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THRU THE GREEN



A Brief History of the California Golf Course Superintendent's Association

By Gary K. Carls CGCS

Many of us recently attended the Annual Meeting of the CGCSA in Shell Beach. Very few of us know much about the history or purpose of this organization. In the state of California there are six affiliated chapters to GCSAA. They are the GCSA of Southern California (1927), GCSA of Northern California (1932), Hi-Lo GCSA (1958), San Diego GCSA (1962), Central California GCSA (1963) and Sierra-Nevada GCSA (1976). The Midway GCSA was the original sixth chapter.

In 1963 a meeting of the chapter presidents from throughout the state was held in Bakersfield to discuss the formation of a statewide association. Cliff Wagoner and Dick Viergever were assigned the task to outline bylaws for

this new association. At a meeting on January 7th, 1964 officers of all the California Chapters voted to form the California Federation of Golf Course Superintendent Associations. Unlike a regular chapter, the members of this association were the chapters themselves. George Lanphear from the Hi-Lo GCSA was elected the first president of the Federation. Cliff Wagoner was the 1st Vice-President. The first bylaws were adopted on June 1, 1964. In 1980 the name was changed to "California Golf Course Superintendents Associations" and revised to "California Golf Course Superintendents Association" in 1995.

The purpose of the Federation was to provide California with a unified voice in matters not only on the statewide level, but also on the national scene. The

Federation was also hoping to provide education and promote the professional status of the golf course superintendent. The purpose today remains much the same as it was originally intended. Each chapter in the state sends two representatives to the CGCSA BOD. Current CGCSA officers are Pat Gradoville CGCS (GCSASC) President, Gary K. Carls CGCS (GCSANC) Vice-President and Jessie Creencia CGCS (SNGCSA) Secretary-Treasurer. Jeff Shafer currently acts as the second GCSANC representative. Each chapter member is a state chapter member and the chapter pays \$5 per member as state dues to help fund the state association. Bob Tillema CGCS is the current state chapter manager.

Currently the CGCSA is involved in assisting local

chapters with research funding through cooperative efforts with the chapters and GCSAA. There are several current research projects throughout the state that have taken advantage of these funding opportunities. The CGCSA is also currently a major contributor in an economic impact study for the golf industry in California. Results of this survey should be available sometime late this fall. Results of this survey will be important in showing the State Legislature the enormous impact of golf to the state economy.

The CGCSA also employs a public advocate, Mr. George Steffes, in Sacramento to assist in identifying and targeting bills that may affect our profession and allow us to voice our concerns about those bills to the California State Legislature. Some of the major issues we

Continued on page 8

Take Your Daughter To The Course Week Set

The National Golf Course Owners Association, in cooperation with Golf Digest Woman, is sponsoring the second annual "Take Your Daughter to the Course Week" June 18-24. More than 200 courses and 2000 girls participated in last year's event.

"This is a great opportunity for golf courses to reach a typically underserved segment of the market - junior girls. Only 13 percent of junior golfers are girls and this program is a simple, yet extremely effective, way to reach that market," said Anne Lyndrup, NCGOA director of

player development.

Last year's event was in April in conjunction with the national Take Your Daughter to Work Day. However, many courses in colder climates were unable to participate to the extent they would have liked and others felt that more girls would have been able to take part if the event was not held during the school year.

"We're really excited to help more girls discover early on the pleasures and challenges of the game their mothers, aunts, and big sisters already love," said Rona Cherry, editor in chief of Golf Digest Woman. "As our readers often tell us, the joys of golf last a lifetime."

Inaugural Assistant's Meeting at De LaVeaga

De LaVeaga GC and Don Paul, CGCS will be hosting the first annual GCSANC Assistant Superintendent meeting in July. Superintendents are encouraged to send their Assistants to this meeting scheduled for Monday July 9th. The meeting will address topics and issues relating to the Assistant Superintendent. Superintendent and Affiliates are also encouraged to attend the meeting and play golf.

The meeting will begin at 9:00 am and feature the USGA Green Section Agronomist Patrick Gross. Lunch is scheduled for 11:30 and golf shotgun at 1:00 pm.

For further information, contact Jason Green at (408) 254-2795.



Final Thoughts . . .

*President's Message
by Bob Costa, CGCS*

Family Matters

About a year ago, I had the most rewarding experience that I can remember on a golf course. No, it wasn't my first ever hole in one, or the men's club hoisting me upon their shoulders proclaiming me an honorary member, it was the day, my then 4 1/2 year old daughter Emilie, spent part of the day with me at work.

I can recall we started our afternoon together in my office; she colored at her Dad's desk as I answered calls and shuffled papers. Then it was downstairs for lunch, a hot dog and fries with a coke and two cherries. With lunch complete, she grabbed my hand and we grabbed our clubs, and were off to the golf course where we both attempted to play a few holes. Of course a trip on the golf course wouldn't have been complete without a chance to drive the golf cart and with that, our day was complete.

Just a few weeks ago, as I tucked her into bed she reminded me of that day asking "Dad, when can I go to work with you again". Not needing much inspiration I responded, "Soon, I promise," knowing all along that June 18 - 24th is "Take Your Daughter to the Course Week". This year, joining us will be her 2 1/2-year-old sister Madeleine who loves hot dogs and cherries in her soda as well.

For those of you have daughters, or children for that matter, I encourage you to find the time to have them join you at work during that week. I think you'll find it to be a rewarding experience. And to all of you, as we begin our busiest and most



demanding time of the season remember, in our daily lives, it's family that really matters.

Hail to the Chief

At the recently concluded Superintendent's Field Workshop, I had the honor of presenting one of GCSANC's most distinguished members, Cliff Wagoner, CGCS with his fifty-year pin. Several years ago as the Co-chairman of the 65th year anniversary event I had the opportunity to work closely with Cliff and his wife Myrtle, reviewing the history of the association. Although I had known Cliff for a number of years, it was through this experience that I developed a deep respect for his accomplishments. Few, if any in this association's past have demonstrated a greater dedication and passion for the profession. His endeavors are comparable to those of the legendary Babe Ruth and include; three terms as GCSANC President, GCSAA President, State President, Superintendent of the Year and Distinguished Service Award in both associations. Believe me, the list goes on. Cliff, gracious

in his acceptance speech, gave much credit to his wife Myrtle to whom this association also owes a great deal of gratitude.

Oh My

In the infamous words of NBC's Dick Enberg, "Oh My" adequately described the Superintendent workshop hosted by Terry Grasso and the staff at Sequoyah Country Club. By all accounts, the entire day, top to bottom was a great success.

Terry, who recently served a two-year term as a director, has continued his support of the association and was instrumental in the planning of this event. I offer my personal thanks to Terry, and to the good Doctor, Ali Harivandi who served as co-chair and whose contributions to this association over the years have been many. During the introductory portion of the program it was my pleasure, on behalf of the Board of Directors, to present him with a check in support of his ongoing turfgrass research.

Final Thoughts

I hope you will consider joining our hosts Mike Garvale, CGCS and Palo Alto

Hills CC in the reformatted Superintendent/Pro - Two-man team event. We welcome all of you on June 18th. /

* Look for an article about Cliff Wagoner receiving his 50 year pin in the June Issue of Thru The Green.

Also Ali Harivandi's article on Selecting Bentgrasses for Golf Greens

Office Notes

By Barb Mikel

Well, I am back from Kansas, New Mexico and Shell Beach

California. No, not all of that was work. Three days in New Mexico found me fishing the San Juan River below Navajo Lake, near Aztec, New Mexico. Great place to "get away" no telephones in the rooms, only ONE TV channel and it wasn't very interesting. Lots of reading, sunshine, a beautiful red rock river float trip, fish (catch and release fly fishing for rainbow and brown trout) and some shopping for Navajo Indian pottery! Okay so, it doesn't sound much like work.

We did work in Lawrence Kansas. You visit GCSAA and you start the day at 8:00 am and finish after dinner at about 8:00 pm! Around sixty chapter mangers executives spent Thursday, Friday and half day Saturday reviewing and exchanging ideas and thoughts. It's an opportunity to get up to date on the new requirements for PDI and for implementation of various joint programs. I'm sure you know a lot of good ideas come from sharing experiences and techniques.

Shell Beach, (the site of the California Golf Course Superintendent's Association Annual Meeting) brought California chapter mangers together again for local issues. California association managers

See Office notes Cont'd on 10



The Future of Golf Commerce: Strategies and Solutions for Golf Purchasing Managers

By Chris Soderquist,
Founder & CEO, Golf's Global
Marketplace (GolfGM.com)
<http://www.golfgm.com>

Buyers and suppliers of wholesale golf products and supplies are increasingly exploring e-commerce. The convenience and efficiency delivered cannot be ignored. However, many golf purchasing managers feel the system is not broken: "Why oil the existing supply chain?" They query. Proponents of e-commerce argue the golf industry stands to gain greatly from e-business initiatives.

What impact will e-commerce have on the golf industry? Even the most overzealous new economy hucksters agree that purchasing golf supplies over the Internet will not become an end-all, be-all, ubiquitous solution. However, most all industry leaders agree that e-commerce will play some role, with its degree of impact yet to be determined.

This article assesses current market conditions, evaluates the beneficiaries of electronic marketplaces, provides an overview of business-to-business marketplaces, and forecasts the future of the industry.

What's going on

The traditional process of purchasing wholesale golf supplies (both hard and soft goods) is fragmented, archaic, and time consuming. Industry buyers and sellers have not been effectively aggregated, and electronic capabilities have yet to be leveraged. The power of the Internet, particularly related to peer-to-peer collaboration and knowledge management, has yet to be capitalized. The golf industry stands to gain

tremendously from a full-scale electronic marketplace.

A business-to-business (B2B) electronic marketplace brings together buyers and sellers within a particular industry, region or group for the purpose of commerce. Marketplaces are market intermediaries. They generally provide content, value-added services and - often, but not always - commerce transaction capabilities.

Web-based marketplaces are one-stop shops for golf purchasing managers. Suppliers, manufacturers, and distributors benefit from expanded market reach to a larger customer base. Marketplaces streamline the sales process, improve operational efficiency, and expand suppliers' reach to new customers. Trade is accelerated, technology barriers are eliminated, and costs are reduced for all trading partners.

Purchasing managers use a Web browser to review catalogs, place orders, buy and sell excess inventory, review order status, identify inventory availability, and request supplier quotes.

Marketplaces dramatically reduce order-processing costs by eliminating paper trails and lengthy communication. Sellers can post complete, detailed information on each product listed in the marketplace. With each transaction sellers receive buyer contact information, enabling them to improve their understanding of customers, build mailing lists, and conduct more effective direct marketing. Suppliers also save money through reduced marketing expenses; by publishing their catalog online, printing expenses are minimized.

Research conducted by my company, GolfGM, uncovered that golf purchasing managers:

- Are likely to utilize an electronic marketplace (82%).
- Feel an electronic marketplace would be extremely to somewhat useful (94%).
- Purchase products and supplies 15 times each month.
- Buy products and supplies from 32 suppliers.
- Spend 16 hours each month ordering supplies.
- Value in an e-marketplace (in order): product availability, large selection, ease of use/ordering, low prices, and technical simplicity.
- Make purchasing decisions based on (in order): dependability, product quality/reputation, customer demand, availability, and price.

Golf Industry Beneficiaries

The promise of e-commerce is fairly simple: participants will be empowered to do business better, faster, and cheaper.

Supplier Benefits

By eliminating inefficiencies, suppliers decrease costs and increase revenues. Efficient markets are realized through:

- Increased revenues on inventory: By reaching the most interested prospects in the most efficient way possible, marketplaces enable businesses to sell excess inventory or reconditioned goods without having to resort to fire-sale prices.
- Decreased overhead costs: Paper trails, sales processing, and lengthy communication are minimized.
- Increased inventory turns: Suppliers reduce inventory holding costs by moving excess inventory, and make room for high-selling products by eliminating stale inventory.
- Immediate product introduc-

tion: Suppliers can introduce and market new products as soon as they're available, rather than waiting for the next catalog.

- Geographic boundaries are removed: Buyers gain increased access to supplies, and sellers extend their product reach.
- Decreased marketing costs: Eliminate the need for mass-mailing and expensive catalog printing.

Buyer Benefits

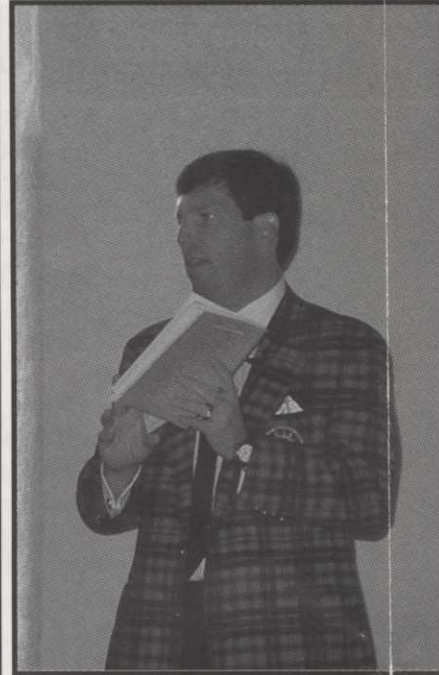
Marketplaces deliver four general benefits to buyers:

- Reduced procurement process costs: The National Association of Purchasing Managers estimates the average manual purchase order costs a company \$79 to process, \$38 of which is related to internal processing. Searching for products through paper-based, outdated catalogs; corresponding with suppliers to clarify product and service specifications, availability, delivery, price, etc.; and, manually routing requisitions through the approval process is inefficient.
- Reduced inventory costs: A slow procurement process coupled with an inefficient supply chain results in long lead times and bloated inventory. Marketplaces help buyers reduce inventory costs by improving the order process and increasing the speed at which suppliers can fulfill orders.
- Reduced rogue purchases: Aberdeen Group estimates 40-45% of corporate purchases of goods are made from suppliers other than those on a company's preferred vendor list. As a result, businesses are paying too much for goods and services. Effective marketplaces automate the procurement process and help keep employees within company

Continued on page 10



ASGCA Remodelling University



Above: Bruce Charlton talked about doing things right the first time.

At left: Damian Pacuzzo presided at the Remodelling University



Architect Kyle Phillips at the Remodelling University

Robert Muir Graves entertained with numerous stories in his workshop.



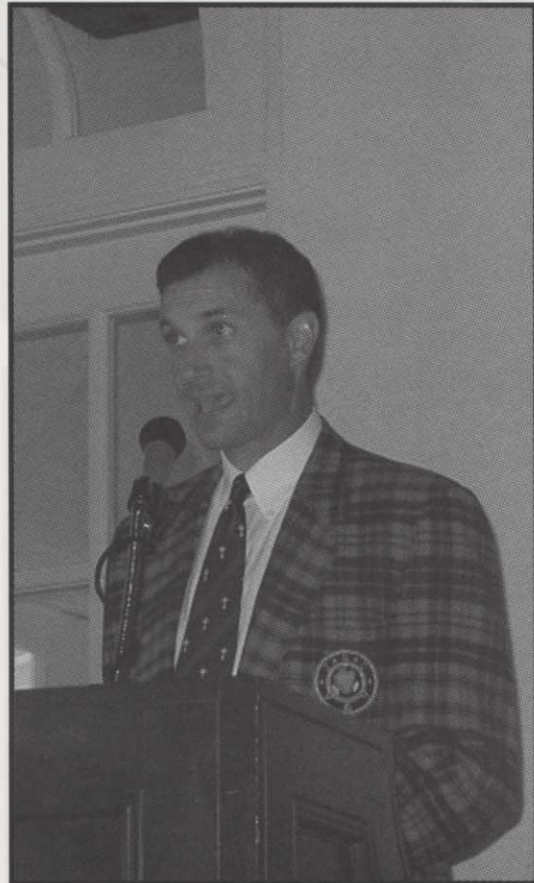
GCSANC Field Workshop at Sequoyah CC Hosted by Terry Grasso



Above: Jim Clark of Horticultural Science talks trees.



At right: Walt Boysen painting used in Masterplanning



John Harbottle in the stylish ASGCA Blazer



Grasso receives plaque for hosting the workshop



Special Membership Offer!

For more information contact the GCSAA Service Center at 1-800-472-7878

To celebrate GCSAA's 75th Anniversary we are offering a special membership dues rebate program beginning **January 1, 2001** and continuing through **March 1, 2002**. During this time, superintendents and assistant superintendents joining GCSAA for the **first time** can do so for just **\$75***!

In addition to this amazing rebate, you will receive **FREE REGISTRATION** to the GCSAA International Golf Course Conference and Show of your choice!

All of this for just **\$75**

** Offer limited to superintendents and assistant superintendents joining GCSAA for the first time or those superintendents and assistant superintendents whose memberships have lapsed for at least two years.*

Superintendent Pro Tournament Coming to Palo Alto Hills in June

Mark you calendars for June 18, 2001 for the next GCSANC monthly meeting at the beautiful Palo Alto Hills Golf and Country Club. Mike Garvale, CGCS will be our host at this wonderful country club course. While this is our traditional Superintendent - Professional event, this year we have also expanded the field to include a two-person team format for those Superintendents, Assistants and Affiliates who would

also like to attend.

Registration is open to all and we encourage all of our members to take advantage of this great opportunity to play such a great course. Palo Alto Hills has been gracious enough to open their facility to us and we hope to fill the entire 120-person field. Look for the registration packet soon and we look forward to seeing you there!

Did You Know???

In 1933 GCSANC hosted a barbecue at Woodfin Ranch in Carmel. Total cost for everything???

GCSANC Call For Sponsors

GCSANC Affiliate members take notice. Several 2001 monthly meetings are available for sponsorship. Meeting sponsorship provides an opportunity for business's to gain valuable exposure and recognition at monthly meetings and special events.

Depending on the event, meeting sponsorship includes; a promotional article in "Thru the Green", event recognition and the right to distribute promotional materials. For more information on available events and how you can take advantage of this, any many other sponsorship activities, please contact Association Executive Secretary Barbara Mikel at 530 626-0931

Media Scorecard - April / May

- Press Release - Cliff Wagoner 50 year status
- Attendance at California Writers golf event
- NCGA News - Article, "When Aerification comes Knocking"
- NCGA News - Election of officers
- Radio Interview "Hooked on Golf" , Ray Davies
- Monterey Herald - Golf Column "Pajaro in Seventh Heaven"
- Monterey Herald - Golf Column "Huesgen is Pebble's new Superman"
- Monterey Herald - Golf Column "Mother nature fooling with Cypress Point"



Davies - tell me those aren't golf clubs on the back.



Pictured Above: David Steel describes drainage work on #18

At right: Workshop attendees get out in the field

Below: Attendees had a great day to get out and learn



Did You Know?

In November 1932, Dr. Alister McKenzie was the guest speaker at the GCSANC meeting at Monterey Peninsula C.C.



Future of Golf Commerce (Cont'd)

purchasing guidelines.

• More choices and better pricing: There are often many suppliers from whom a customer can buy goods. Due to a supplier or distributor's geographic limitations or the time and expense to research all possible options, a buyer is limited to certain suppliers and distributors.

The Future

Golf industry supply chain initiatives will be driven by an emphasis on business efficiencies and cost control. These factors will enable economies of scale in golf purchasing and procurement. B2B marketplaces complement - but do not replace - the industry's supply chain and business processes. The Internet's ability to bring together fragmented participants, attract critical mass of commerce, streamline processes, and reduce transaction costs is too enticing to ignore.

The current process of procuring golf products and supplies is inefficient. Industry participants stand to gain tremendously from a Web-based marketplace and ex-

change; the invisible hand of the marketplace is most effective when buyers and sellers are disjointed and thousands of transactions interact simultaneously.

While golf facilities are becoming increasingly automated, there are no end-to-end software solutions. The automated golf facility of the future will seamlessly integrate all aspects of communication, commerce, operation, and administration. Such a technology solution will transparently link facilities with their customers, suppliers, and service providers.

An effective electronic marketplace creates economies of scale and is neutral to all participants. Marketplaces that adopt these strategies are best positioned to deliver value to buyers and sellers. The success of marketplaces will be driven by participant success: if buyers and sellers reduce the time and cost to do business through a Web-based solution, the neutral marketplace will add significant value to the wholesale golf industry's supply chain. /

California Golf Course Owners Assoc. GENERAL MEETING AND EXHIBITORS' SHOW

**Rancho Cañada Golf Club
Carmel, CA
Thursday, June 21, 2001
8 a.m. to 4 p.m.**

Program of Events

7:30 A.M.: REGISTRATION/CONTINENTAL BREAKFAST
8:00 A.M.: GENERAL MEETING COMMENCES:
9:30 A.M.: SEMINAR PROGRAM OF EVENTS:
THE GOLF BUSINESS IN THE NEW MILLENNIUM:
* ENERGY COSTS
* MARKETING IN TODAY'S COMPETITIVE CLIMATE
* ENVIRONMENTAL ISSUES AND CONCERNS
* THE STATE OF THE GOLF INDUSTRY TODAY
* 11:00 A.M.: LUNCHEON/EXHIBITS OPEN

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For more information please contact
Gary Cursio @ (831) 373-3701

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Office Notes (Cont'd)

represent a large segment of the most played courses, oldest and largest memberships for superintendent's organizations in the country.

I received my first credit card payment for a meeting. More of you will take advantage of this option for meetings and renewals in the future. I also have the "preliminary" web pages for on-line registration ready for presentation at the May 16th board of directors meeting.

Did You Know??????

In 1959, the GCSANC Board of Directors passed a motion to consider requiring all GCSANC members also become members of GCSAA. And we all thought the dual membership requirement was something new.

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