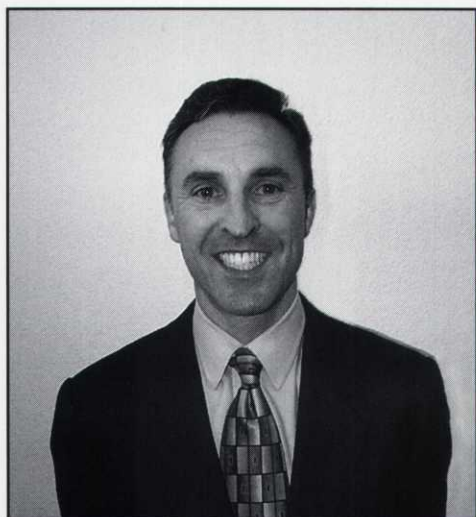


# ThruTheGreen

The Golf Course Superintendents Association of Northern California



Vince Keats, CGCS  
Napa Valley Country Club Superintendent

## COVER

Napa Valley Country Club

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Pete Bowman, CGCS at  
Silverado Country Club

**ThruTheGreen**  
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**MEDIA**  
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Public Relations Consulting

## The Annual Meeting

The 2006 Annual Meeting will be at Napa Valley Country Club on Monday January 23rd. What better way to kick off the New Year than in the beautiful Napa Valley? In addition to our regular business meeting and golf, we have a few surprises in store. Don't miss it!

## Thank You

It is fitting to devote my last President's Message thanking all who made this year a success. There are so many to thank, forgive me if your name does not appear. It amazes me how willing and joyfully the members of our association lend a helping hand whether it is to host a meeting, volunteer on a committee or provide a sponsorship. Many have stepped up to the plate at the eleventh hour knowing that making a small sacrifice will benefit all in a big way.

Thank you to our host superintendents: Dave Davies, CGCS - Field Day at Callipe Preserve, Dan Miller, James Paresi, Robert Clarke - Superintendent/Pro Tournament at Half Moon Bay Golf Links, Jason Green and Mitch Tankersley - Assistant Superintendent Meeting at San Jose Country Club, Ken Williams, CGCS - Scholarship Tournament at Stanford University Golf Course, Clay Wood - Crew Appreciation Day, William Hamilton, CGCS - GCSANC/SNGCSA Joint Meeting at Silverado Country Club, Michael McCraw - The Institute at Seascape Golf Course and Mike Basile - Holiday Meeting at Coyote Creek Golf Club.

Our sponsors who through their contributions add value to our meetings: John Parodi - Peterson Tractor, Greg Dunn - West Coast Turf, Danny and Joy Ramos - DHR Construction, Brian Gaunce - DBD Structures, Michael Ravel - Verdicon, Peter Rethens - Syngenta, Steve Reed - Reed Equipment, Don Naumann and Dean Kinney - Sierra Pacific Turf Supply, John Holmquist - Horizon Turf, Peter Sortwell - Arborwell, Greg Fernald - Target Specialty Products, Frank Halstead - Delta Bluegrass, Michael Ginelli and Mitch Frasier - Turf Star Inc., Tom Jackson - Rainbird, Greg Nafz - Sustane Fertilizer, Craig Zellers - Sand Channel Greens, Brett Staples - Par Consultants Inc., Fernando Villagran - Larson Golf Products, Peter Herrera - Stabilizer Solutions Inc., Andy Slack - Spot Water Management, Ronnie Rogers - Elon Golf Construction Inc., David Piper, CGCS - Simplot/Best Professional Products.

Thank you to Dr. Ali Haravandi for your support on the Field Day and The Institute, Man-Yin Tang for your enthusiasm and innovative ideas for the newsletter, Ken Williams for your tireless efforts as our newsletter editor and Emmy Moore - Minister for shining a light on us at the appropriate times, Bob Costa for being our official representative for the California Alliance for Golf. Barbara Mikel continues to be the glue holding everything together. Your experience and knowledge is vital to us all.

PRESIDENT'S MESSAGE



**Vince Keats, CGCS**  
Napa Valley Country Club



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## Strictly Business



OFFICE NOTES

**Barb Mikel,**  
GCSANC Association Manager

Communication with membership via postal service is rapidly becoming too expensive (and too slow) for our fast paced world. New postage rates are now \$0.39 for 1st Class mail. Our postage costs thru November of 2005 were off the charts. There is an obvious need for more communication via the favorable economic alternatives of email and fax. This effort is essential to keep membership dues in line and maintain a healthy financial picture for the Association. Your membership renewal form provides for correction of your Association information. By choosing either the e-mail or fax communication option, you are selecting something VERY important to your Association. California is unique in the country regarding what your association can do to communicate with you as a member. We have an "Established Business Relationship" that legally indicates you want to know what's happening in your association. This relationship allows us to provide you with e-mail and fax notification of notices and new positions available in your areas of interest.

Filling out and returning that information to the office is vitally important for clear and timely notification of all Association activities and events as well as items of interest in allied associations.

PLEASE make sure your updated information is returned with your dues renewal. I have already received many renewal checks WITHOUT your membership questionnaire. This questionnaire is the only way I know the current information I have for you is accurate. It's also the best tool you have to contribute to the financial health of your Association.

Another way you can contribute to the financial health of your association is to host a meeting. GCSANC meetings can offer financial rewards for your club as well as highlighting your facility to fellow members. If you are interested in hosting a meeting, please contact Program Chairman for 2005 Gill Stiles or 2006 Chairman Jason Green.

Since my tenure as GCSANC Executive Secretary/Association Manager encompasses some number of years, I have some thoughts regarding future GCSANC and CGCSA activities, events and relationships. The California GCSA was originally organized as a federation of the California chapters. The five chapter organizations, the GCSA of Northern California, San Diego GCSA, Central CGCSA, Sierra Nevada GCSA, HI LO Desert GCSA and Southern California GCSA are the actual "members"

of the California GCSA. As of 1989 each of these chapters contributed \$5.00 per dues paying member to the California GCSA.

The function of the California "federation" included:

- (1) A political entity - California would pool votes for GCSAA elections
- (2) A Hospitality Suite provided for individual members of the five regional chapters at the GCSAA conference and Show sponsored by the Affiliate Members of the five local chapters.
- (3) An Annual Meeting in May rotated among the various regional chapters

In 1990, a reorganization and re-incorporation was undertaken (the previous California GCSA incorporation had lapsed) with the five local chapters again being the "members" for California GCSA. This new corporate entity entered into a royalty agreement with a green industry publisher, Adams Media to distribute a state magazine to the various California chapters' individual membership. Your membership in GCSANC, SNGCSA, HI LO GCSA, Central GCSA and SDGCSA provided you with a copy of the California Fairways magazine.

The royalty revenues generated by the statewide publication provided:

- (1) Funds for turf grass research in California and in cooperation with GCSAA and other turf grass research entities to benefit the five chapter members.
- (2) The CGCSA with revenue to support a chapter manager
- (3) A CGCSA web site with a regional chapter presence. (Established and maintained initially on a volunteer basis by Bob Tillema, CGCS.)

Alas as time would have it, the financial resources and benefits provided to the California GCSA by the publication of California Fairways diminished to the point that the last publication was the last to be made.

With the cessation of the California Fairways publication comes the reduction of funding for state organization functions prompting a consideration of a dues increase to each member chapter of an additional \$5.00 per individual chapter member.

This increase would mean a \$10.00 per each GCSANC dues paying member (\$4500.00 total dues). Central GCSA, Sierra Nevada GCSA, So Cal GCSA, San Diego GCSA. Hi Lo GCSA would also be assessed the \$5.00 increase. For GCSANC this represents 6.67% of your annual dues as a Class A, B, C and Association member and 5.71% as an affiliate member.

# NAPA VALLEY COUNTRY CLUB



SUPER PROFILE

**Vince Keats**  
*Golf Course Superintendent*

**Employer:** Napa Valley Country Club

**Position:** Golf Course Superintendent

**Years in the Golf Business:** 26

**Previous Employment:** Assistant Superintendent  
– The Olympic Club

**Education:** B.S. Landscape Architecture Cal Poly,  
Pomona

**GCSANC Work or Interests:** Served on GCSANC  
Board of Directors since 2001

**Family:** Wife: Janice, Daughter: Samantha

**Interests Outside of Golf:** Music, Cycling

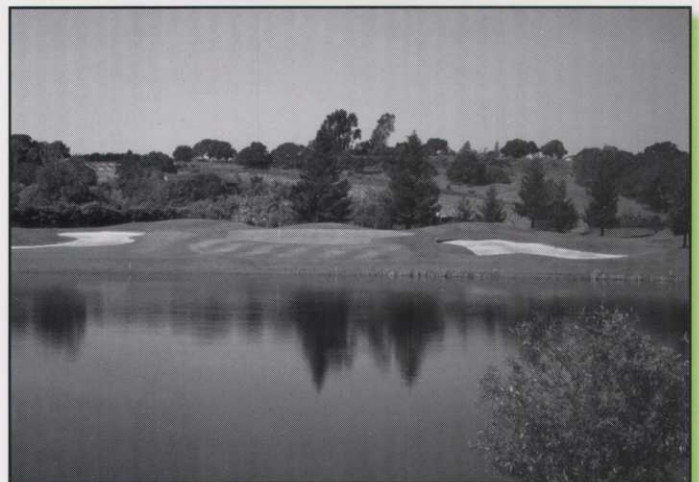
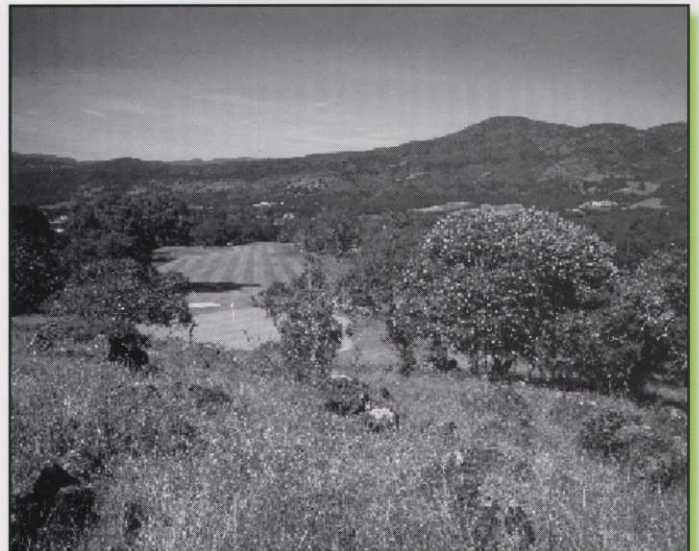
**Favorite Vacation:** Hawaii

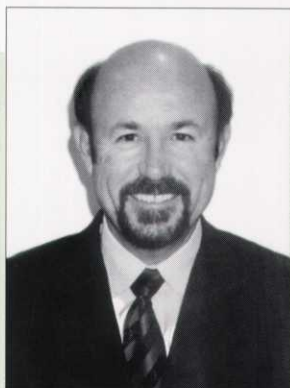
**Favorite Course to Play:** Lake Course at Olympic  
Club

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

**Strangest Thing You've Witnessed On The Golf  
Course:** A stalker being tackled by a course marshal

**What You'd Be Doing If You Weren't Involved With  
Golf:** I'd have more time to play music and ride my  
bike





NAUMANN'S NORCAL NEWS

**Don Naumann**  
Sierra Pacific Turf Supply

**Monti Nunemacher** is leaving the Lakeside Course at Blackhawk Country Club to become the new superintendent at Lake Chabot Golf Club in Oakland. Monti is replacing **Steve Foster** who is relocating to Tennessee. **Matt Bashara** is the new Director of Golf Course Maintenance at Carmel Valley Ranch Golf Course. Matt worked in South Florida prior to his move out west. He is replacing **Steve Weitz** who is moving on to pursue other opportunities.

## What's Happening At Your Course?

### *Mira Vista G&CC Begins Drainage Project*

Turf Drain of America (TDA), has been working to install drainage for Superintendent Steve Byrne at Mira Vista G&CC. The work began on hole #10, then will move on to holes #11 and #12 if the weather permits. Mira Vista has been historically wet, and at times, an unplayable golf course during the winter months. This work marks the first of five visits that Turf Drain will make to Mira Vista in the next two and a half years. They will be working on three or four holes each time in hopes to have the entire golf course drained by December of 2007. They are expecting to install over 90,000 linear feet of drainage to the golf course that will range from two feet to four feet in depth, with over 200 catch basins, and three siphon basins. The project is also set to use over 7,000 tons of sand. This is a very exciting project for Mira Vista and will hopefully change the complexion of the golf course dramatically. This winter will be a great indicator of how well the drainage has worked. Please feel free to contact Steve regarding the impact the new TDA system has had on their playability.

### MIRA VISTA DRAIN PROJECT



Tom Schunn, Armando Sanchez and Brian Gaunce  
at Seascape Golf Course

# 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.

## Cultural Differences Are Important When Supervising Hispanic Workers at a Golf Facility

By: Rafael Barajas, CGCS, Hacienda Golf Club, La Habra Heights, CA

The number one difference seen is a perception of work ethics. Many Anglos in this country were raised with a Protestant work ethic or belief that one must work hard in order to achieve a desired lifestyle. Hispanics, on the other hand, have a more laid-back culture and are often perceived in the U.S. as being "lazy." For example, on the golf course, when a golfer sees more than one person working together, they may be viewed as wasting time. The reality is that many tasks are truly better accomplished with two people, based on time constraints, weight to be lifted, etc.

Another difference is in the tone of voice. In the U.S. culture, a supervisor who uses a forceful tone of voice when assigning tasks or making corrections is viewed as assertive. To a Hispanic worker, it is insulting to be addressed in such a manner, when a gentle tone is all that is necessary. If you consider the power structures in Latin American cultures, this makes sense. Only a few people rule and they have all the power, so the common people get used to being basically powerless, both in work and society. When Hispanic workers come here, they continue to be very accepting, which may be perceived as too passive or even lazy.

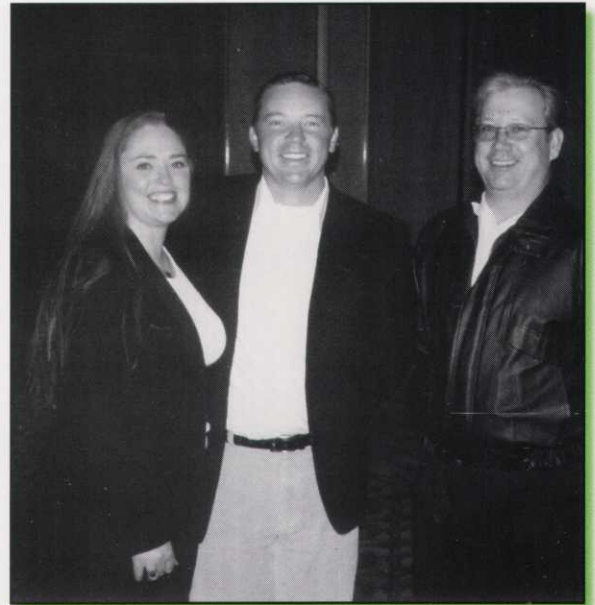
Again, it is important to note that perceived differences are usually misinterpretations, based on one's own values. Incorrect assumptions can be overcome by working to see through another's perspective.

**Realize that cultural differences tend to affect one's perceptions.** Judgments made based on those perceptions can be unfair out of their cultural context.

# GCSANC ANNUAL HOLIDAY PARTY



Pat Finlen, CGCS, Mike and Mindy Ginelli



Samantha Byrne, Steve Byrne and Matt Moore

Samantha Keats, whose Proud Papa, GCSANC President, Vince Keats, is waiting for the Larry Lloyd Trophy to come to Napa



# SUPERINTENDENTS INSTITUTE AT SEASCAPE GOLF COURSE



Bob Lopic touches base with Randy Gai



Derek Diaz and Chris Gose from Sunnyvale



Vince Keats, Jim Stark, Jason Green and Gill Stiles

The GCSANC 2005 Institute at Aptos Seascape GC was made possible through the efforts of many: (L to R) Frank Wong, Gill Stiles, Jim Ferrin, Brian Netz, Jim Snow, Vince Keats and Walt Barret



Coach and Consultant Anna McGrath of San Francisco, CA, speaks about *Bridging the Communication Gap* at the 25th Anniversary session of the GCSANC Institute



Mike Bailey & Mike McGraw



Man-Yin Tang and Brian Gaunce greet attendees at the DBD Structures booth at The Institute



Christa Conforti with the Presidio Trust of San Francisco addresses the audience at The Institute



GCSANC Members enjoyed the education at The Institute



## Events



2006  
calendar

**January 9-10**  
GCSAA/GCSANC  
Regional Seminars

**January 23**  
GCSANC Annual Meeting  
Napa Valley Country Club

**February 6-11**  
Golf Industry Show  
Atlanta Georgia

**March 20**  
USGA/NCGA  
Castlewood Country Club

## What's Happening At Your Golf Course?

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more interesting.

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kkwilliams@stanford.edu

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