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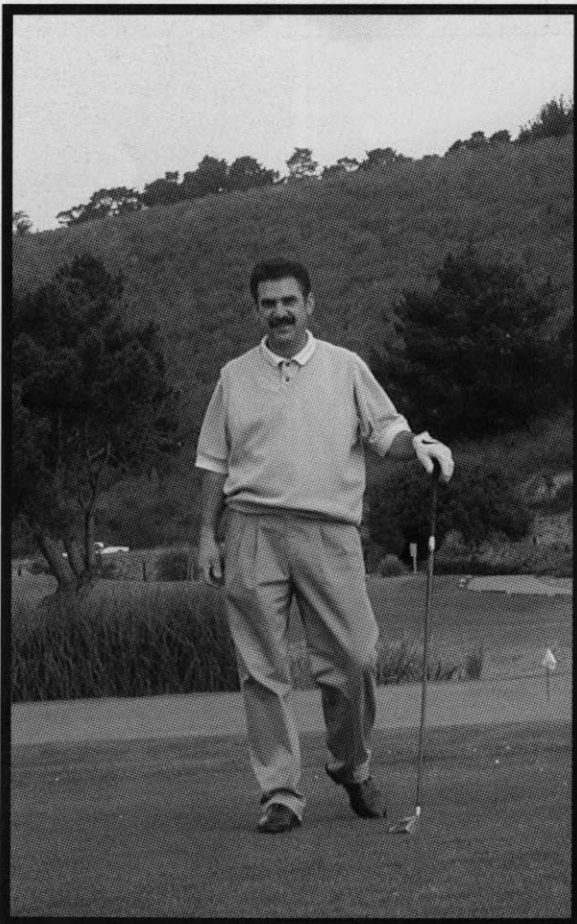


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Holiday Party and Golf at Rancho Cañada

The annual Holiday Party at the Monterey Beach Hotel was a lot of fun

See pictures scattered throughout this newsletter

Pictured at left - Host Bob Costa after a gargantuan tee shot on #1

For Sale

Two (2) walk greens mowers - 1997 Jacobsen GK-522
Excellent condition, very little use, reel and bed knives ground. Units very well maintained. \$2500 or best offer. Call John Cunningham at The Course at Wente Vineyards (925) 456-2282 for more information.

THRU THE GREEN



Chris Gose Is All Smiles at Sunnyvale

By Ken Williams, CGCS

Chris Gose has been in the golf business for almost 20 years now. He's the one charged with keeping the Sunnyvale Golf Maintenance operations going day in and day out. If you know Chris, he's calm and cool and always greets you with a smile. I had to ask him how he keeps that smile going and Chris' reply was, "If you worked for a city there'd be a lot of things that make you shake your head and smile."

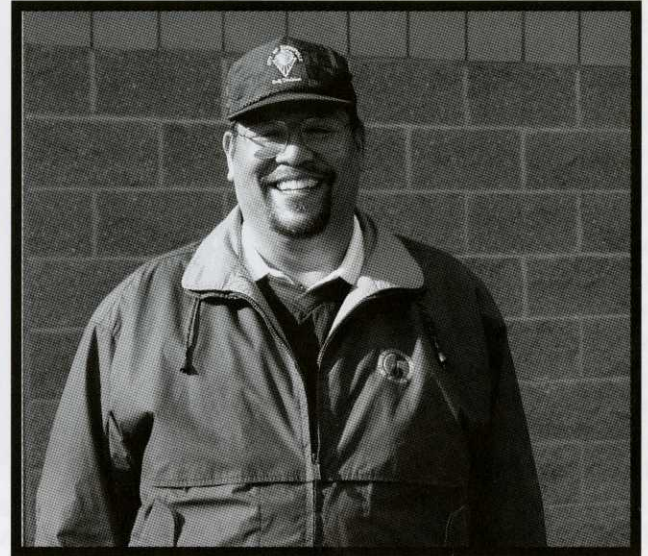
The City of Sunnyvale operates the 18-hole Sunnyvale Golf Course and the 9-hole

Sunken Gardens. Sunnyvale was designed by Clark Glassen and built by George Santana in 1968. It includes 80 acres of rough, 50 acres of fairways, 3 acres of greens, 5 acres of tees, and 5 acres of surrounds. One of the more interesting stories about Sunnyvale was that of an airplane crashing on the 12th hole during its first year of operation.

The course was renovated in 1989 where holes 8, 13, and 18 were rebuilt. A new irrigation system was also added at that time. Chris also helped renovate the tees at Sunken

Gardens and added an irrigation system there as well. Asked if

took over the Director's position in 1992. Gary Carls now



O'Brien Steps Down as GCSAA COO

Citing a desire to seek new challenges, GCSAA Chief Operating Officer Joe O'Brien announced his resignation Dec. 21.

A 27-year veteran of the golf industry, O'Brien came to GCSAA in January 1994 to manage the programmatic functions of the association such as education, career development, communications, research and membership, among others. He also made numerous presentations to the golf industry and represented GCSAA at a variety of golf's allied association events.

"We are indebted for Joe's service to GCSAA," GCSAA President R. Scott Woodhead, CGCS said. "While we are losing a valued team member, he will always be our friend. We wish him much success in his future endeavors."

O'Brien was also active in the Golf and Environment Initiative, which brought together golf's allied associations and members of the

environmental community to develop consensus on the issue. In February 1998, he was recognized for his work by then-GCSAA President Paul McGinnis, CGCS, with the President's Award for Environmental Leadership — the association's most prestigious environmental honor.

"I am appreciative of the Association and its members," said O'Brien. "It was rewarding to work with such an outstanding group of individuals who represented an honorable profession. I trust the Association and its members are better off now than it was seven years ago."

O'Brien began his career in the golf industry working for the PGA of America from June 1973 - July 1990, as assistant director of education, director of education, manager of membership services, and senior director for strategic planning. After leaving the PGA of America, O'Brien joined Marriott Golf,

See "O'Brien" page 9

he had made any mistakes during the process, Chris joked, "None that I'll admit to."

Born in San Jose and raised in Morgan Hill, Chris knows the area well. He attended Live Oak High School, went to Gavilan JC, and then to onto UC Santa Cruz majoring in Cultural Anthropology. Chris has been at Sunnyvale for 12 years. He started in the golf business in 1974 at Riverside Golf Course with Ken Sakai. Ken moved over to Sunnyvale as the Director and soon Chris followed suit. Chris worked under Ken until Curtis Black

occupies the Director's position and is benefiting from Chris' expertise.

Chris plays golf with Gary and friends and likes to go "RVing" in his spare time. He loves four-wheeling on his Honda Fourtrax. He's married to a wonderful wife of twenty years and has six grandchildren. "I love playing with those kids and even take them four-wheeling," claims Chris.

Chris is looking forward to hosting us in January. And if the City politics continue on as usual, I'm sure you'll find him smiling. /

Important Election Notice

Jason Green's nomination for GCSANC Director has been withdrawn. He is incorrectly listed on Proxy forms as a candidate. Please eliminate him from consideration.

Thank You



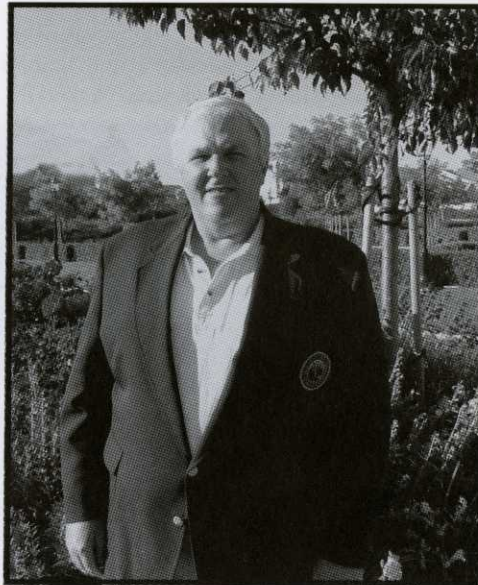
President's Message

By Gary Carls, CGCS

On January 23rd Sunnyvale Golf Course will host the 2001 GCSANC Annual Meeting. We will be electing new officers and directors and voting on a by-law change that, if passed, will allow the affiliate representatives to the board a vote during board meetings. I hope everyone has a chance to attend or submit a proxy for this meeting. Because of traffic concerns, we have scheduled the meeting registration to start at 9:00 a.m. with the actual meeting starting at 10:00 a.m. This means we will face a tight schedule to get out on the golf course by 12:15 p.m. so we can finish before dark. Please plan to get to the meeting as early as possible so things will run on schedule.

As I look back over the past few years, I think GCSANC has come a long way. There are many great memories to cherish and I'm sure many more to come. My personal highlights included the 65th Anniversary meeting in 1997, establishing a formal Media Program in 1999 and becoming chapter president in 2000. I am also proud that our chapter has continued to produce quality educational programs for its members. Our Annual Institute and now our Field Day are recognized at the national level as examples of quality education produced at a chapter level. I know in the future that education will continue to be a prime focus of GCSANC.

It is hard to believe that my year as GCSANC president is near its end. Since this is my last President's message I want to say some final words about those that have supported me over the years. I want to thank my employer, the City of



Sunnyvale, who has supported my involvement and time commitment to GCSANC this past year. They allowed me the time away from my job to perform my required duties as GCSANC president. They also recognized the value of my being involved and the future benefits it brings to their organization. January 23rd also marks my 1st anniversary with the City of Sunnyvale and I look forward to many more years to come.

The past year has been all that I expected it would be and more. I want to thank the membership of GCSANC for entrusting me with this position for the past year. It was a great opportunity to get out and meet many of our members. It has also been a great opportunity these past 4 years to be involved with the GCSANC Board of Directors and the many members who have served during that time. One of the best parts about being involved is the many friendships that develop at the board level that otherwise would probably never have occurred. I know the future of our organization will be in good hands in the

years to come with these fine individuals at the helm. I look forward to serving this year with the board as past president.

I especially want to thank those who trusted in me and asked me to become involved many years ago. To Randy Gai CGCS and Rich Lavine CGCS, thanks for asking. Barb Mikel, thanks for your patience over the

years in helping us all run this organization and keeping us all in line. Thanks to those presidents I served under, Joe Rodriguez CGCS and Blake

Swint for their dedication to GCSANC. I will always be indebted to Dave Davies CGCS, my predecessor for his help over the years. Working with Dave for the past 4 years has been a great experience for me. Dave taught me a lot about running an organization like GCSANC and was always there when I needed an answer.

I know GCSANC will be in good hands next year with Bob Costa, CGCS as president. Bob is one of the most dedicated individuals I have ever known. He will continue to lead GCSANC forward and develop strong media relationships for our group. I look forward to a strong 2001 for GCSANC.

Best Wishes to all for a successful 2001.
Gary



President Carls tries to thread a shot down #12 at Rancho



Candidate for President Bob Costa, CGCS

Never having aspired to serve as President of the GCSANC, I am somewhat awed to be nominated to serve as the leader of this association. In fact, had it not been for the persuasive powers of past president Dave Davies, I would have been content to relinquish my role as a Board member, at the January Annual meeting, and resume my status as a Class A member.

When I began my Board service in 1995, my interest was to assist President Rich Lavine. I felt we needed to provide quality services to our membership and to develop programs that would advance our profession. Through the collective efforts of those who have served with me, I am pleased to say that many of those goals we established have been realized.

During my tenure as a GCSANC Board member, I have gained valuable experience and knowledge while serving as the chairman of several committees, as well as Newsletter Editor, Media Director, Chapter Delegate, and member of GCSAA's Public Relations and Publication committees.

If I am elected as the 62nd President of the GCSANC, I will be asked to perform a new task that is of leader of this association. My goal will be a simple one, to create value for each and every member. With the assistance of a dedicated group of board members, I propose to identify the needs of each member group and strive to develop monthly events and programs that satisfy those needs. One member group that I am particularly interested in reaching is our Class C, Assistant Superintendents.

With the support of the membership and what will soon be a new Board, I look forward to the challenges that lie ahead and the opportunity to shape and direct the future of our association.

Naumann's NorCal News

Chuck Mustain has left Rancho Del Pueblo Golf Course in San Jose and is now working in another industry. Chuck's replacement has yet to be named....**Ray Leyland** has accepted the Superintendent position at Napa Municipal Golf Course. Ray is replacing **Jedd Noonkester** who has moved on to another position at Sonoma Mission Inn Golf Course with **Mark Bunte**....**Ray Davies** was recently named one of the most influential people in golf by Golfdom Magazine. Ray is the Superintendent at Crystal Springs Golf Course and is also charged with maintenance for all of the CourseCo managed golf courses. Both Rancho Del Pueblo and Napa Muni are CourseCo managed. Congratulations to Ray....

Candidate for Vice President Jeff Shafer

As the Secretary – Treasurer for the past year, I would like to thank you for giving me the opportunity to serve on the Board of Directors. Having now served one year, I respect even more those whom have served before me, and have given their own time to this association. Additionally, I am deeply grateful to Barb Mikel, our Association Manager, for her steadfast dedication to the membership.

As a candidate for Vice President, I offer my continued time and effort to strengthen this chapter. As you may be aware, I am currently participating in the first Chapter Leadership Institute through the GCSAA. This 16-month program was established to strengthen the leadership abilities of the 17 individual participants throughout the USA and to strengthen the local chapters through assigning individual challenges for each association. For the next several years, I hope to be given the opportunity to work towards the goals of improving monthly meetings and membership participation. A plan, with specific goals, will be presented in an upcoming newsletter. I look forward to not only challenging you to challenge me, but I'd also like to see you challenge yourself to step up and make a difference in our chapter.

Thank you once again for your support and I hope this coming year brings you continued success.

Office Notes

By Barbara Mikel

Happy New Year! 2001 is here so where's "Hal"? The futuristic representations of "2001 a Space Odyssey" aren't entirely upon us yet. We aren't traveling in "magnet" shoes to far off planets this year but each time I get on the Internet I know it can't be too far off!

During this "slower" time of the year I receive calls about "education" and "green keeping" classes. Many call asking for a "quick" entry to the profession. Most just don't know where to begin a search for information regarding careers in the golf management business. I usually receive these calls from those who have worked on the course in some capacity but don't have any idea of "how to become a superintendent". Some are from institutional sources (job rehab counselors) looking for information. Some are from high school seniors. Most aren't looking for a four year college program. Some are looking for job information.

GCSAA provides a wealth of information on career educational opportunities. Online access to the Career Development section provides all kinds of information. A good written reference available for purchase is the GCSAA College Guide. It's organized by state and has listings from professional certificate program to doctorate degrees. There are several "certificate" programs in California. University of California Riverside offers a Certificate in Turfgrass Management and Landscape Management in the Southern California Region. If you're interested, give me a call.



Candidate for Secretary-Treasurer Bob Lopic

I've had the privilege of serving this organization as a Director for the past year. During that time I have learned more about how this group functions, then in my 20 years as a member. I encourage all of you to seek this opportunity yourselves.

I ask you to let me serve you again, in the next year as Secretary Treasurer. I have continued interest in trying to make our meetings both meaningful and affordable. I want to see our Media programs continue to grow and improve.

I'm employed at The Orinda Country Club. I live in Napa with my wife and our two children. Thank you for allowing me to serve this past year and for your consideration of my request for the future.

Candidate for Director Joel Ahern

I have been the golf course superintendent at San Jose CC for the past five years and a member of the GCSANC since 1993. I look forward to the opportunity of serving on the Board. I am very interested in helping our association move in a positive direction and dealing with issues that will help to improve our profession.

Over the past years, I have seen a need to help students in turf management programs benefit from our association both from scholarships and internships. These opportunities will help individuals to have a more balanced background in education and work experience. This will create a better field of applicants for future golf course management positions and strengthen the quality of the turf industry.

If I am elected as a Director on the Board, I will give my best effort and work with the other officers to make this a successful year. Thank you.

Candidate for Director Patrick R. Finlen, CGCS

I appreciate the opportunity to run for the Board of Directors of the GCSANC. I am a relative newcomer to this association, having been a member for just over two years since moving here from Kansas City.

While in Kansas City, I served the Heart of America GCSA as President, Board Member, Newsletter Editor, and member of various committees for over 8 years. In addition, I have served on four different GCSAA committees during the past eight years.

Many superintendent associations face similar problems, needs and issues. Member participation, meeting cost and PDI are just a few. As with any volunteer position, a strong commitment of time and effort is needed for one to be successful in dealing with these issues. I am willing to put forth that time and effort and look forward to working with you on these and all of the needs of the association and its members.

Candidate for Director Vince Keats

Hello! My name is Vince Keats and I am pleased to have the opportunity to run for the Board of Directors. I am also grateful to have the chance to tell you a little bit about myself.

I am a native of San Mateo. I graduated from Cal Poly, Pomona, with a B.S. in Landscape Architecture. I started my career in golf at the City of San Mateo Golf Course. From there I moved on to be assistant superintendent at Brookside Golf Course in Pasadena, Contra Costa County Club and Olympic Club. Presently I am Golf Course Superintendent at Napa Valley Country Club. Between Cal Poly and Brookside, I spent five years working for a landscape architect firm in Orange County.

Campaign promises and long speeches? Save that for the professional politicians! I am seeking this position for a chance to become involved with the association and serve my fellow superintendents. Thank you.

Dear GCSANC Members,

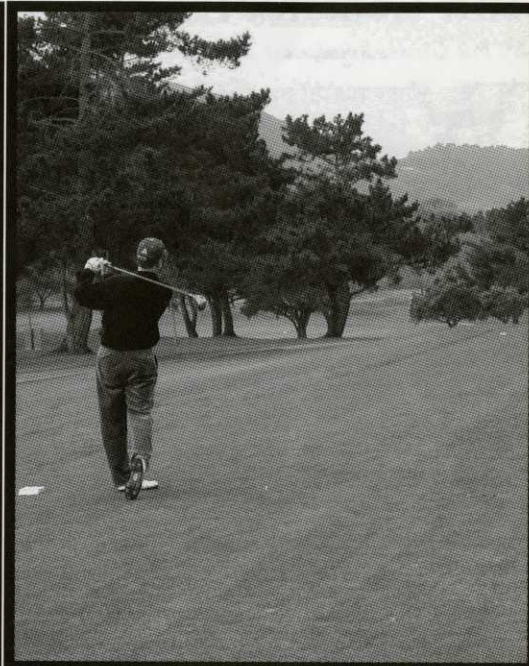
During this past year, I have had the honor of serving the membership as a member of the Board of Directors. With one more year to go of my two- year term, I have decided to resign from my position. The Board of Directors has agreed to appoint a new member to serve out the rest of my term.

I encourage any of you who are interested in discussing the reason for my resignation to contact me directly.

Sincerely,
Gary K. Skolnik



Costa uncorks a tee shot in Palmer-like form.



Russ Mitchell, Frank Zamazal and Ron Rogers at the Blackjack Table.

Forrest Arthur follows through.

Boardroom Briefs

By: Bob Costa, CGCS

- ◆ Association Manager Barbara Mikel announced that the Salary and Compensation Survey results are being tabulated. The results should be completed sometime in January.
- ◆ Election committee Chairman and past President Dave Davies reported the slate of candidates for the 2001 election. Bob Costa (President) Jeff Shafer (VP) and Bob Lopic (Secretary Treasurer) are running unopposed, while Vince Keets, Joel Ahern, and Pat Finlen, CGCS are vying for the two vacant Director's positions.
- ◆ The Board unanimously voted to continue their support of the Alameda Jr. Golf program spearheaded by Jerry Berrow. President Gary Carls, will make a \$1,000 dollar donation to Mr. Berrow, on behalf of the GCSANC, at the Annual Meeting.
- ◆ According to Dave Davies, who coordinated the Annual Awards, response to the call for nominations was disappointing. In spite of the lackluster response, Davies enlisted three past award winners to form this year's selection committee.
- ◆ Current Secretary Treasurer Jeff Shafer, returned enthused from a trip to GCSAA headquarters in Lawrence, KS where he participated with 18 other superintendents in a Leadership Series workshop. According to Jeff, the 16-month training program is designed to provide the participants with the necessary skills to become effective leaders in their local chapters. The group will formally meet again in Dallas and at the 2002 Conference and Show in Orlando.
- ◆ Gary Carls reported that GCSAA has developed a new option for regional seminars. Under the new program, participating chapters assume full responsibility for coordinating the educational event with the incentive being lower seminar costs. The program is available to the first 15 chapters on a first come, first serve basis. After some discussion, the Board agreed to pursue involvement in the program.
- ◆ With little debate, the GCSANC Board officially voted to support GCSAA's PDI and directed Chapter Delegate Bob Costa to cast all available chapter votes in favor of the initiative. The membership will be formally notified of the Board's decision in a letter drafted by association President Gary Carls. (See related story)
- ◆ Institute Chairman Gary Sayre proclaimed this year's event a success noting a record 120 registrants. The annual event returns to Santa Rosa in 2001.
- ◆ Media Director Bob Costa noted that invitations to the Holiday Golf tournament would be extended to the Golf Writers and Sports Editor of the Monterey Herald.



Turf Conferences – Professional Opportunity or a Waste of Time?

By Pat Gross, Southwest Region

Winter is the time when several educational opportunities arise for superintendents to attend turf conferences and seminars. With so many seminars and meetings to choose from, it is possible to spend a substantial amount of time away from the course. This can prompt managers and course officials to start wondering if the seminars are a legitimate educational opportunity for the superintendent or just a chance to waste the club's time and money for relaxation away from the course.

For some courses with tight budgets, it is difficult for the superintendent to justify the time and expense to attend conferences and seminars. A recent article in the *New Zealand Turf Management Journal* by Mr. Richard Odgers offers some great points regarding the importance of attending seminars and helping to justify such attendance to you club management.

Time off – Some may argue that attending seminars is simply

time off. True, it is time off, but for the purpose of professional development to allow superintendents to do a better job. It is so easy to get tunnel vision when looking at the same golf course day after day. A seminar, conference or simply visiting another course down the road provides an opportunity to challenge your current method of operation, pick up new tips, and compare notes with other professionals.

Work – Attendance at a seminar is definitely work related and should not be considered personal time. Skeptical managers or course official might object that you went to the same conference last year or that the expense of the seminar is just more money spent on nothing. Mr. Odgers related an old story about Albert Einstein, who asked one of his students to hand out the weekly test paper he just finished writing. After the papers were handed out, one of the students spoke up and informed Einstein that the test contained the same exact questions as last week. "True" replied Einstein, "but this week, the answers are different."

The point is that as superintendents, you are faced with many of the same challenges and high expectations but you are expected to come up with new and innovative answers to solve those problems and produce even better golf course conditions. Attendance at a seminar and collaborating with colleagues can help you come up with some of these answers, and possibly help you learn from someone else's experience or mistake.

Value – The money spent on attending a seminar is a good value to the course and your employer. Many industry professionals including company representatives, consultants, featured speakers and fellow superintendents are typically in attendance, providing a great opportunity to ask questions and pick their brains either during the formal presentations or in casual conversation during the breaks or lunch. Chances are, somebody in the audience has experience with the same problems facing you. It is also important for you to report back to your committee or em-

ployer on what you learned at the conference. You may wish to make a short written report outlining the important information gathered at the seminar and how it might impact your staff and golf course maintenance operation. Also, don't forget to thank your employer for the opportunity to attend the conference and seminar and let them know what a valuable experience it was for you and your club.

Now that conference season is in full swing, it is important to schedule your time to make the most of the available educational opportunities. Information is changing at a rapid pace, and it important for superintendents to tap into all the available resources at their disposal. Trade journals and the internet are a good starting point, but these references cannot provide the valuable personal interaction, camaraderie, and enthusiasm of attending a conference in person.

Best wishes to all for a happy holiday season, and I hope to see you at one of the many conferences this winter. ♣



Crab Feed Hors d'oeuvres were delicious



Laughs at the Blackjack Table



The Moment of Truth for The PDI

Significant time has been devoted during the last six months to explaining the framework and implications of GCSAA's professional Development Initiative (PDI). What has received little explanation is the voting procedure that will ultimately determine the future of PDI.

At the Conference in Dallas, GCSAA members and delegates will be voting on three ballot items related to PDI. The election is scheduled for February 13th and 14th

- The first ballot item amends the GCSAA Articles of Incorporation. This will add additional qualifications for Class A membership. Passage requires a two-thirds margin.
- The second ballot item modifies the GCSAA Bylaws by adding language that provides the framework for additional Class A qualifications. It also changes all Class B references to "Superintendent Member." This also requires a two-thirds margin to pass.
- The final item is a Ballot vote that is contingent on the first two items passing. It contains specific language regarding entry-level requirements, on-going requirements and the pesticide license/exam requirement. This item only requires a margin vote for passage.

At the November Northern California Board Meeting, the GCSANC Board of Directors voted to support the PDI. As a result, Chapter Delegate Bob Costa will cast all available chapter votes in favor of the proposed amendments and if necessary, the ballot vote supporting the PDI.

As a GCSANC voting member, you have several options in this, or any GCSAA annual election. You can choose to vote:

- **With your affiliated chapter** This means your affiliated chapter's voting delegate will attend the annual election meeting and cast all individual votes assigned to your chapter's voting block.
- **Individually** You must attend the GCSAA Annual meeting in Dallas and cast your own vote. You must register at the voter check-in booth at the Dallas Convention Center on either Tuesday or Wednesday between 7:30 am and 6:00 pm.
- **By Proxy** This means that a GCSAA member who is eligible to vote and will attend the Annual meeting and election, will cast an individual vote on your behalf. To designate a proxy, you must complete an official proxy form, which will be delivered by the proxy to the voter check-in booth in Dallas.

Quick Quote

"If silence be good for the wise, how much better for fools?"

The Talmud

O'Brien (Cont'd)

...serving as senior business developer until November 1992. Prior to coming to GCSAA, O'Brien was president of the American Hotel Foundation (November 1992 - October 1993), a fundraising and grant-making philanthropic organization dedicated to advancing the hospitality industry.

"Joe O'Brien's contributions to the GCSAA and its members

were considerable and lasting," GCSAA Chief Executive Officer Steve Mona, CAE, said. "His desire to seek new opportunities is consistent with his attitude at GCSAA. He was always working for the betterment of the association and its members. I appreciate his commitment and wish him all the best."

Larry Lloyd Memorial Golf Tournament Results

Rancho Cañada West Course

Superintendent Gross:	1st Mike Garvale	71
	2nd Forrest Arthur	76
	3rd Terry Leach	76
Affiliate Gross:	1st Mike Ligon	80
	2nd Mike Ginelli	87
	3rd John Holmquist	87
Superintendent Net:	1st Eric Greytok	63
	2nd Blake Swint	64
	3rd Dave Davies	64
Affiliate Net:	1st Adrien Bertens	69
	2nd Kevin Castle	71
	3rd Don Naumann	71
Women's Net:	1st Yolanda Pelsler	76
	2nd Jenifer Babbit	78
Skins:	#2 Dave Davies	
	#7 Eric Greytok	
	#12 Mike Ligon	
	#16 Steve Franzen	
	#18 Mike Leach	

Media Scorecard – November / December

- ◆ Press Release – Institute
- ◆ Press Release – Jeff Shafer Chapter Leadership Series
- ◆ Media Golf – Monterey Herald Golf Writers and Sports Editor Jerry Stewart, Ed Vyeda, Ken Ottmar, Joe Wolfcale @ Holiday golf tournament



Resolved to Renovate

by: Mike McCullough, Director of Turfgrass Services, NCGA

If one of the resolutions for the New Year involves renovating or doing some other remodeling projects on the golf course, then perhaps you might want to call and check with the NCGA Course Rating Department for correct protocol.

The golf course is rated on its effective playing length and difficulty under normal conditions. If there are any changes to the difficulty, length or normal playing conditions, then Handicap Indexes can become distorted.

For example, if a tee reconstruction project occurs and the tees are lengthened, then a club official needs to contact the NCGA to establish the new official yardage. The addition of a set of new tees

also merits a phone call to the NCGA for a free measurement visit.

Other projects on the golf course whether large or small, can have an affect on the course's rating. For instance, the addition of a couple of small greenside bunkers on a relatively plain hole can elevate the rating. The reverse holds true when removing bunkers on the golf course, a lower rating.

The removal of large trees in play has an effect on the rating. Hazards that are made larger or smaller will also impact on how difficult or easy a hole plays.

Maintenance practices that superintendents perform on a daily basis can increase or decrease the course's

difficulty as well. Any practices that alter the width or firmness of fairways, the height of cut for roughs, or the firmness or speed of putting surfaces for an extended amount of time should be reported to the NCGA.

Placement of tee markers and hole locations should be balanced for everyday play. These maintenance procedures as well as other cultural practices need to be carried out on a consistent month-to-month basis to avoid peaks and valleys in the playing difficulty of the course. Short-term aberrations for special events are normal, but the day-to-day course setup should be uniform.

Despite the fact the NCGA

re-rates courses on a six-year basis (new courses every three years), club officials should not wait until the next re-rating visit to report any course modifications or changes in maintenance practices. Waiting to communicate any changes can have adverse affects to members' Handicap Indexes.

To avoid any arguments on the first tee regarding Indexes prior to a friendly wager, report any changes made to the golf course to the NCGA. Hopefully, this will eliminate some of the Hatfield's vs. McCoy's feuds concerning Indexes or the rating.



Kevin Eppich and Mitch Frasier share laughs



Roulette was exciting