations efforts and government



Orinda Oops!

We missed thanking Mike Farnen of Farmload Distributors for his sponsorship at the Orinda Scholarship Research Tournament. Mike generously sponsored a "Closest to the Pin" hole.

Thanks Mike!

Recycled Water Bill Signed by Davis

California: S.B. 2095 — a bill to require cities and counties to make findings regarding the availability of recycled water for proposed residential, commercial or industrial subdivisions prior to approving the development project — has been signed by the governor.

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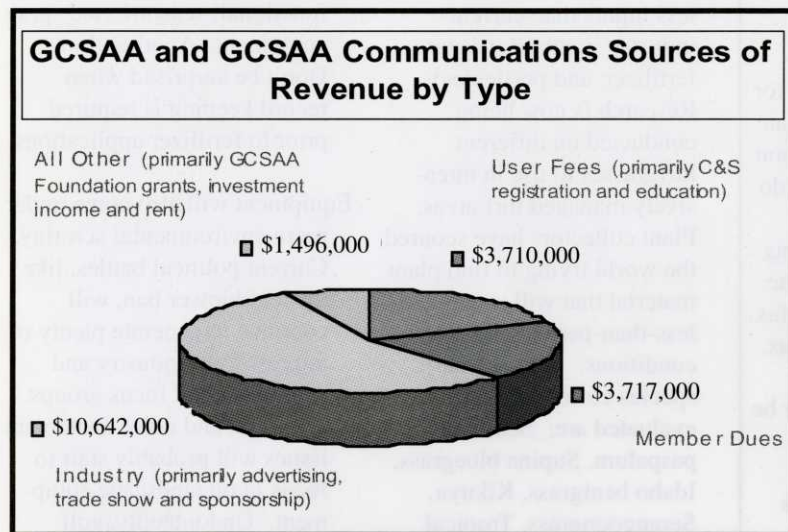
WEST COAST
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Life is Short. Sod It!



relations efforts. GCSAA has grown to rely on this income stream for program enhancement and growth.

Sources of Revenue by Type



Sliced yet another way, over \$10 million, or 54% of the organization's total revenues, is provided by industry, primarily in the form of advertising, exhibit fees, and sponsorships. \$3.7 million, or 19%, come from program and service user fees (including Conference & Show registration, seminar registration, bookstore, etc.) and, as I stated before, \$3.7 million, or 19% of revenues, come from member dues. The remaining 8% of revenues are derived from GCSAA Foundation grants, rent and investment income.

Membership Dues

The belief that member dues cover the cost of a majority of the organization's products and services is incorrect, as was noted earlier. If member dues were required to entirely cover the program and service costs of the organization, dues levels would have to be increased to \$1,270 instead of the current \$250 level, in place since July 1, 1997. The organization spends over five times the amount of money that member dues generate.

Program Expenditures

On the program expenditure side, over \$8.3 million was spent on education, information, publications, and the web site. This includes Golf Course Management magazine and Newline, the information center, government relations, the web site, research and related offerings. Included in those totals, \$400,000 was spent during the year to further competency-based education improvements and \$100,000 was spent to fund MSRG meetings, needed cross-committee meetings and chapter communication outreach efforts related to the proposed member classification changes.

Approximately \$1.8 million was spent on image efforts, career development, and media relations; \$3.6 million was

spent on the Conference & Show to generate \$6.9 million in revenues; and \$1.1 million was spent on member chapter services and the service center. Finally, \$3.2 million was spent in support of the program areas, which included production, accounting, executive management, human resources and management information systems.

In summary, the organization is financially strong; however, two key challenges remain—sustaining the positive momentum in our image, professional development and Internet development efforts; and growing and protecting our revenue generating assets, especially our Conference & Show and *Golf Course Management*, in the midst of increasing competition. /

Future Trends

By: Mike McCullough

At the recent Southern California Turf Expo, Dr. James Beard, the author of the turf bible *Turfgrass: Science and Culture*, made a presentation about the future trends in turfgrass management.

During my short speech at Arrowcreek, I also highlighted several things I thought would be future issues. Ironically, there were several ideas that overlapped with Dr. Beard's points.

1. The highest priority to turf managers in the future is lack of water. More emphasis will be placed on knowing exactly how much water the turf needs on a daily basis. Evapotranspiration models and atmospheric measurement devices will become more sophisticated and probably mandatory in the near future. Improving irrigation designs, techniques and distribution is imperative when local water officials start looking around for wasted water or faulty systems. An interesting point Dr. Beard made was that local water officials rarely discuss

the amount of leakage their systems encounter on a yearly basis. He claims these entities are frequently the biggest wasters of water, yet nobody checks their efficiency records.

2. Energy conservation. Everybody is upset with the high cost of gasoline, yet rarely do consumers consider the rising costs associated with petroleum by-products (i.e. plastic containers and petroleum based consumer goods). Superintendents definitely know about petroleum by-products such as motor oil, solvents, lubricants as well as a variety of irrigation parts. The costs of producing those products will be rising and a person can bet the farm the maintenance budget will reflect these rising prices.

Other ways to conserve energy inputs on the golf course will be to reduce mowing frequency, use equipment that is fossil fuel-less and developing turfgrass species that require

See "Future Trends" on page 8



Office Notes

By Barbara Mikel

- ✓ **Survey questionnaire.** Please fill it out and get it back to the office. I get a LOT of calls for these from superintendents. I also get calls from General Managers and owners for the information. The policy of the association is to circulate YOUR Survey to you. If you want to share that information with your Manager and or owners you have the ability to do so.
- ✓ **Dues renewal.** Yes, it is that time again. Invoices are being mailed. Please fill out the questionnaire and return it to the office with your payment. If you feel more comfortable, fax it to the office. It is important to get that information to us. We do share classification information with GCSAA. Having the correct Classification for superintendents may be more important in the future, assuming the Professional Development initiative is passed.
- ✓ **Update your PCA, CEU's and PDU's.** I get lots of calls this time of the year. We provide a sign up sheet at each function where these continuing education and professional development credits are available. The Superintendents Institute is receiving .6 PDU's. Don't forget!
- ✓ **California Fairways second class mailing.** We are including a "check off box" and a place for your signature in an effort to establish a second class mailing classification for the California Golf Course Superintendents Association Magazine California Fairways. If you want to get that magazine faster, please help the processing by checking the box and signing the form.
- ✓ **Call your GCSAA Delegate and let him know your position on PDI.** The association board of directors is there for your input. Take advantage of it!
- ✓ **Make your reservations for Casino Night accommodations.**
- ✓ **Establish a NCGA Golf Index.** This is a service provided to GCSANC members free of charge. If you don't have one — get one! Call the GCSANC office and I'll take care of the rest. The NCGA mails your card directly to you and you get a "Blue Book" with the membership. Their web site is an absolutely great place for information on member clubs. Fees, Superintendent name, PGA pro, course ratings, course and cart fees, even directions to the course! (ncga.org)
- ✓ **MEMBER AWARDS** I feel very strongly about this item. Over the last ten years (yes, it's been that long), I have worked with all your officers and directors. You are served most ably by a few. That's the way with most groups. I know there are times when you don't agree on issues. So what a dull place this would be if we did! The service awards are a way of saying thanks. Not necessarily thanks for your opinion or thanks for agreeing with me or thanks for supporting my position. Awards simply recognize the precious time a few take to service the association. You in this organization are really blessed with the service of your fellow superintendents. Take some time to fill out the questionnaire provided last month and say thanks!

Future Trends (Cont'd)

- less inputs than current industry standards (water, fertilizer, and pesticides). Research is now being conducted on different turfgrasses to use in intensively managed turf areas. Plant collectors have scoured the world trying to find plant material that will stand up to less-than-perfect growing conditions. Some of the species currently being evaluated are: Seashore paspalum, Supina bluegrass, Idaho bentgrass, Kikuyu, Serangoongrass, Tropical carpetgrass and tufted hairgrass.
3. Environmental regulations. There will come a time when the application of fertilizers, pesticides or other plant health products will have to comply with a nutrient or pesticide management plan. These plans will be based on up-to-the minute soil test results, on-the-spot disease diagnosis or plant nutrition sensor readings. The timing and placement of these nutrients/pesticides will become an exact science. Precise applications will help to prevent nutrient runoff and reduce useless environmental exposures. This will also lead to better advances in sprayer/spreader calibrations and multi-functional, sensor-based spray equipment. Another thing: Don't be surprised when record keeping is required prior to fertilizer applications.
- Equipment will also come under more environmental scrutiny. Current political battles, like the leaf blower ban, will continue to generate plenty of interest from industry and environmental focus groups. Emission and noise abatement issues will probably start to focus in on landscape equipment. Undoubtedly, golf course equipment will be included in this greener and cleaner campaign. The use of quieter and more efficient machinery is looming large on the horizon.
- Finally, these issues and many others should be on the mind of golf course superintendents. If our industry does not have solutions or start working on solutions to these problems, the politicians and die-hard environmentalists will. I seriously doubt the green industry will like the outcome when others start dictating future policies.
- Failing to plan for the future is planning to fail in the future. This train of thought has never been more appropriate as we look to a new century of turf management. /

Casino Night

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*Friday,
December 8, 2000*



Getting the Word Heard: Marketing PDI to Employers

The first step in any marketing program is to create the identity that you want to promote to a specific audience. Our audience is employers and influential golfers. PDI creates the identity of educated, knowledgeable and competent superintendents, which can then be promoted.

A "Yes" Vote

If the vote at the annual meeting and election supports PDI, the next step will be the execution of a multi-faceted marketing campaign during the next several years. Communicating the benefits and value of PDI is a long-term process that involves the joint efforts of the association and its members.

A Rewarding Goal

Our goal in communicating the benefits of PDI to employers is to have employers acknowledge the value they receive from employing a general member, a class "A" member and a certified member. We do not plan to explain the intricacies of the classification system but focus instead on the results this system will provide. Consequently, employers will recognize and reward their superintendents for the competitive edge that they bring to their golf course operations and golfers will enjoy the results of superintendents' work – a superb golf experience.

GCSAA Marketing Strategy

The association will use external and internal communication methods to position the benefits of certified, class "A" and general superintendents to employers and other audiences.

We will continue to use national media, such as television and magazines, to promote the superintendents' role and value in managing golf courses. Our national public relations efforts have been laying the groundwork for this initiative during the past several years, positioning the superintendent as key to golfers' enjoyment of the game, and consequently having a direct impact on the golf course's economic success.

To effectively reach employers, GCSAA will target the publications they read and the Web sites they access. We will send press releases and articles to golf trade and consumer publications and Web sites about PDI's approval, and what it means to the business of golf, the golfer and the employer. In addition, we will work with our allied associations to get the message out through their publications, such as NGCOA's Golf Business, CMAA's Club Management, the NGF's Golf Market Today, their Web sites and in other appropriate venues. GCSAA also uses many publications and materials today to market the golf course management profession. We will continue to use those vehicles. Information will be placed in Golf Course Management, Leader Board

and on our Web site. Other resources that support the profession, such as standard job descriptions, information on certification, the benefits of joining the association and materials that employers use in hiring superintendents, will include information on the competencies of superintendents. In other words, the message that PDI allows us to develop about the superintendent profession will become a standard business practice for GCSAA materials and resources.

Members' Marketing Responsibility

Members have the opportunity to prove and communicate the benefits of PDI to their employers. Demonstrating effective management of the golf course is perhaps the most important validation of competence. Discussing with your em-

ployer your commitment to continuing education, achievement of proficiency and, if certified, use of the Professional Development Resource (PDR) is strong support during your annual performance review. GCSAA will also provide you with the resources to help you communicate the value of PDI to your employer. We will develop a package of information in an easy-to-understand format, with suggestions on how you can present the specific benefits of PDI to your employer on a continuing basis.

A "No" Vote

If the vote does not support PDI, an identity around the commitment of golf course superintendents to competency-based education and professional development will be created and promoted to employers. /

Lebanon Fertilizer Survey Benefits the GCSAA Foundation

Lebanon Turf Products has developed the online Performance Index Number (PIN) survey to provide funds to the "Investing in the Beauty of Golf" endowment campaign. As a class A, B or C member, you are eligible to complete the survey and have Lebanon make a \$25 donation to the campaign in your name. Lebanon has pledged to donate a minimum of \$50,000 to the campaign. All funds will be used to support applied on-course research and educational advancements in the golf course management profession.

Complete the survey by visiting <http://www.lebturf.com/PIN>.

Thank you for your support of The GCSAA Foundation. If you have any additional questions regarding this program or The GCSAA Foundation, contact Tracy Johnson, development manager, at tjohnson@gcsaa.org.



Boardroom Briefs

- ◆ Barbara Mikel reported that approximately 60 salary surveys had been returned a week before the October 25th deadline. Look for the results of the survey sometime before the 1st of the year.
- ◆ Director Bob Lopic, who coordinated the ball mark repair tool distribution at the Transamerica Senior PGA Tour event, claimed it was a great success. "It was our best PR event by far," Lopic, told the Board, who was particularly encouraged by the "face time" he, and others had with golfers. Lopic, in his summary, praised the help of the other volunteers and encouraged the Board to continue the program in the future. (See related story.)
- ◆ Dave Davies and Bob Costa reported on the status of the Holiday party slated for the Monterey Peninsula on December 8th. Costa, provided details of the golf package, which will be hosted by Rancho Cañada, while Davies summarized the evening entertainment. Plans still include a Casino night, offering a change from the traditional holiday entertainment. The event promises to be a lot of fun.
- ◆ President Gary Carls proposed December 7th for the annual budget meeting. Carls will be joined by Jeff Shafer, Dave Davies, Bob Costa and Barbara Mikel at the 2:00 meeting.
- ◆ Election committee chairman Dave Davies has begun to assemble a list of prospective candidates for Board positions. The January election may result in three new Directors. A recommendation was made by Bob Costa to include Assistant Superintendents in the pool of candidates.
- ◆ Education committee Chairman Gary Sayre reported that details for the Institute to be held November 13th and 14th in Santa Cruz are in the final stages of completion. West Coast Turf will sponsor this year's event, which features irrigation as an educational theme.
- ◆ Scholarship chairman Roger Robarge informed the Board that he has yet to receive any scholarship applications. The deadline for s submission is November 6th.
- ◆ Steve Franzen, who coordinated the scholarship tournament as the Affiliate Representative, summarized the event as a fund raising success. However, concerns about sagging attendance dominated the subsequent board discussion. Included in the discussion were; the possibility of broadening the participation, linking the event to a specific research project, or seeking a high profile site.
- ◆ Bob Costa reported that the GCSAA has introduced two programs that are designed to provide supplemental funds to local chapters. The Cyber auction requires a club to make a donation of green fees and lodging, which will then be marketing by GCSAA on the E-Bay auction site. The proceeds from the auction will be split between the local chapter and GCSAA. Gary Carls agreed to serve as the chapter liaison. The other program will provide local chapters with a cash rebate when members submit the blue tags from Turf Seed/Tee-2-Green products. More details on this program will appear in the newsletter.

GCSANC President Say's Ball Mark Repair Week A Success

According to GCSANC President Gary Carls, the recently concluded Ball Mark Repair week, sponsored by NorCal superintendents, was an overwhelming success. "By all accounts we exceeded our expectations" said Carls when asked about the event.

Ball Mark Repair Week was developed as a forum to educate golfers on the importance of repairing ball marks, as well as how to repair them correctly. The week climaxed at the **Transamerica Senior** event

where several local superintendents distributed ball mark repair tools. Orinda Country Club superintendent, Bob Lopic, who coordinated the effort at the Transamerica was impressed with the response from the public. "We received a lot of positive feedback and support for the program" said Lopic, who over the course of three days passed out over 6,000 tools. Surprisingly, noted Lopic, in his conversations with golfers many acknowledged that they had been repairing ball marks incorrectly.

Lopic also had the opportunity to take his fellow superintendents message to the airways in a live appearance on KNBR's Hooked on Golf radio program. "From a superintendents perspective", Lopic told KNBR listeners "we share in both the problem and the solution and feel as though we can play a key role in educating golfers".

Also making a radio appearance was GCSANC Media Director Bob Costa, who appeared on PGA Tour Radio. Costa took the opportunity to emphasize the importance of proper ball

mark repair, which he feels is a significant part of the problem.

As to the success of the program, he to shares Carls optimism. "We view Ball mark Repair Week as an annual event" said Costa. "Support was so strong for this years program that plans have already begun to secure a site to distribute more tools, perhaps, as early as next spring". For more information contact Bob Costa, GCSANC Media Director @ 831 373-3701. ✓