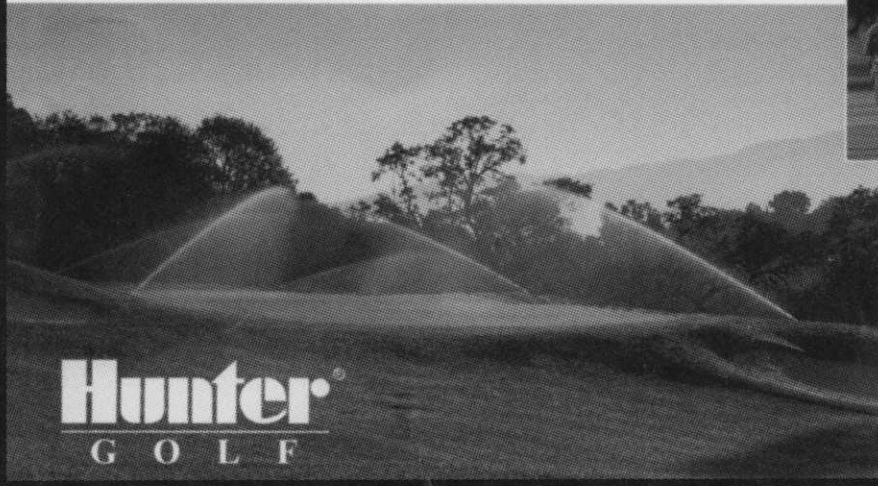


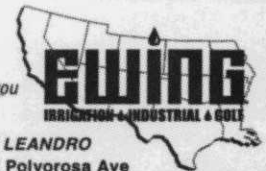
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*THRU THE GREEN*



## Joel Erickson of Corde Valle Golf Club

By Ken Williams, CGCS

Joel Erickson has enjoyed prosperity as a relative newcomer to the golf business. He has proven that hard work and devotion have brought him success in this business. After switching career paths in 1995, he walked on as a crew member at Saddle Creek GC in Copperopolis during grow-in. Finding he loved the business, Joel enrolled in a two-year turf management program at Penn State and graduated with honors in 1999. Today he finds himself as the Golf Course Superintendent of Corde Valle, one of the most prestigious courses in California.

Corde Valle is an 18-hole private club nestled in a secluded valley south of San Jose, west of highway 101. It was designed by Robert Trent Jones II and opened for play in the spring of 1999. The property is composed of nearly 1700 acres, 110 acres under turf grass. The majority of the site is preserved as open space, making Corde Valle unique to most golf courses built today for the development of real estate.

Corde Valle was built for the businesses of Silicon Valley

With numerous amenities, it offers a place for companies to have corporate meetings, retreats, and relaxing overnight accommodations. Amenities include a 36,000 square foot clubhouse with locker rooms, full spas, treatment rooms (massage, facial, etc. etc.), swimming pool, library, banquet facilities and conference rooms. There are also 45 overnight rooms/villas with fireplaces and spas overlooking the golf course.

The golf course is composed of approximately 44 acres of fairways and 44 acres of roughs. Greens and tees measure a total of seven acres with greens averaging 6750 square feet apiece. Greens are composed of Dominant Creeping bentgrass and tees/fairways are made up of Champion GQ Perennial ryegrass. Roughs are a blend of three ryegrasses and two Kentucky bluegrasses. There are also large areas of native grassland/wildflower areas.

The staff is made up of 36 employees in the summer and 28 in the winter. Work is divided up into sections with Green Keepers responsible for

the maintenance of three holes each. Greens are walk mown daily at 1/8", tees and fairways are cut three days a week at 3/8", and roughs mown twice a week at 1 3/4". Bunkers are both mechanically raked and completely hand raked daily. The design and construction of the bunkers does result in a lot of washouts during the winter. From a maintenance standpoint, bunker washouts are one of the biggest challenges Joel and his staff face with the course.

No major projects are in the offing at this time but there are plans to add nurseries, trails for hiking, biking and horseback riding, a helicopter pad, and additional practice/teaching facilities.

Joel came over from Saddle Creek in the spring of 1998 to accept the position of Assistant Superintendent to Jim McPhilomy at Corde Valle. When Jim became the Director of Maintenance Operations, Joel was promoted to the position of Golf Course Superintendent in August of 2000.

Joel is quick to give credit to those who have influenced his career. "I've been lucky to work

with some great people in my short time in the business," says Joel. "Paul Cushing and Chris Weaver at Saddle Creek as well as Jim McPhilomy here at Corde Valle have all helped, taught, and assisted in my knowledge and advancement." "And especially my wife Liz, who has been tremendously supportive, patient, and helpful. She even assisted me with my Weed Recognition and Collection assignment from school." (Authors note. For some reason MY weed collection at school always got me in trouble! ) Joel's learned some valuable lessons in the business including flexibility, accepting others ideas, and experience in problem solving. "I've found it to be important to look at situations from more than one viewpoint or perspective." "Jim's really been influential in teaching me that."

When Joel is away from work, his hobbies include traveling, playing other courses, swimming, volleyball, and gold prospecting. Through his hard work and devotion, he's already on his way to finding a pot of gold at Corde Valle.

## A Profile of Mr. Herbert Graves

By Gary Carls, CGCS

This month GCSANC will conduct the 2nd Annual Herbert Graves Scholarship and Research Tournament. This event is named in honor Mr. Graves who passed away in 2000 and was a GCSANC member for 53 years. He was awarded an honorary GCSANC membership in 1986. It is important to understand a little about this gentleman to appreciate the way we all have benefited from his dedication to our association.

In 1917 H.V Carter Co. was

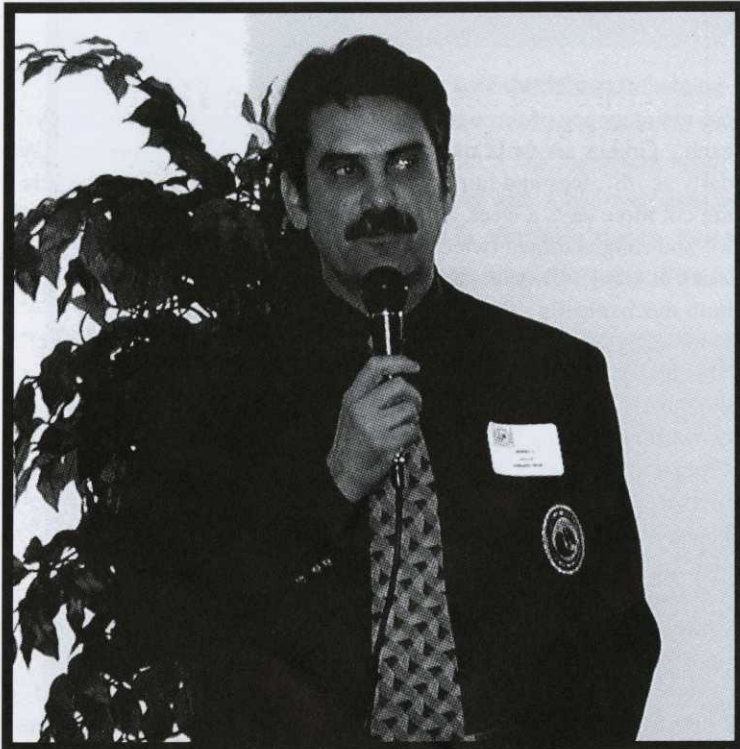
the 1st Jacobsen distributorship established and therefore it is the oldest in the country. David E. Graves, Berts' father, purchased the company from Mr. Carter and kept the name for the company. The company has been run by the family ever since. Besides being involved in the equipment business, Mr. Graves also had some interests in other aspects of our business. In 1946 he did a presentation for GCSANC members about a 2-4D preparation called

Weedicide. Mr. Graves was also involved in the early development of aerifiers with Tom Mascaro and one of the first advocates of the benefits that could be achieved through using aerification on your golf course.

In the early years of GCSANC the affiliate members did not always enjoy the active role that we see today. The organization was a superintendent group and vendor partici-

pation was often quite limited. Despite this role, certain affiliate members such as Mr. Graves often participated through presentations of various topics to the superintendents. He felt it was important to support the superintendents in any way he could. His most important goal was to be fair and honest with everybody. He expected the same in return. As I searched back through the minutes of GCSANC there were numerous

See "A Profile" on page 5



**President Bob Costa, CGCS,** is on an extended vacation. His message will return next month.

## Naumann's NorCal News

**Bob Killian** has retired from the City and County of San Francisco after over 30 years of service. Bob was the Director of Golf Course Maintenance for all of the City Golf Courses..... **John Farley** has left Sharpe Park GC in Pacifica and is now the Director of Maintenance for Golden Gate Park..... **Scott Stewart** has been elevated to the position of Superintendent at Adobe Creek GC in Petaluma. Scott was the Assistant under Cliff Peterson prior to his promotion.... **Ken Schwark** has left Roddy Ranch in Antioch and has become a Superintendent in Wisconsin. Replacing Ken is his Assistant, **Ryan Zuelsdorf**.... Since leaving Skywest Golf Course in Hayward, **Zane Bentley** has joined Florentine Products and is now making calls on parts of the Bay Area..... Replacing **Chuck Pratt** (who is now at Skywest), is **David Snyder** Dave was a Superintendent in Arizona prior to his move..... **Steve Agin** is the new Superintendent at Ruby Hill GC in Pleasanton. Steve most recently built and maintained a 36-hole Nicklaus Facility in China.....

## Office Notes

By Barbara Mikel

**G**lad to see so many new faces at the DeLaveaga meeting. The "First Assistant Superintendent Tournament" was a real success. Hope some of those attending will take advantage of the 75th Anniversary discount and join the GCSANC AND GCSAA this year. I just received a Career Development Kit prepared by GCSAA. There are many valuable items in this kit. Surveys on salary ranges for positions, job descriptions, job requirements, interview techniques, career-planning college guides resume samples etc. Employment Resources Kit is just one example. It contains five printed Professional Tool Kits. Employment Development Planner is a very concise method of keeping track of your career development. You track

many things in the course of your work, but how many of you track yourselves? If someone were to ask what your work schedule for the week might be, you could answer. What would you say about your "career" schedule? Could you provide, dates, degrees, employment history, personal awards and recognitions? Personal references, previous salary and benefits structure? Employment history? With course employment averages in the golf industry being what they are, you can expect to change positions more often than not. Do you know how to begin negotiation for compensation and benefits? How about a sample employment contract? You certainly know the "course conditions" but do you know your "employments condi-

tions"? The resources available through the Associations are vast. You can learn from the GCSAA Web site as well as printed material. I know many of you have grown up on the Internet. GCSAA web site is a real "gleaning" tool for future help on future advancement. Check it out. California GCSA and GCSANC [www.gcsaa.org/](http://www.gcsaa.org/) [cgcsa](http://cgcsa.org/), GCSAA [www.gcsaa.org](http://www.gcsaa.org/).

If you need to establish a golf index, please give me a call. If you have an established index or have had one in the last two years, I need your GHIN membership number and club number to transfer your membership to GCSANC. Other than that, I'll take care of getting it transferred or established. This is a membership benefit and no cost to you. Updates

are mailed monthly to the association office (beginning in September.) You can retrieve your information at any time by using the NCGA web site. [www.ncga.org](http://www.ncga.org) You will need your member number for currently listings etc. The updated cards are available for pickup at monthly meetings.

Credit card payments for association activities have been well received. I am currently working with my Web provider to offer new membership applications, renewal applications and meeting notices on the web site. Credit card payment makes reservation easy and timely /



## A Profile (Cont'd)

mentions of participation by Mr. Graves or staff at H.V. Carter Company in GCSANC functions. In continuing the active involvement from the company, Rex Gentry was the 1st affiliate BOD member to cast a vote after the recent bylaw change giving the affiliate representatives a vote.

Mr. Graves enjoyed his many years of active involvement with GCSANC and his family was truly honored when the Scholarship and Research Tournament was named in his honor. Some of his greatest memories were of working with his friends in this organization. Over the years he looked

forward the GCSAA Conference and Show and had many great moments there with his good friend Cliff Wagoner CGCS. You'll have to talk to Cliff to get further details of those days. He never lost his love for the great industry we all work in. Let's hope that we all can share the same passion for our industry and be active participants for over 50 years as Mr. Graves was. Hope everyone can attend the tournament and enjoy a day of camaraderie with friends. I also hope this article has offered those of us who really did not know him a little more insight into Mr. Herbert Graves. /

## 2002 GCSANC Meeting Hosts Still Needed

If you would like to host a GCSANC meeting in 2002, please contact GCSANC Board Members Roger Robarge or Jeff Shafer. There are still many opportunities available.

## Membership Report from the June 13th Board of Directors Meeting

New Member:

Alberto Julian Canedo Gilroy Golf Course Class B

## A Superintendent's Dream *By Terry Buchen, CGCS, MG*

If I could imagine the worst day for a greenkeeper, it would go something like this

5:05 a.m. — Wake up an hour late as alarm clock fails. Take alarm clock to back yard and strike it crisply with 9-iron.

5:35 — Arrive at office and play answering machine. Five employees call in sick.

5:37 — Go over crew assignments with both assistants. Decide we can't rake bunkers or mow fairways because of absent employees.

5:50 — Instruct the second assistant to put out the pink colored, ladies day flags while performing the daily course setup.

6:01 — Second assistant calls on radio to tell me of many severe indentations in the practice putting green, likely cause during the previous night's wedding rehearsal from high-healed shoes. Says there must be 1,500 holes in the putting green.

6:11 — While touring the course, find severe vandalism to No. 1 green from 4-wheel drive vehicle doing "donuts" on the putting surface. Call police, general manager, insurance company and green chairman to notify them of the damage. 9:45 — Head Pro calls to tell me (for the first time) that there is a 10:00 a.m. ladies shot-gun today with two groups on all 18 holes. He asks if we will have enough time to get everything ready, including placing flower pots on every tee.

11:05 — Club accountant calls and says I am \$120,000 over budget for the fiscal year maintenance budget that ends in June.

Noon — Have lunch with the new green chairman. His first question is where can he buy a Stimpmeter. He asks why we always do all of the maintenance on men's day instead of on other days. He has a third martini for dessert, then excuses himself to chair his first green committee meeting.

1:32 p.m. — Back in the office I

have a message on the answering machine from the new green chairman instructing me to firm up bunkers ASAP

1:33 — Get a call from my former green chairman. He says the bunkers are playing too firm and I am "advised" to "loosen them up."

1:37 — Club president calls. He says the bunkers are just right and finally playing exactly the way he wants and expects.

1:40 — Fill sink in bathroom with very cold water and soak my head for as long as I can.

1:44 — Excedrin headache No. 77, called "why can't they ever make up their mind?"

1:55 — Ladies' committee chairwoman waves me over to the side of No. 8 fairway and scolds me for putting out the pink-colored flags. I am told to never, ever patronize her or the other female golfers again.

2:01 — Have meeting with the general manager. She wants the

greens faster ASAP to a consistent 10.8 feet on the stimpmeter all season long, no excuses. I explain that the green committee wants them at precisely 11.5 feet for the season, the head pro wants them at 10 feet during the season, the ladies committee wants them at a uniform 9 feet all season; and the junior boys and girls committee wants them at a uniform 9 feet all season.

2:11 — Run into the men's club champion in the locker room who wants the greens to roll 12 feet immediately and wants to know what is taking me so long to get the speed increased on all of the greens. When I tell him about the pro's suggestion of 10 feet, he provides some instructional advice about the pro which, I respond, would be anatomically impossible.

2:31 — Head lifeguard calls me on the radio. Says there is a brown-colored object at the bottom of the swimming pool and that I should send over a crew to clean it up. I tell him it's a Baby Ruth, remind him of the

*Continued on page 8*



Jason Green of Los Altos CC ran the meeting.



Host Superintendent, Don Paul, CGCS, is recognized.



John Fleming speaks at DeLaveaga



NCGA s McCullough announced plans for the upcoming Assistants' Bootcamp.



Jason Green and Steve Woodruff announced the pairings.



Kevin Meek of Almaden G & CC swings away at DeLaveaga.



Assistant Superintendents' Tournament - DeLaveaga Golf Course



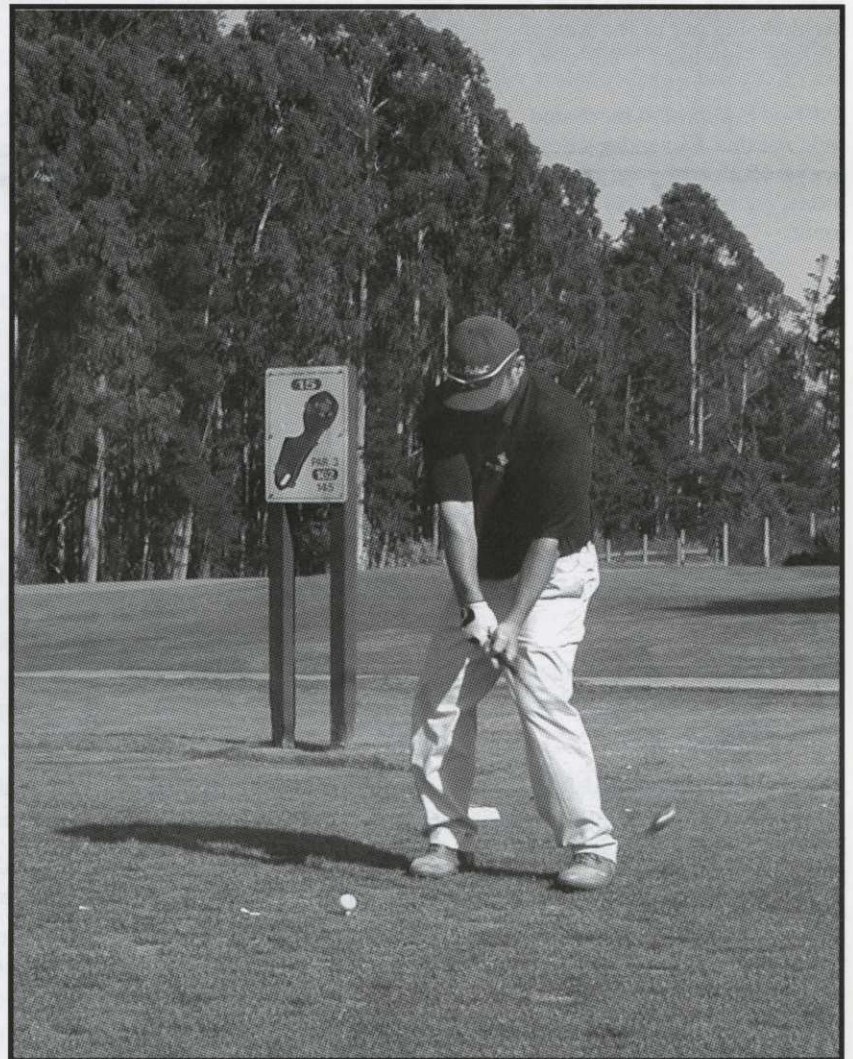
*The 18th at DeLaveaga*



*The short 15th at DeLaveaga*



*Steve Woodruff finishes off a fine iron shot.*



*Todd Shrank rips into one at DeLaveaga.*



## A Superintendent's Dream (Cont'd)

scene in Caddyshack" and ask him to clean it up himself.

3:00 — Receive notice in today's mail that seven of my favorite pesticides have been banned for all future use on golf courses in our state.

Homeowners will still be able to purchase them at their favorite lawn and garden store, though. Hmm, I wonder whether I can recruit lot owners with lawns fronting the golf course . . . nah, never mind.

3:33 — Longtime ladies day golfer asks why all of the maintenance is always performed on ladies day — for the 122nd Tuesday in a row. She wonders why we can't work at night to stay out of the way of golfers. I tell her I'll consider it.

3:49 — Equipment mechanic tells me that 15 vendor salespeople stopped by the course today, each without an appointment.

3:53 — New greens committee chairman calls again and tells me my \$150,000 capital equipment replacement and additional new equipment budget was not approved. It was tabled indefinitely, largely because of a planned \$500,000 expansion to the tennis facility. Reminds me, too, that I'll be responsible for grooming the new courts.

4:01 — Spouse calls. Mother-in-law will be coming for a three-month stay.

4:15 — Equipment mechanic turns in two-week notice because he has found a better paying job with better benefits at a neighboring course.

4:25 — State agency calls and says irrigation water usage must be cut 33.3 percent daily for the foreseeable future until the drought ends. He will follow up

our conversation in writing.

6:05 — Learn of pythium outbreak on all of the greens. The crew has gone home and I can't get in touch with anyone. I jump on the sprayer and spray all the greens myself.

11:11 — I wake up from an evening nap and realize all this has been a terrible dream.

**But . . .if I could plan a perfect day, it would go something like this . . . .**

5:15 a.m. — Border collie faithfully wakes me up with a lick on my face.

5:22 — Check progress of my golf stocks. All have split 2 for 1, with dividend increases.

4:45 — Arrive at office. Strap on combination cell phone/two-way radio unit and pager. No messages.

5:46 — Check answering machine and voice mail. No Messages.

5:47 — Check e-mail. Three good golf jokes.

5:48 — Check DTN weather computer. Today's high will be 72 degrees with 15 percent humidity; 100 percent chance of rain later in the afternoon.

5:49 — Check irrigation computer and pump monitor. Everything watered as programmed.

5:50 — Staff arrives early and everyone shows up.

5:55 — Go over crew assignments with assistants. They already have anticipated what I wanted to do today.

6:00 — Staff leaves with smiles on their faces, raring to get on the course. They check oil in equipment.

6:05 — I tour entire course. It looks great and is playing great, too. Greens rolling 10 feet, smooth as silk, firm as a table top. Rest of course is firm and fast.

7:30 — Have joint employee annual reviews for entire maintenance staff. They take my constructive criticism, praise and recommendations seriously and ask if there are any other ways they can improve their job performance and attitude. Way to go.

8:42 — Club president calls and states new course policy that all department do not have to do business with members, or their friends, anymore.

9:55 — Green chairman calls and asks me to prepare the agenda, as usual, for tonight's

green committee meeting. Also asks if I will play golf with a different foursome each week to get golfer feedback. Why, of course!

10:04 — Mother-in-law calls and delays month-long visit. Indefinitely.

10:10 — Review employee applications on waiting list of those who want to work for me.

10:15 — Go back out on course and run into a member known as "Mr. Grumpy," my No. 1 nemesis. He says that he is playing much better now and that the course really has improved and is in the best shape ever (even though it is in the same shape as always). I finally tell him that his perception of course conditioning is always in direct relation to how

*Continued on page 9*

### GCSANC Quick Profile

Name: Andy Slack

Employer: Spot Water Management

Position: Owner/Peon

Years in the Golf Business: 13

- ◆ Previous Employment: Sierra Pacific, West Star, Golf Enterprises, Kerrey Machinery in Indiana
- ◆ Education: BS in Turf Science - '91 Purdue University
- ◆ GCSANC Work or Interests: Scholarships, Scholarship Tournament, Web Stuff, or wherever I can help.
- ◆ Other Organizations: SNGCSA, Cactus & Pine GCSA, Midwest Regional Turf Foundation, GCSAA, Furry Friends, Purdue Alumni Assn.
- ◆ Family: Dog - Zoysia, Wife - Bish (Elizabeth).....in that order!
- ◆ Interests Outside of Golf: Friends, traveling, spending time with Zoysia, basketball
- ◆ Favorite Vacation: Honeymoon in New Zealand
- ◆ Favorite Course to Play: San Francisco Golf Club
- ◆ Course You'd Like to Visit: Pine Valley
- ◆ Strangest Thing You've Witnessed On The Golf Course: 10th Wonder of the World - the water bubble under sod, or 110v felt through wet grass when there was a nick in the wire!
- ◆ What You'd Be Doing If You Weren't Involved With Golf: High tech sales/service of some kind, or I'd love to own/operate a bar/restaurant.



## A Superintendent's Dream (Cont'd)

he played on any given day He thinks about it and says that I might be right.

10:42 — Run into "Mr. Suggestion Box" on the back nine. He complains that all golfers should repair ball marks on the greens. I tell him that he is the worst offender of anyone who plays on our course and that he better "walk the walk."

11:07 — CFO calls and says monthly financial statements are complete. Maintenance department is right on budget, as usual.

11:33 — Manager calls and asks me to join her for lunch in clubhouse.

11:40 — Chemicals ordered on the Internet are delivered on time, as promised.

Noon — Have enjoyable "working lunch" with manager. She tells me I am doing a great job and hands me a proposed five-year contract extension with a signing bonus and clause detailing terms in case of early termination.

12:30 p.m. — Take 15 minute nap.

12:45 — Give speech to women's golf association. They thank me for the great condition of the course. Chairwoman says the women golfers realize that we do not do all of our maintenance only on ladies day Nirvana.

1:35 — Equipment salesperson calls and asks for appointment to see me - five days later.

2.13 — Finish applying granular fertilizer to entire course. It rains, as predicted, 1 inch immediately after we are finished.

2.17 — Head pro calls and suggests that golf carts be restricted to golf cart paths for the rest of the day because of rainstorm. He adds that he has put on two extra marshals to monitor that the golfers will stay on the paths.

2:37 — Equipment manager reports no equipment breakdowns today

2:40 — Have thank you party for maintenance staff funded by proceeds from the soda pop machine that they faithfully use in the employee lunchroom. Quite a few of my employees tell me that I am a good boss and person and that they really like working for me. They ask if any of their friends can get jobs.

3 13 — Head pro calls and inquires one week in advance about a proposed 11 a.m. shotgun tournament and asks whether I will have enough time to get everything ready or should we do it at noon instead. Noon it is.

3:22 — Three superintendent pals and I set up monthly golf game at my course for next Monday

4:04 — Chapter president calls and asks if I want to be the chapter delegate at the next meeting at GCSAA headquarters. You betcha.

5:30 — Green committee meets in maintenance building employee lunchroom and states course is in great shape and to keep up the good work. Ad-journs 30 minutes early

6:30 — Have wonderful dinner with spouse and family at home. Can't wait to get back to work tomorrow. ♣

Credit: *Divots*. June 2001

## Resolving Conflicts: Prepare for a Tough Conversation

You're about to discuss a delicate issue with a peer or employee and you don't want to blow it.

*Here's how to confront conflict gracefully*

- **Focus on being clear.** Don't worry about how others might react to what you say Replace worries such as, "I don't want Jim to resent me" with "I want to define the problem in fair terms."

*Remember:* You can't control how others react, so don't try

- **Anticipate and rehearse.** Plan how you'll respond to various scenarios.

*Example.* Know what you'll say or do if the other person becomes defensive, criticizes or cries.

- **See the big picture.** If you're losing sleep over tomorrow's dreaded meeting, maintain perspective. Realize that it's just one day out of many this year — in the wider scope of things, it's not so important.

Adapted from *Difficult Conversations*. Douglas Stone, Bruce Patton and Sheila Heen, Viking Press, (800) 788-6262

Credit: *Communication Briefings*, June, 2001

### Did You Know That.....

On October 10<sup>th</sup> 1932 Mr. F J Wellhouse from the Westinghouse Electric Company gave a presentation on lighting the golf course to our chapter.

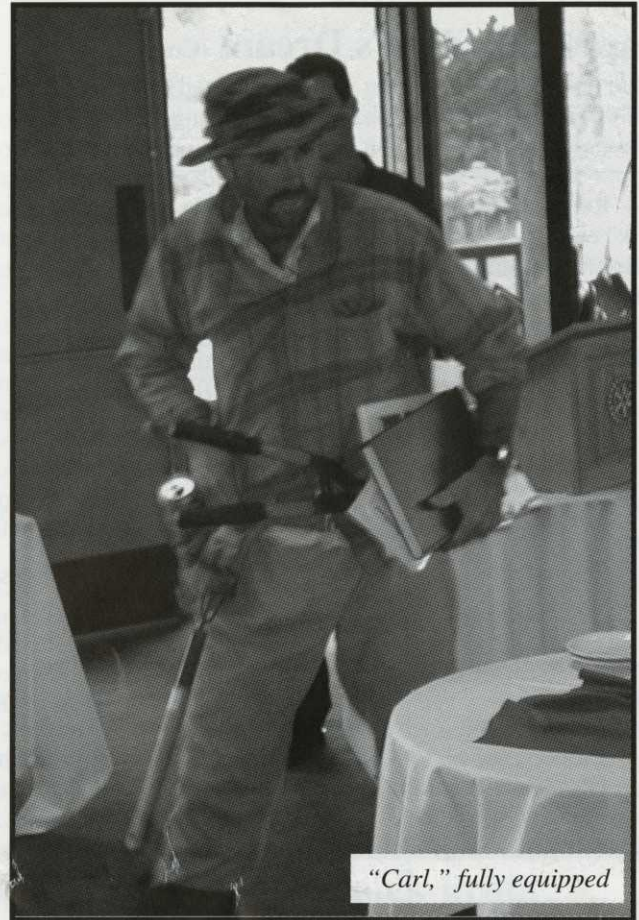
The 1<sup>st</sup> Superintendent / Professional Tournament was held at Sunol Valley G C. in November of 1978 and was won by Paul Dias, CGCS and Brad Lozares of Saratoga C.C.

In 1975 GCSANC policy was established that the outgoing president and their facility would host the Annual Election Meeting.





Above. John Holmquist shows up with some advice for the Assistants



"Carl," fully equipped



"Carl" offered up some liquid refreshments

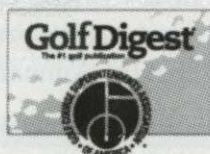
## Consider yourself a candidate.

**2001**  
ENVIRONMENTAL  
LEADERS IN GOLF  
AWARDS

Applications for the 2001 Environmental Leaders in Golf Awards are available from the May issue of *Golf Course Management* magazine, chapter leaders, *Golf Digest*, participating sponsors and the GCSAA Service Center (800/472-7878) or the GCSAA Web site ([www.gcsaa.org/environ/elga\\_form.html](http://www.gcsaa.org/environ/elga_form.html)).

We'll look forward to receiving your application  
by **October 1, 2001.**

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