



GCSANC QUICK PROFILE

**Michael F. Leach**  
*Golf Superintendent/Manager*  
City of Pacific Grove

**Employer:** City of Pacific Grove since 1992

**Position:** Golf Superintendent/Manager

**Years in the Golf Business:** 29

**Previous Employment:** Brighton Crest Golf Course Development in Fresno 3 yrs.; Corral de Tierra CC 7 yrs.; Monterey Peninsula CC 5 yrs.; Pebble Beach Co. 2 yrs

**Education:** Junior College Marin JC & Monterey Peninsula / Northern California Golf Assoc. Intern

**GCSANC Work or Interests:** New Projects & Improvements (enjoy seeing the transition from good to better)

**Other Organizations:** GCSAA 20 yrs.

**Family:** Wife Jill married 26 yrs., Son Michael age 25 (pilot), Daughter April age 23 (teacher/mother); Son-in-Law Jacob age 25 and youngest Son is Jason age 18 (student/surfer) and Granddaughter Ellie 17 mos.

**Interests Outside of Golf:** Family, Church, Fly fishing, Travel

**Favorite Vacation:** Hawaii (just returned)

**Favorite Course to Play:** Cypress Point

**Course You'd Like to Visit:** St. Andrews

**Strangest Thing You've Witnessed On The Golf Course:** Golfers getting arrested for indecent exposure. They were playing a game where the highest score had to drop their drawers on the next tee!

**Worst Comment/Question From a Member:** During a construction project, "Why do you have to do this now?"

**What You'd Be Doing If You Weren't Involved With Golf:** Probably accounting, enjoy numbers....

## Chapter Delegates Meeting Highlights

Following is a synopsis of the topics and issues discussed at the 2004 Chapter Delegates Meeting. Chapter delegates may wish to use this information as a guideline in preparing their reports for their next chapter meeting.

### Chapter Effectiveness

John Fulling, CGCS reported on the work the Chapter Effectiveness Task Group. The highlights of his presentation included:

- The importance of chapter effectiveness in GCSAA's ability to serve members through chapters.
- The effectiveness of different chapter models.
- The delegates' perspective on the usefulness of the chapter assessment tool.

Chapters were asked to complete the assessment tool and return it GCSAA by March 31, 2005. This will provide baseline information to aid GCSAA staff in identifying chapter goals and then identifying incentives and resources to address those needs.

### Chapter Affiliation Agreement

Pat Sisk, CGCS reported on the work of the Chapter Affiliation Task Group. The major revisions in the new affiliation agreement that takes effect on January 1, 2006 include:

- A new purpose statement.
- Nomenclature changes & conformity issues to align with GCSAA Bylaws.
- A more comprehensive list of cooperative programs, which are available to chapter members as a result of their affiliation.
- New affiliation application guidelines.
- Chapter assessment tool requirements.
- The addition of an amendment clause, allowing for revisions to the agreement to be addressed during affiliation period.

### The Success of the Facility

A new membership growth concept was introduced that centers around the development of an affiliate "facility" membership as a 'value-add' to a Class A or Superintendent Member membership. By offering a facility membership, GCSAA will be able to deliver value, benefits and services to not only the golf course superintendent, but also to the golf facility that addresses the facility's goals. Delegates brainstormed content ideas for a facility membership and identified potential challenges. The information discussed by the delegates will be forwarded to the Membership, Career Development and Strategic Communications committees for further discussions.

### Association Name Change Consideration

Jonathan Jennings, CGCS, chairman of the Messaging/Brand Strategy Task Group, outlined the process that will be followed to answer the following question: "Does the current name, Golf Course Superintendents Association of America, help us achieve our mission, vision and goals, or would a name with a clearer, more definitive meaning be better?" The process being engaged involves some of the same elements that were used in the exploration of membership standards (PDI) and the recent headquarters location study. The group is gathering information from a written survey sent to chapter leaders and a telephone survey being conducted with randomly selected members. The task group plans to make a recommendation to the Board of Directors at their winter board meeting in January.

### Other Highlights

- GCSAA Chief Executive Officer Stephen F. Mona, CAE, addressed the decision-making process and the benefits of having allied associations join the Golf Industry Show.
- GCSAA Chief Financial Officer Cameron Oury provided the delegates with a financial overview and also outlined the process for investigating a potential long-term dues pricing plan.
- Delegates had the opportunity to hear from and visit with the candidates running for the 2005 GCSAA Board of Directors.
- Pat Finlen, CGCS, chairman of the Headquarters Location Resource Group, briefed the delegates on the process that his group had undertaken in reaching its three recommendations: <http://www.gcsaa.org/about/community/hdqrtslocation/report.asp>
- Delegates learned about enhancements to the Golf Industry Show, including the establishment of solution centers, featuring interactive displays with best management practices.
- Delegates also received updates on the new certification exam; The Environmental Institute for Golf; the GCSAA committee volunteer process and the International Association of Golf Administrators (IAGA)/GCSAA action plan.

For more information relating to the 2004 Chapter Delegates meeting, please contact Janet Satterlee, GCSAA's senior manager of chapter services, at (800) 472-7878, ext. 3603, or review the delegates meeting information online at: <http://www.gcsaa.org/chapters/>.

## In The News

### TheSCOOP

by Media Relations Consultant,  
Emmy Moore Minister



### Media Moments

What do Alan, Gary, Vince, Brian, and Nick have in common? They've all taken on the challenge of TV interviewing. Throughout the past year or so, these individuals have shared openly on camera, their roles as golf course superintendents. Brave souls they were. For many, it was their first, up-close-and-personal on-camera experience. Good news is they past the trying test on TV taping!

Is TV interviewing an easy assignment? Most folks will tell you, no. Actually, it wasn't until about a year ago that I realized what an arduous assignment it could be at times. Having three cameras staring you in the face while someone is constantly tossing questions your way, can be a little intimidating.

My awareness level about "being interviewed" took a spike up the day my co-host asked if I'd like to switch chairs and be a guest, instead of the host. My first response was, "No problem!" That is, until I had to switch seats, leaving my safe spot on the right side of the set, forcing myself to shift to the chair on the left. Easier said than done. For over a decade I had sat in that same chair and got to pop the questions. Roles were now reversed. Little did I know how emotionally-glued I was to my previous territory, where I never worried about answering questions, only concerned about asking questions.

So there I was... the countdown came, the show opened, and the questions started to fly. And while the subject matter was simple, like, who I was, and what did I do for a living... for some

reason I felt uncomfortable. I was awkward and anxious, always wondering what might be asked next or was I answering the question succinctly enough. Legs and arms were crossed tightly, with my right leg moving up-and-down in a repetitive, nervous motion. It was obvious to the crew in the studio that I wasn't feeling very grounded, actually I was more like a 747 on take-off.

I made it through the 28 minutes of taping, and at times I would have probably traded places with someone in a dental chair having their first root canal. But as I look back now, I am glad I had the experience. I learned a lot about being interviewed and most importantly, I also learned a lot about how I could be a more effective interviewer. Creating a comfortable setting for my guests, posing simple questions that don't surprise the interviewee (count me out as the next Barbara Walters or Diane Sawyer), and encouraging guests to flow freely with their responses are all key components to successful TV programming.

So, if you get a chance to share your story on television, consider taking on the challenge. You will grow from the experience-- I surely did!

*GCSANC Communications Consultant Emmy Moore Minister is producer of Silicon Valley based, Voice of the Valley Television Show. She has produced and underwritten over 500 cable access television programs. The shows primary focus is to interview guests who are doing things to improve the quality of life for others. Besides GCSANC Members, Moore Minister has interviewed a variety of golf leaders including PGA club professionals, PGA TOUR players, golf historians and authors, course designers and equipment manufacturers.*

# WE'RE HERE FOR YOU

Nick Biggi  
916-870-8800  
Central Valley

Ken Yelle  
925-580-6697  
North S.F. Bay

Tom Walgenbach  
408-640-9234  
South S.F. Bay

## A Team of Professionals Serving Your Turfgrass Needs

Turf Seed • Fertilizers • Pesticides  
Golf Course Accessories • Equipment

# LESCO®

www.lesco.com

LESCO is a registered trademark of LESCO Technologies LLC.

---

# Is It Irritation or Irrigation?

by Andy Slack, Spot Water Management, Inc.

Welcome to the first (and hopefully not last) article on irrigation issues! The purpose of this column is to offer tips and suggestions on irrigation. In each newsletter I will briefly address issues regarding irrigation systems on golf courses. Everything from irrigation design concepts to irrigation maintenance will be covered. Please feel free to drop me an email if you (or your crew) have questions on irrigation problems you encounter. I will do my best to answer any questions in a timely manner via this *ThruTheGreen* column.

## Irrigation Education

Most superintendents/assistants superintendents/irrigators obtain most of their irrigation knowledge through practical field experience - which is the best way to learn about irrigation as far as I am concerned. However, it is always a good idea to complement this practical experience by attending classes offered on irrigation topics.

Oftentimes irrigation product distributors or local turf/golf associations will offer classes specifically on irrigation topics. By attending classes on irrigation, you will invest in you and your employee's knowledge of irrigation and will hopefully be able to make informed decisions when irrigating your golf course. In addition, new irrigation products are being introduced to the marketplace that may be of value in helping your irrigators to do their job better.

Electricity and troubleshooting are always confusing topics for most people working with irrigation systems, so I would recommend taking classes on these topics when they are available. Don't be afraid to attend education classes you may have attended in the past either, as class material may have changed, and review of irrigation principles is always a good idea!

The Irrigation Association (IA) often offers regional classes on topics from irrigation basics to irrigation troubleshooting. For more information on when classes will be in Northern California go to: [www.irrigation.org](http://www.irrigation.org).

---

## Waste Management Plan Soon to Be Required at Large Events

The Assembly passed A.B. 2176, to require the Integrated Waste Management Board (IWMB), by June 30, 2005, to make available for adoption model local agency ordinances to facilitate waste reduction, reuse, and recycling programs at large venues and events. A "large event" is one that charges an admission price, or is operated by a local agency, and serves an average of more than 2,000 individuals per day of operation of the event. This would include municipal, public and private golf courses. Other highlights of the bill:

- \* Requires an operator of a large event, by June 30, 2005, and on or before June 30 annually thereafter, to submit documentation of waste management activities to a local agency upon request.
- \* Authorizes a local agency to collect a fee from a large event in order to recover estimated costs in complying with provisions of the bill.

## LOOKING TO ATTRACT ATTENTION IN THE TURF INDUSTRY?



**Place an ad in the one of the turf industry's most read newsletter and you'll attract GREEN!**

To place an ad in 2005s GCSANC bi-monthly newsletter, please contact Association Manager, **Barb Mikel** for more information. Toll Free at **877-942-7262** or **530-626-0931**.



Sports Turf Drainage Systems

- Turf Services Offered:**
- Deep Tine Aeration
  - Core & Debris Removal
  - Grading & Shaping Work
  - Top Dressing
  - Slit-Seeding

**Michael Lansdale**  
*President*

P.O. Box 1304  
Pebble Beach, CA 93953  
Lic. No. 569065

Phone (800) 379-8873  
Cell (831) 750-7076  
Fax (831) 722-2247  
mlansdale@dryturf.com

### Floratine

Products Group



*Creative Solutions*

*For Turf*

Farmload Distributors

(800) 322-8417

***Your Exclusive Northern California Dealers***

Dana Waldor  
916-595-4287

Mike Madden  
707-208-7831

Mike Farnen  
559-709-6295

Scott Furtak  
661-619-2675

Craig Banko  
775-250-8848

# We've got what you need!

- Continuing Education
- Training Resources
- Written Recommendations
- Product Label and MSDS Books
- And a complete product line including:
  - Adjuvants
  - Fertilizers
  - Herbicides
  - Fungicides
  - Insecticides
  - Algaecides
  - Safety Equipment
  - Application Equipment
  - Soil Conditioners & Amendments



Call the Target Branch near you for all your pest management needs.



Target Specialty Products · San Jose, CA  
1155 Mabury Road · San Jose, CA 95133  
800-767-0719 · Fax 408-287-2004

## ARBORWELL

Professional Tree Management

- ISA Certified Arborists
- Specification Pruning
- Tree Transplanting and Relocation
- Root Crown Inspections
- Hazard Assessments • Crane Removal
- Inventory and Management Plans
- 24 Hour Emergency Service

Providing  
Golf Superintendents  
with Quality Arborist  
Services for Over 20 Years

**Productive - Efficient - Reliable**

Phone: 888.969.8733 Fax: 510.881.5208  
www.arborwell.com CA License #739392

