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and Mike Nuemacher
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GCSANC, Public Relations Consulting
Board Room Briefs

By Vince Keats

Monday August 11, 2003
Eagle Ridge GC
Gilroy, California

Research

• The NCGA is conducting a study on the Anguina nematode. This study consists of taking current pesticide products and testing for phytotoxicity on Poa annua greens in conjunction with control of the Anguina nematode. GCSANC has made a $2000 donation to the NCGA for this study.

Public Relations

• On the occasion of his retirement, Mulkh Raj, CGCS, was honored by the GCSANC, GCSAA and The City of Livermore. A proclamation was presented to Mr. Raj for his 37 years of service to the golf industry.

• Guest Bob Costa reported on the status of the Allied Association, a group that includes the Club Managers Association of America (CMAA), PGA, LPGA, etc. The Allied Association's focus is on water issues as they effect the golf industry in California. The group is taking a pro-active approach to disseminating information to the public and state legislature. The Allied Association wants to be a resource to show how the golf industry manages its water. Costa has been appointed by the board to be the GCSANC liaison to this group.

• Costa also presented an idea from Emmy Moore Minister about educating the public about golf. The idea includes setting up information displays at public libraries that would include a section devoted to golf course maintenance. The board favored the concept.

GCSAA Associated Chapter Business

• PDI officially took effect on July 1, 2003.

• Gary Carls announced that he is a candidate for the Board of Directors. His announcement has been accepted by GCSAA.

Dick Howe, a good friend to many, was killed in a tragic accident recently. We knew him both as a superintendent and later on as a representative for John Deere. We pass on our heart-felt sympathy to his family and while we mourn the loss of a friend, we celebrate his life by remembering all that this wonderful man meant to us.

On a lighter note, there are some exciting events coming up in our schedule. Hopefully they can help to relieve some of the stress of a long summer. By now you should have received the special mailer about our Staff Appreciation Baseball Game on September 11th. It's the A's vs. the Angels and should be a great game. Be sure you bring out some or all of your staff members. None of us get the job done without the support of our staff, so this is a nice way to say, "Thank you!"

Our Joint Meeting with the Sierra Nevada GCBA is October 20th at Blackhawk CC. We will again play a team event for some bragging rights. This meeting is always fun for all and a chance to see some of our buddies from the east.

It is not too early to note that our Institute Meeting will be November 10th and 11th at Aptos Seascape this year. We have a great program planned. It is a great way to accumulate education points as well as a chance to play and relax with friends.

Please take the time to call a friend and touch base. We sometimes get so caught up in our work that we forget about the people who give our lives meaning. Bring a buddy to a meeting and share him or her with the rest of us. We will all benefit.

Take care, Bob
As I write this, I am looking forward to a week of fly fishing in Montana. I'd like to thank host superintendent Brian McCrae and Tournament Coordinator Barbara Ward of Eagle Ridge Golf Club for jobs well done as hosts for the Bert Graves Scholarship Research Tournament. It's always fun to meet the faces behind the voices, and Brian and Barbara are certainly enjoyable, gracious people! Thanks again for all your help.

Look for the Oakland A's Crew Appreciation Day to become an annual event thanks to efforts of Jeff Shafer. Last year we had over 200 people attend. Hope you can make it again this year!

Congratulations to retiring superintendent Mulkh Raj, after 37 years in the business (31 with the City of Livermore.) We all wish you the best "leisure future."

On this page of the newsletter, please find and forward the job notice distribution you prefer. In order to send you a fax or email job notice, non-profit organizations like the GCSANC are required by the FCC to have permission, irrespective of any previous business practice. This method of notice distribution will save us over $170 for each job notice processed and make for a faster distribution. Your cooperation is essential!

For info. E-mail Barb Mikel at: gcsanc@e-easi.net

TOP 10 Resume Writing Tips

1. Make sure you have your personal e-mail address on your resume. Not only does it help with contacting you, it also shows that you are accessible through the most current method of communication.

2. If privacy is important to you, make sure you have your personal phone number on your resume, not your work number.

3. Avoid including an Objective area at the top of your resume. Replace it with Summary of Qualifications. With your strengths listed prominently up-top-and-center, it will catch the employers eye, and in turn, might just get you the interview.

4. Avoid typos on your resume. Have five of your closest friends or family members give your resume an edit read. You'd be surprised what they might find.

5. Try not to drop other people's names in your resume. It can sometimes dilute or distract from who you are. Share information on those relationships in your verbal interview when appropriate.

6. Get your dates of employment straight. Make sure you are not overlapping dates or showing big gaps of time without an explanation.

7. Towards the end of your resume, include a section called Affiliations or Community Involvement. Employers want to know that you are connected with your community.

8. Avoid Sections called Personal or Hobbies or Special Interests. Save those topics for verbal discussion at the interview.

9. Do not use someone as a reference unless you have informed them ahead of time. Let your reference contacts know specifically what type of job you are applying for so they are best prepared to address any questions that might come up when they get the call.

10. The truth prevails. Never lie about anything on your resume.

LOOKING FOR A DREAM JOB? THE GCSANC CAN HELP!

"As previously noted we will begin to circulate job notices via e-mail and fax. Please provide the appropriate information below.

1. Please e-mail your current email address to gcsanc@e-easi.net indicating you wish to receive future job notices via email.

2. Please fax your current fax number to 530-626-5132 Indicating you wish to receive future job notices via fax.

3. Your e-mail and fax number are NOT distributed outside of the association membership. A new FCC rule requires your permission for us to use this method of notice for you.

The board of directors voted to continue job notices via these two methods in March 2003."
Located on beneath the rolling hills of Mt. Diablo lies Blackhawk Country Club, where prized thoroughbreds graced the land for decades.

Blackhawk Country Club invites you to play and enjoy legendary golf with country club service. Located in the East Bay, adjacent to Mount Diablo, Blackhawk is an ideal venue for corporate events, charity tournaments, and golf outings.

In the early 1900's the lush rolling foothill expanse of Mt. Diablo became known as Blackhawk Ranch, where prized thoroughbreds graced the land for decades. Years later, this natural splendor inspired a vision of luxury living, and in 1979, a new Blackhawk was born.

Today, as you enter the peaceful world of Blackhawk Country Club, you will drive past lush landscaping and luxurious homes to two magnificent golf courses and clubhouses: the Lakeside and the Falls, surrounded by acres of stunning open space. Blackhawk Country Club membership is limited and by invitation only. Proprietary members have equity in the assets and property of the Club and enjoy reciprocal privileges at many private golf and country clubs. We invite you to visit Blackhawk Country Club ... The ultimate social and recreational environment.

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Mike Nunemacher
Blackhawk Country Club
Danville, California

Position: Director of Grounds
Years in the Golf Business: 13
Previous Employment: Oakhurst Country Club
Education: Solano College
GCSANC Work or Interests:
Served on GCSANC Board for three years
Other Organizations: Ducks Unlimited, GCSAA
Family: Wife, Valerie of five years, daughter Lindsay (3), and son Zach (1 ½)
Interests Outside of Golf:
Family, fishing and hunting
Favorite Vacation: Getting away to Hawaii
Favorite Course to Play: San Francisco Golf Club
Course You’d Like to Visit: The Old Course at St. Andrews
Strangest Thing You’ve Witnessed On The Golf Course:
How much damage wild pigs can do in one night
What You’d Be Doing If You Weren’t Involved With Golf:
I’d probably be a fishing guide.
Raj Says Farewell After 37 Years in the Industry

Mulkh Raj, GCSAA certified golf course superintendent at Las Positas Golf Course, Livermore, Calif., has announced his retirement after 37 years in the golf course management industry. He has been a member with the Golf Course Superintendents Association of America (GCSAA) for 31 years.

Raj began his career in golf course management in 1963 at El Macero Country Club in El Macero, Calif., before moving to Peacock Gap Golf and Country Club in San Rafael, Calif. In 1966, Raj was hired by the City of Livermore as a golf course teaching assistant at Las Positas Golf Course before being promoted to superintendent in 1970. During that time, he was instrumental in the construction of Las Positas' 18-hole championship course. In 1971, the city purchased Springtown Golf Course and he became superintendent for both courses.

Raj was designated a Certified Golf Course Superintendent (CGCS) by the GCSAA in 1988. He holds an Agricultural Pest Control Advisor License as well as a Qualified Applicator Certificate. He is a long time member of the GCSA of Northern California (GCSANC.)

Henry Singh, Don Naumann, Sohan Singh and Bill Minean
Report on California Water Meeting

By Gary K. Carls CGCS

On June 19th in Monterey, CGCSA Lobbyist George Steffes organized a meeting of several different groups from throughout the golf industry in California to begin discussing a proactive approach to dealing with future water issues that will be facing us in California in the coming years. Among the groups represented at the meeting were the CGCSA, NCGA, SCGA, NCPGA, SCPGA and the CGGOA. Mike Huck also attended and offered valuable insight because of his extensive background with the USGA and in working on various irrigation issues in California. We also hope to include the USGA in the group.

This meeting was the first step in having the many groups that worked together on the Economic Impact Study work together in a similar fashion on water issues in California. The main outcomes of the meeting were:

1. The need to develop a unified positive message about golf course water use in California.
2. The need to deliver this message in as many ways as possible.
3. The need to focus on the positive aspects of our water use as identified by the Economic Impact Study.
4. The need to use positive water use stories from our courses and to send a positive environmental message.
5. The need to educate George Steffes about golf course water use so he can deliver the message to the legislators while fully comprehending the issues.

Another outcome of the meeting was that three main resource groups were formed. These groups are identified at this point as:

1. Technical data group – This group would provide the technical answers about the irrigation technology we use and how we manage our water resources on our courses. Obviously, this is an area in which the superintendents probably have the greatest input to offer.
2. Communication group – This would be the group that assembles our message for delivery to the media. This would include Emmy Moore Minister and the people who work on the communications for the NCGA and SCGA.
3. Management Committee – This would be the basic group that brings everyone together and keeps us working towards a common goal. At this point, it has not been decided what type of formal structure would be put in place. It would be my recommendation that Jim Hustling, CGCS represent us in this role. Since Jim already works closely with George on many of these issues, he would be adept in implementing this advocacy group that has naturally evolved out of results generated from the Economic Impact Study.

Bob Costa CGCS has also agreed to join the group as a representative of golf course superintendents from throughout California. I have started to research similar efforts in a few other states including Georgia, Colorado and the Carolinas and it appears that these states have already done a lot of valuable work along these same lines. They have provided copies of a lot of great information for us to look at as we move forward with these efforts. I think this meeting was another great step forward in having all of the golf organizations in California working together for the common good. There is still a long way to go but I think we really need to keep this project moving forward. We hope to have this group meet again in the near future.

2004 GCSAA Awards

Excellence in Government Relations
Now Being Accepted

Nominations are now being accepted for the 2004 GCSAA Excellence in Government Relations Awards. The EGR Awards recognize and honor outstanding individual and chapter efforts in government relations in the areas of advocacy and compliance. The awards reflect all government relations efforts, and are not limited to the previous year’s activities. Do you know someone who has advocated on behalf of the industry before state or local policymakers? How about an individual who has served on a local or state board and provided a voice on issues important to the industry? Do you know someone who has helped fellow superintendents become educated on environmental or worker safety laws and regulations? If so, then nominate them or your chapter for the EGR Awards.

The deadline for nominations is October 15, 2003.

Applications are available online at: www.gcsaa.org/resource/egr/egr.asp or you can call the GCSAA Service Center at: (800) 472-7878 to get a hard copy nomination form.
GCSANC Events & Gatherings

Talking Turf at the La Rinconada Country Club Golf Tournament and Luncheon. Our key speakers enlightened the audience with topics and remedies that made the event extremely interesting. Not pictured: Andy Slack of Spot Water Management.

In a united effort, golf industry leaders gathered in Monterey, CA, to discuss water issues throughout the State of California. The primary goals of the committee are to protect future water usage for golf courses and to educate legislative representatives on the pro-active measures being taken to conserve water on California courses.

GCSANC Communications Consultant Emmy Moore Minister thanks GCSANC Association Manager Barbara Mikel for a congratulatory letter from the association to Emmy acknowledging her recent honorary membership with the PGA.

Representing the GCSANC at a recent PGA business meeting at the Eldorado Hotel Casino in Reno, NV, were Board Vice President Pat Finlen of The Olympic Club and President Bob Lapic of Orinda Country Club. The meeting was conducted by Lapic's good friend and associate Shim LaGoy who is also from Orinda Country Club.

GCSANC Events & Gatherings

Front Row (L to R), Bob Moore (NCGA), Bill Aragona (CGCOA), Kevin Heaney (SCGA), Gary Carls (CGCSA & GCSANC), Eddie LeBaron (Poppy Holding, Inc.), and Mike McCullough (NCGA & GCSANC). Back Row (L to R), Denny Davenport (NCGA), Matt Majors (NCGA), Tom Lindgren (SCGA), Tom Morgan (SCGA), Tom Gustafson (SCPGA), Mike Mazzaferrri (NCPGA), Paul Porter (Poppy Holding, Inc.), Bill Giffen (NCGA), George Steffes (Golf Industry Lobbyist), Mike Huck (Full Coverage Irrigation, Inc.)
Farewell Party Honoring Mulkh Raj

Clay Wood and his crew taking care of pre-game business at the Network Associates Oakland Coliseum. He welcomes all GCSANC Members and their staff members to the ball park for the A's v.s. the Angels.

Clay with his outstanding crew before a recent A's game.

A's Catcher Ramon Hernandez prepares for a start.

Raj is being presented with a Lifetime Achievement Award for 37 years well served.

Mike Vickers, Don Naumann, Ron Mason, Rich Quadri, Paul Dias and Gary Carls

Hula pupils...Raj, Jeff and Sohan
**EVENTS**

**September 11**
- Staff Appreciation Baseball Game
- Oakland A’s vs. Angles

**October 20**
- Joint Meeting with Sierra Nevada
- Blackhawk CC - Danville, CA

**November 10 & 11**
- Super. Institute Meeting and Golf Tournament
- Seascape CC - Aptos, CA

**December 5**
- GCSANC Christmas Party
  - Monterey, CA
- Golf Tournament
  - Quail Lodge - Carmel, CA

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**Superintendent's Institute for 2003 at Seascape**

*Mark your calendars!*

**Educational Meeting November 10th**
- Golf November 11th

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