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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>.

Casino Night

December 8, 2000

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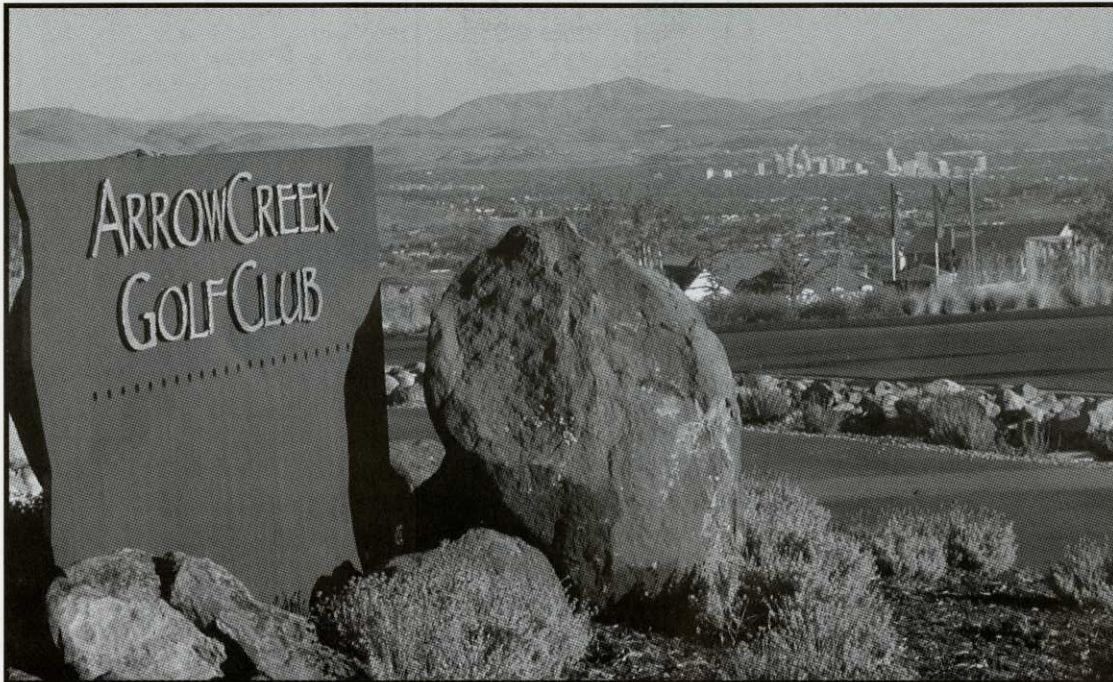
Gardenside \$79.00 ++
Single or Double Occupancy

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THRU THE GREEN



Sierra Nevada Chapter Hosts Great Joint Meeting



By Ken Williams, CGCS

The Golf Course Superintendent's Associations of Northern California and Sierra Nevada came together on Monday October 2nd at the

beautiful Arrow Creek Golf Club. Host Superintendent Robert DiPietro and staff were wonderful hosts and had the course in beautiful condition. NCGA Agronomist Mike

McCullough provided the education at the meeting. Mike described some ongoing local research and what was happening with the university programs in the area. Sierra

Pacific Turf Supply and Normac graciously sponsored the meeting.

Superintendent members of the two associations competed in the annual Ryder Cup competition on the demanding Challenge course at Arrow Creek. This private John Harbottle/Fuzzy Zoeller course gave players all they could handle that day. The links style course featured wide undulating fairways and deep penal bunkers. Winds were gusting to 30 mph during the event that made the course's firm/fast greens extremely challenging. The match play singles event was won by the GCSANC 6 _ to 4 _.

Arrow Creek has a total of 36 holes of golf plus an 18-hole natural grass putting course. Their public course, The Legend, was designed by Arnold Palmer and is more of a traditional desert layout. The facility is an American Golf Country

See "Joint Meeting" on Page 6

November Marks the Return of the Institute

For NorCal Superintendents fall represents the time of year when the word relax can be re-introduced into their vocabulary. Slowly, the focus begins to shift from the daily demands of summer into thoughts of winter projects; the holidays and some much needed time away. It also represents, the return of the GCSANC premier educational event the – the Golf Course Superintendents Institute. The annual event, developed in conjunction with the UC Extension Service, will be sponsored by West Coast Turf.

This year's two-day program unfolds on Monday November 13, with the annual golf tournament hosted by Dean Gump and Pasatiempo Golf

maintenance. With a wide range of knowledgeable, local speakers, complete with trade show, the conference promises to be highly educational and

objectives this year was to increase the participation level of Assistant superintendents," said Bob Costa who has served on the Institutes Education

Committee since it's inception. "Were hoping the discounted registration fee for a superintendent attending with their assistant or

irrigation tech will do just that".

Lodging for this years Institute is available at the fully remodeled West Coast Santa Cruz Hotel, which is just a short walk from the Boardwalk's Coconut Grove. For more details consult the Institute program or contact the GCSANC office.

Discount Rate Offered for Institute

Superintendents attending this years Institute, can bring along their Assistant or Irrigation Technician for a special reduced price of \$200 dollars. The special rate represents a \$50.00 savings over the regular registration fee.

Club. Following golf, it's the opening of the trade show and reception at Santa Cruz's Coconut Grove.

Tuesday the 14th marks the start of the educational program, which will feature a series of practical discussions on irrigation design and

entertaining.

Because of the practical nature of this year's program, superintendents are encouraged to take advantage of a special registration fee that will allow their Assistants and Irrigation Technicians to attend at a reduced fee. "One of our



President's Message

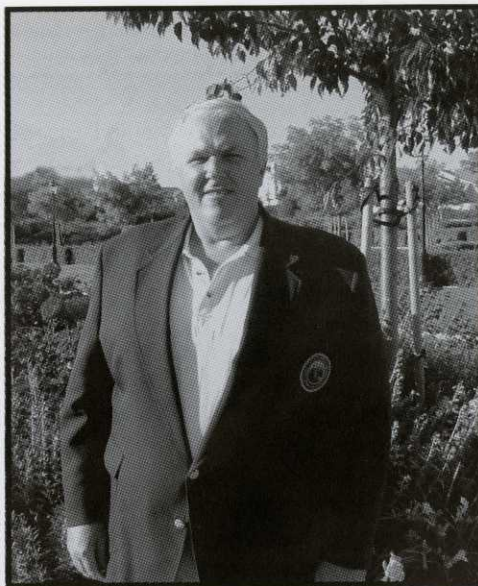
By Gary Carls, CGCS

Once again fall is upon us. Most of us are busy with projects to get the course ready for the winter and next spring. Early indications are that we may be in for a wet fall and winter. Hope everyone gets all their work done before the serious rains arrive.

Fall is also the time for some of GCSANC's most popular events. The annual Institute will be held on November 14th in Santa Cruz with golf on the 13th at Pasatiempo G.C. This year's program is "Irrigation Design and Maintenance" and we will be offering a special discount to those that bring their assistant superintendent or irrigation technician along. On December 8th we will be holding the annual December meeting with golf at Rancho Canada G.C. followed by a Casino Night at the Monterey Beach Hotel. Hope everyone can attend these two fine events.

It is also time for a couple of etiquette reminders. Please turn cell phones and pagers to a "silent mode" during meetings and golf. Be considerate of our speakers and your fellow members by eliminating these distractions from our events.

It is very important for every member to advise us of their plans regarding meeting attendance as per our reservation guidelines. We have to give our host facilities numbers to prepare food a week in advance of events and last minute additions can create problems for them. Golf numbers usually work in a similar fashion. We try and give the host facilities numbers and pairings as early as possible so they can make their necessary arrangements. Please, do not expect to switch groups at the last second and try and remember how you would like



others to act when they visit your facility. Show every courtesy to the staff at our host facility that you would expect at your course. We realize there are occasional last minute problems but if everyone gets to the meeting on time and checks in properly most of this is easily avoided. Remember we are there to enjoy the day with our fellow members and share our knowledge. **MOST IMPORTANTLY, WE ARE GUESTS!!!!**

As a courtesy to our host superintendent and his facility, we should be there to attend the entire event that day. We put a lot of effort in to planning these days, along with our host facility and superintendent, and I think it hurts our image when we have several persons who always seem to arrive just in time to play golf and miss the meeting portion. Again, I realize that we sometimes have other commitments to fulfill and it can't be avoided, but please try and keep this in mind when registering for future events. We have been given some great deals this summer and by making a positive showing we can help assure that others will want to do the same in the

future.

Thanks also to Bruce Williams CGCS and Ray Davies CGCS for their fine presentation at Bayonet/Blackhorse in September on the final version of PDI. This initiative will chart the course of the future GCSAA member. Congratulations on a great job by Pat Finlen, CGCS and his staff, on getting the courses in

spectacular shape for our group. The courses will be a great challenge for the upcoming PGA events.

At our board meeting on October 17th, we will be discussing the PDI and how we want to determine and cast our votes. If anyone has any input they would like to offer, please

Office Notes

By Barbara Mikel

How do you like the new "Thru the Green"? Ken Williams, CGCS and Jo Harlow, Key Publications certainly did an excellent "revamp." Ken is showing hidden talents for photography! Past President Brian Bagley undertook the last major change more than eight years ago!

We have been discussing a way to provide the new members with some history on the association Tournaments and Awards. It would be great if we could have multiple volunteers for some explanations on our various presentations. How many know the history of our Ayrshire Trophy (jokingly referred to these days as the Ross Brownlie trophy because he just keeps winning it!) Ken Sakai provided a brief descrip-

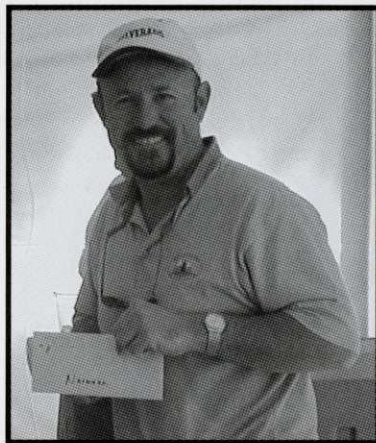
tion for me a few years back and I can research the newsletter but I would like some other members to share knowledge on these topics. Can someone who knew George Santana, provide us with information on George's contributions to the association and industry?

Those of you attending Bayonet Black Horse Meeting may have browsed the 65th Anniversary Scrapbook. The plans are to provide that binder at each meeting. There is at least 65 years of the Association's 68 years in the binder. Thanks to Myrtle Wagoner for the time spent in making the additional copy!

I would like to include the history in the next directory so look and see what you can contribute to those award descriptions.



Naumann's Norcal News



Ted Horton has left his VP position at Pebble Beach to start his own environmental and human resources consulting firm. He is in the process of moving to Temecula where he will be running this company..... **Jeremy Lehman** is the new Superintendent at Cinnabar Hills Golf Course in San Jose. Jeremy was the assistant prior to his promotion. He is replacing **Tom Unruh** who has moved back to Carson City.... **John Martin** has left Sun City Golf in Lincoln. His replacement has yet to be named..... Some promotions have taken place at Orinda CC. **Mike Senneca** is now the Superintendent and **Bob Lopic** has been promoted to Director of Golf Course Maintenance. Mike was the assistant prior to his promotion.

Golf Course Superintendents of Northern California Scholarship Research Tournament 2000

Thanks You!

Orinda Country Club
H.V. Carter Company Inc.
Speedy Enterprises
Gachina Landscape Management
Simplot Turf & Horticultural
Spot Water Management
Turf Time
Aquatic Environments
Arboguard
Bay Irrigation & Turf Supply
Club Car
Delta Bluegrass Co
Nickels Golf Group, Ltd
Olympic Club
Pump Repair Service Company
R.V. Cloud
Reed Equipment
Russell D Mitchell & Assocs
Target Speciality
United Horticultural Supply
West Star Distributing
Western So2 Systems, Inc.
Wilber Soil & Turf Services
Christensen Irrigation Co. Inc
Farwest
Half Moon Bay Golf Links

Jean Fogg Landscape
Permacorp
Spring Creek G & C C
Sunnyvale Golf Course
Bay To Bay Golf Services
Bryant Taylor Gordon Golf
D.H.R. Construction, Inc.
Fountaingrove Country Club
Hydro Engineering
Milliken Chemical
Oase Pumps
Roddy Ranch Golf Course
Repcor
Roddy Ranch G C
Rossmoor Golf Course
Sequoyah Country Club
Soltis Golf, Inc
The Andersons Pro Turf
Turf Equipment Services, Inc
UHS
West Coast Turf
Sierra Pacific Turf Supply
Ancon Bio-Services
Valley Crest Tree Co
B. H. Sales
Ciardella's Garden Supply

Why is the PDI necessary?

The following are excerpts from the presentation made by the Membership Standards Resource Group at the annual Chapter Delegates meeting held on September 8-10, 2000.

Several years ago, members began to understand that superintendents exist in a changing professional environment. With the increased emphasis on televised golf and the economics of the game, more is expected now from superintendents than ever before. And more will be expected in the future. Our members said and continue to say that golf course superintendents want more appreciation and recognition, compensation, retention and job opportunities.

The Membership Standards Resource Group was formed to look at how to achieve these goals in the future. They were to determine if action was possible to address these issues and determine what process should be followed to pursue the goals if they were adopted. The MSRSG needed information to effectively address whether or not we could have an impact on the key problems faced by golf course superintendents – appreciation, compensation, retention, and career opportunities.

The research by SRI, International clearly showed what golf course superintendents do – tasks – and which of these tasks employers valued most.

In order to effectively market the superintendent of the future, we have a triage approach. The foundation of this project continues to be education, both formal and through continuing education. The classification standards are built from this foundation and create an opportunity to drive the public relations initiative.

The classification system documents what superintendents are doing on the job, thus providing members with the tools they need to communicate their value to employers. This system will also provide GCSAA with the opportunity to integrate this information into our national public relations campaign.

Classification illustrates that expertise, knowledge and skills support the competencies established through GCSAA's research and member superintendent focus groups. Although there is not a guaranteed proficiency within the competencies, the proposed sliding scale will provide employers *See Why Is PDI Necessary? pg. 7*

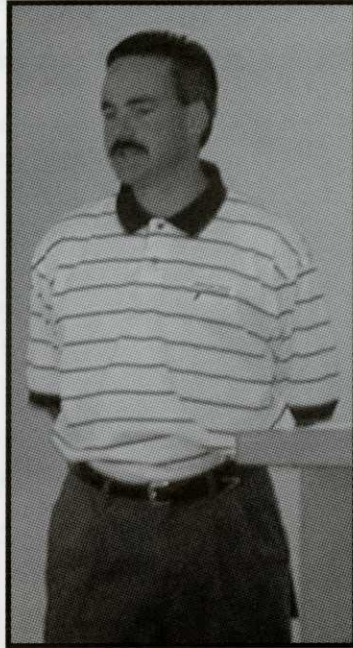


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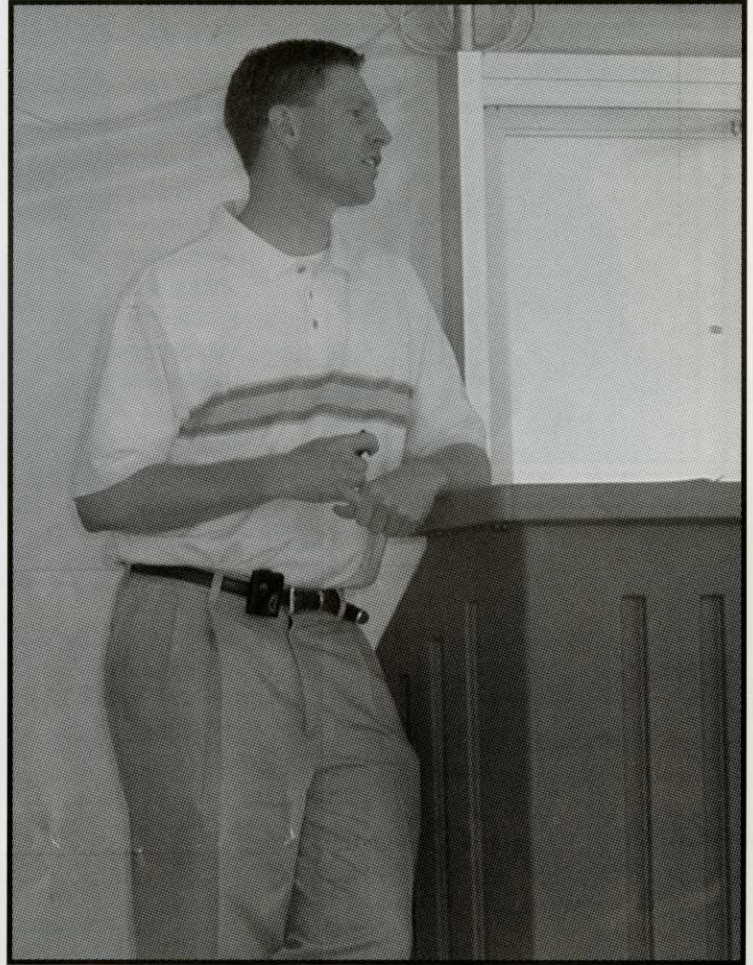


Joint Meeting (Cont'd)

Club and is located on a sloping alluvial plane high above Reno. Superintendent Robert DiPietro began at Arrow Creek during construction in 1997 following stints at Canyon Oaks CC, Castle Oaks CC, Spyglass Hill GC, and Newport Beach CC. He's originally from Portland, Oregon and attended college at Cal Poly Pomona and College of the Desert. Robert was an incredible host for the meeting and went out of his way to make everyone feel welcome. Hopefully we'll get to visit him again soon.....only just on a little calmer day!



Arrow Creek's Superintendent, Robert DiPietro



Speaker Mike McCullough of NCGA addresses those attending the Joint Meeting at Arrow Creek Country Club

Tournament Results

Joint Meeting GCSANC/SNGCSA Arrow Creek Challenge (Upper) Course – Par 72

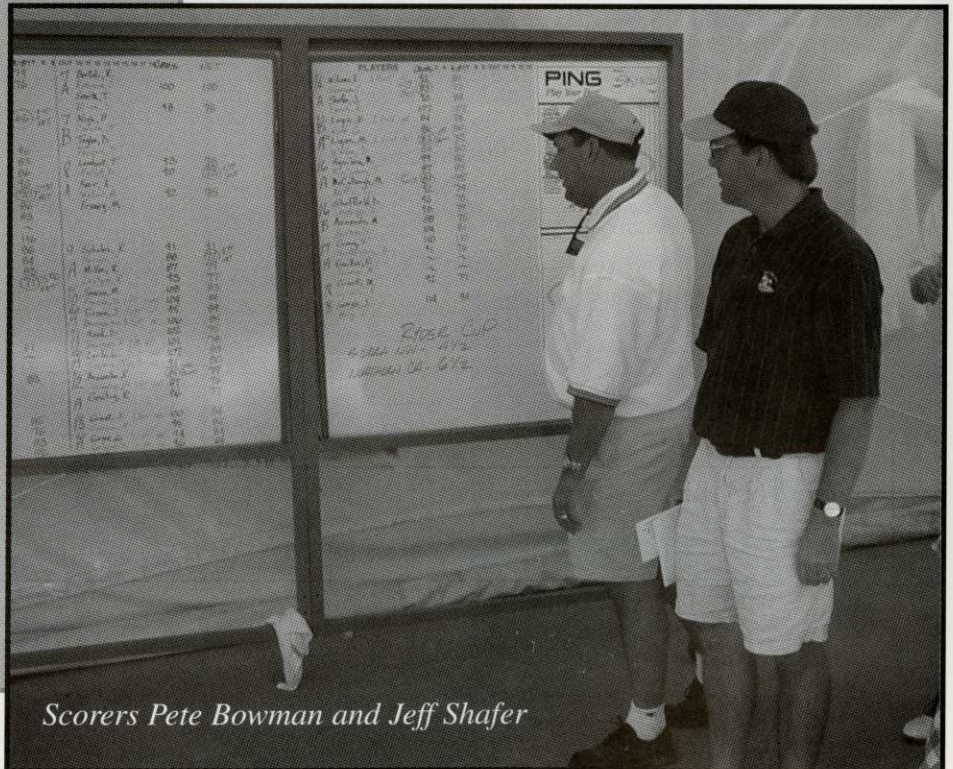
Ryder Cup: N. California 6 _ Sierra Nevada 4 _

Low Gross: Mike McCullough 81*
Ross Brownlie 81
Mike Ligon 82
Alan Sowers 83
Cal Swanson 83

Low Net: Stan Amass 66
Don Naumann 70
Joe Stucken 71
C. Pearson 72
D. Moffett 73

Skins: Shafer Hole #1
Sowers Hole #3
Franzen Hole #11
Frazier Hole #17

* One score card playoff



Scorers Pete Bowman and Jeff Shafer

GCSANC Annual Award Nominations – Year 2000

Affiliate Merit Award

NAME: _____

COMPANY: _____

Superintendent of the Year

NAME: _____

FACILITY: _____

Excellence in Turfgrass Management

NAME: _____

FACILITY: _____

George Santana Distinguished Service Award

NAME: _____

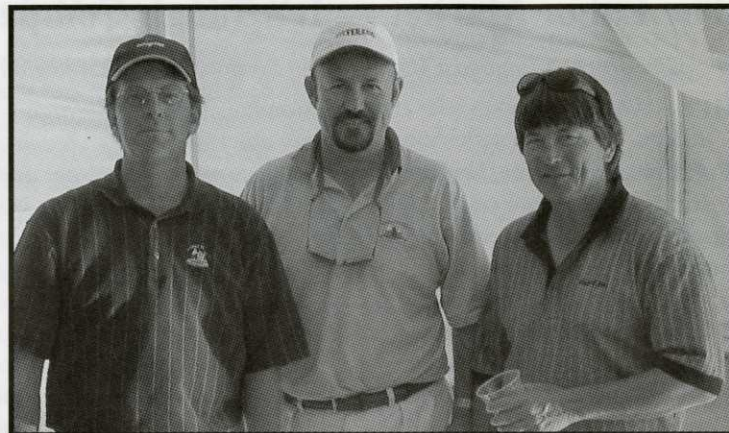
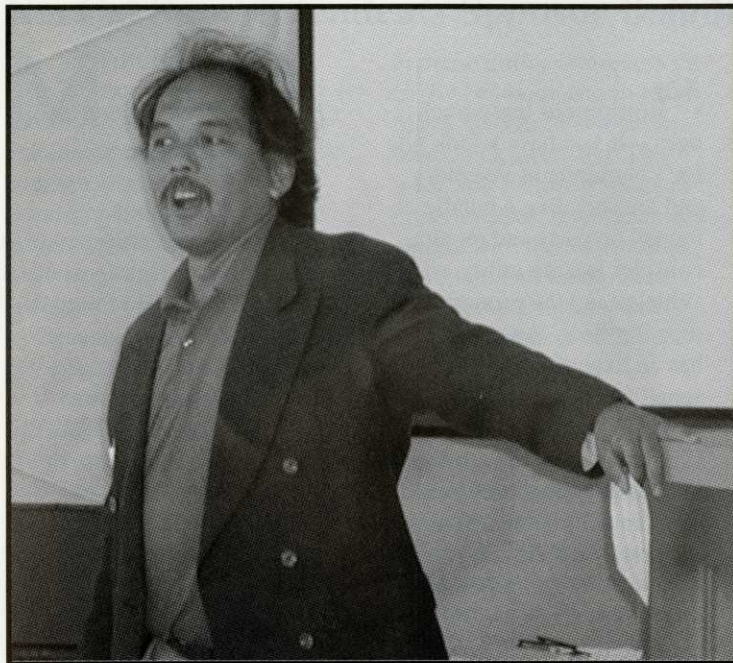
FACILITY: _____

Please return nomination forms by FAX to Dave Davies, CGCS @ (650) 493-6312
no later than November 10, 2000.

Submitted by:

NAME

FACILITY



Above: Sierra Pacific Turf Supply's Bowman, Naumann, and Jackson

Left: Sierra Nevada GCSA President, Jessie Creencia

Below: Arrow Creek Putting Course.

Why is the PDI necessary? (Cont'd)

with an assurance that Class A members meet a baseline proficiency within most of the competencies outlined through required experience and education.

The application of pesticides in the golf course maintenance practice often attracts the most attention from governmental agencies, the media and the public. Demonstrating expertise regarding these applications provides assurance that Class A superintendents are knowledgeable about the most recent procedures and methods for the safe handling and use of these products. Furthermore, golf course superintendents are the environmental stewards of the property they manage. By requiring that Class A members have a valid pesticide license or pass the GCSAA-developed pesticide test, GCSAA members will illustrate their commitment to environmental stewardship by meeting and, in most cases, exceeding the requirements of applying plant protectant products. This proactive step will make a large impact when

GCSAA meets with environmentalist groups and regulatory agencies.

The ongoing education requirement demonstrates that Class A superintendents are actively seeking education to stay abreast of the latest developments. Service points are given for activities and contributions outside of traditional educational events. Support of GCSAA's local chapters is crucial to help ensure a vibrant local support network for superintendents. Serving golf-related and civic organizations also help build leadership and management skills; assigning points for these and other service-related activities provides an additional incentive for participation.

The PDI's mission illustrates the main reason for its proposal:

"To improve the knowledge, skills and abilities of the professional superintendent that contribute toward improved playing conditions and the enjoyment of the game of golf."



We feel strongly that individual golf course superintendents and the profession as a whole has a great deal to gain from this initiative. By better understanding the link between continuing education and increasing our value to our facilities in the eyes of our employers, our members are positioned to gain appreciation, compensation, retention, and job opportunities.

For a complete copy of the proposal, look at the PDI section under the Learning Center by logging onto www.gcsaa.org or call the GCSAA Service Center at 800/472-7878.

If you would like an electronic version of this document, please contact Judith Ferguson, GCSAA Education Department Coordinator, at 785/832-4469, or e-mail your request to jferguson@gcsaa.org.



The Labor Market — It's Tough Competition

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

HELP WANTED:

Full time, free meals, health insurance, \$8.50 per hour, apply McDonalds of Steamboat Springs, Colorado.

Make up to \$10.00 per hour while training! Domino's Pizza – Various Orange County, California locations.

It is no wonder that golf course labor has been extremely difficult to find this season when fast food restaurants are paying either as well as or better than most golf courses. It is difficult for golf maintenance positions to compete with jobs like this even for the same pay. Just think about it, would you rather work indoors in a controlled climate or be out in the 100-degree heat, smog, rain, frost, etc. If I were someone not interested in golf, I pretty much know the decision I would make! On my recent trips throughout the southwest region, I have been speaking with superintendents about labor issues and here are a few of their comments:

"We have had an advertisement in the local papers for 3 _ weeks without a single response. We are offering \$8.35 starting wage, and now things will only get worse since the summer help is returning to school."

"Our incoming rate is pushing \$10.50 per hour, we couldn't attract anyone at a lower wage."

"The quality of help we have been able to get is pitiful. We have turned over 40 people this season. I have hired people on Friday and they don't show up

on Monday. We had four high school age kids go out to lunch only to return and punch out and quit. They told me they didn't feel like working any more. I know part of the problem is the incoming wage here - it's only \$6.50 per hour."

"We have been operating an average of 1 _ people short on each of our seven courses. In fact there is a new WalMart down the street and they can't open yet because there are not enough people available to completely staff the store."

You can bet there will be more of the same problems next season if the economy stays strong. Now is the time to start planning for the coming year in the budgeting process. Consider ideas such as:

- **Growth regulators** - Growth regulation programs for fairways can be expensive but if they reduce the labor required for mowing by 30% to 50% it may be worth it. Also, you don't have to worry about providing benefits for a bottle of growth regulator or it not showing up on time! Look at growth regulators as a source of "liquid labor".
- **Efficient equipment** - If you have not investigated spinner type topdressing applicators or rotary rough mowers...now is the time! You can cover most greens when topdressing in two to three passes since these units throw sand 30 feet and very uniformly! Rotary rough units can increase productivity over similar sized reel units by 30 to 40% based upon increased ground speed. Rotaries also require less maintenance.

- **Equipment lease packages** - If you have a junk pile for an equipment inventory and are spending a bundle of money on parts and repairs, consider leasing utility vehicles and the primary mowing fleet. Any unit that has an expected useful life span of 5 to 7 years should be evaluated for a lease. Leasing allows you to turn over units before they become mechanical nightmares and then replace them with the most current and efficient technology available. New equipment can keep your operators out in the field mowing instead of watching the mechanic make repairs. In addition, you no longer have to worry about how to dispose of the old unit - the dealer picks it up and takes it away!

- **Seasonal labor bonus contracts** - Once you hire seasonal labor it can be difficult to keep them the entire summer. Consider giving seasonal labor a "contract" that assures them a 50¢ to \$1.00 bonus for each hour worked provided they stay through dates agreed upon in writing at the time of hire. For additional information, see the article entitled, "Once You Get'em You Gotta Keep'em", by Dave Oatis,

USGA Green Section Record, May/June 2000.

- **Part-time labor** - Retirees are often interested in golf course work, especially if you can offer them free golf as a benefit. Also consider recruiting stay-at-home housewives for part-time labor. A few courses have marketed themselves to this untapped labor resource by hiring housewives to walk-mow greens and tees. Their advertisement in the paper reads: "*Ladies: Now you can take your morning walk and get paid for it, too!*"

- **Increase the payroll budget** - There just may be no other way around this problem than to raise incoming wages. It as it appears the days of cheap help for golf maintenance are gone and golf maintenance could be facing some tough competition in the labor market for several years to come.

The point is that you have to pay people well enough to keep them or they will just move on down the road to the next available paycheck. As one wise businessperson once told me: "*The only way you can keep your help is to pay them well enough that they are afraid to lose their job!*"

Welcome New Members

New Members - August

Kyle Peigh	B	Robert Weathered	C
Patric O'Fee	B	Mike Blume	Affiliate
Bill Davis III	C	Michael Madden	Affiliate
Miles Hicks	C		

New Members - September

Tom Unruh	A
Miles Hicks	C
Dave Smith	Affiliate



NorCal Superintendents Sponsor Ball Mark Repair Week

Most golf course superintendents and golfers would agree that the number one golf course maintenance issue is un-repaired ball marks. It's a problem that has particularly frustrated superintendents for years and will likely continue to do so unless the habits of golfers can be altered.

There are several theories that attempt to explain why golfers are reluctant to repair ball marks. Regardless of what theory you may aspire to, education undoubtedly will play a key role changing golfer behavior.

Recognizing the importance of education and the need to

increase golfer awareness the GCSANC is sponsoring **Ball Mark Repair Week** beginning on October 2nd. The week will feature a series of press releases, interviews and climax with the distribution of 10,000 ball mark repair tools at the Transamerica Golf Tournament at Silverado Resort. In addition, all GCSANC Class A and B superintendents will be receiving two ball mark repair posters for display at their respective clubs.

"The Ball Mark Repair Week concept was developed as a vehicle to educate golfers on the importance of repairing ball marks and to gain

exposure for GCSANC Superintendents" said Bob Costa who serves as the GCSANC Media Director. "The distribution of the repair tools, which will bear the GCSANC logo, serves this dual purpose. The posters, which demonstrate the proper way to repair a ball mark, will be available to GCSANC Superintendents by late September".

In addition to passing out repair tools at the Transamerica, GCSANC members will be distributing other promotional materials at a booth located at the golfers village on October 6th and 7th.

Ball Mark Repair Posters

GCSANC member superintendents take notice! By late September each member superintendent will receive (2) ball mark repair posters bearing the GCSANC logo. Superintendents are asked to display the posters in a prominent location to coincide with Ball Mark Repair Week, which begins on Monday, October 2nd.

"Our ability to convey our message to the golfing public regarding the importance of repairing ball marks rests in the hands of our member superintendents said GCSANC President" Gary Carls. I urge everyone to actively participate and help make this week success.

Golf is in Good Hands

By Mike McCullough, NCGA Agronomist

Recently I was visiting a club and waiting to meet the superintendent. During my wait, I had the pleasure to watch several groups of junior golfers play a hole. What I saw was really a sight for sore eyes.

Every group that came through this particular hole had an understanding of replacing divots, raking the bunkers, and playing ready golf. If only everyone could have seen what I did. It makes me ashamed when I see adults not observing the most fundamental courtesies of golf course etiquette.

To illustrate my point, one child took a big swing and an even bigger divot. Unfortunately, he only hit the ball a few feet. Afterwards, the boy took great pains to retrieve not only one piece of the divot, but also a smaller piece and carefully place the divot back from

where it came. Once the divot was in place, the boy gently tapped the divot down, almost like saying, "I'm sorry for disturbing you; please rest in peace."

Another child hit his ball into a bunker. After hitting his next shot out he promptly and carefully raked the area like a professional caddie so that the

fairway and finding your ball in a miniature Grand Canyon. It doesn't take so much time to retrieve the divot or fill the divot with a sand/seed mix. Your playing partners will not accidentally confuse you with Bernhard Langer. For those of you who ride in carts on occasion, those canisters of seed mix next to your clubs are not

maintain a reasonable pace of play. I would have to say these kids take better care of the course better than most of their adult counterparts.

Watching those kids that afternoon brought back a lot of wonderful memories about my first few experiences as a junior golfer. I am so thankful that a few people donated their time

and energies to help me play and understand this great game we play.

So much has been said about the children of today and their disdain for tradition, structure and boundaries. The actions I saw that

sunny afternoon on the golf course gave me hope for the future as well as for the game. Golf is truly in good hands when the players of tomorrow treat the game with respect and dignity.

"One of my personal pet peeves is hitting a nice drive into the middle of the fairway and finding your ball in a miniature Grand Canyon. It doesn't take so much time to retrieve the divot or fill the divot with a sand/seed mix."

next youngster that ventured into the area would find the best lie.

One of my co-workers gets really upset when individuals fail to hold up their end of the rake, so to speak. One of my personal pet peeves is hitting a nice drive into the middle of the

ornamental; they are functional. Still, the superintendent would faint if a person came to him asking for a refill.

The person in charge of those juniors has done a great job in explaining to them the proper way to replace divots, fix ball marks, rake bunkers and



GCSANC's Annual Awards

The GCSANC has annually presented awards to recognize service and accomplishment within the profession. A committee comprised of the immediate Past President and previous award winners will review submitted nominations. Award presentations will take place at the annual meeting in January. A brief description of the awards should help in filling out the nomination form included as an insert in this month's newsletter.

Affiliate Merit Award: This award is presented annually to the Affiliate Representative that has made contributions for the betterment of the GCSANC and its members. All members are eligible to make nominations.

Superintendent of the Year:

This award is presented annually to a superintendent that has made contributions for the betterment of the GCSANC, it's members and the golf course superintendent profession. Evaluation criteria for this award could include local or national committee participation, community activity that presents the industry in a positive light or active local association participation.

Excellence in Turfgrass

Management: Annual presentation to a superintendent member who provides his facility with high quality playing conditions taking into consideration budgetary restrictions, local weather

conditions, site restrictions including the use of recycled water, facility expectations, rounds of play and staff size. Review of these nominations may involve a site visit by the committee.

George Santana Distinguished Service Award: This award is presented to an individual demonstrating long-term commitment and service to the Association. The Board of Directors will make nominations for this award. Please submit a letter to the Board on behalf of any individual who may deserve recognition.



Please take a few moments to think about the criteria and submit the names of those deserving individuals for each category.

Please Complete Your Surveys!

Hopefully all Certified, Class A and B Superintendents have received the GCSANC Survey 2000 in the mail.

Please take the time to complete the survey and forward it to Barb Mikel. We as your elected Board want you to have the most up-to-date and accurate data available. This survey will provide you with a tool to promote and defend your positions on many issues. While you may not be the person who requires this information, your fellow hard working superintendent probably does. His next winning encounter with management may depend on the gross data we collect as a group.

Thanks for assisting yourself, the association, and each other.

Jeff Shafer
Secretary / Treasurer

Speak Now, or Forever Hold Your Peace

If you have one, the GCSANC board of Directors is anxious to hear your opinion on GCSAA's PDI. If you have a thought, or comment you are encouraged to contact Bob Costa by e-mail at bcosta@golf-monterey.com. All comments will be forwarded to the Board of Directors for discussion.

WE NEED YOUR HELP!

The California Golf Course Superintendents Association has partnered with several allied groups including the Northern and Southern California Golf Association, the Northern and Southern Club Mangers Association, the Northern and Southern Professional Golf Association, and the California Golf Course Owners Association to produce an Economic Impact of Golf study in California. Surveys were to be mailed in early November to all golf courses in California. It is important to note that this study is a first for all the major players in golf to work together on a project of this magnitude. The fact that we are doing this survey will certainly help public awareness of our profession, public relations throughout our state that our chapters can utilize, and more importantly, help our state lobbyist, George Steffes, be able to use accurate data concerning legislative issues that impact the golf business.

Please seek out your general manager, owner, clubhouse person, or whoever might have received this survey and help all that you can in supplying accurate answer to the survey questions pertaining to your area. The larger the percentage response we can give the more precise will be the final report. If you did not receive a survey, please contact CGCSA at 559-643-8707. Thank you in advance for your help and participation.

Sam Williamson, CGCS
President CGCSA