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## GCSANC MEMBERS SUPPORT PLAY GOLF AMERICA DAY IN NAPA, CA



Board Member Brian Morris, CGCS from Blue Rock Springs GC and Affiliate Member Craig Faris, CGCS with E-Z-Go, volunteered their time at the GCSANC booth at Play Golf America Day held at Chardonnay Golf Club in Napa.

The GCSANC made its presence known recently at the inaugural Play Golf America Day at Chardonnay Golf Club in Napa, CA. This day-long event which includes free golf instruction from local PGA pros, is designed to attract new players to the game and welcome former golfers back to the sport. GCSANC superintendents and affiliate members were on hand to distribute free ball mark repair tools and demonstrate how to properly conduct repair.

Bruce Olson, Class A Superintendent and PGA Director of Golf at Golden Gate Park GC (San, Francisco, CA) who assisted in the GCSANC booth, brought his son Benjamin along to enjoy the happenings associated with Play Golf America Day. GCSANC Affiliate Member

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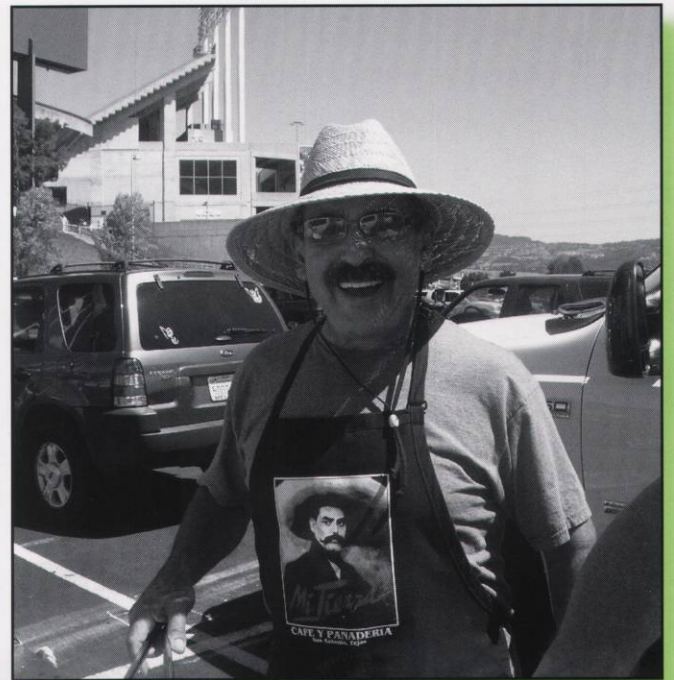
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## CREW APPRECIATION DAY



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## CREW APPRECIATION DAY



Crew members enjoying the pre-game barbeque.



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## CAN YOU AFFORD TO FERTILIZE?

If the golf course were not fertilized, the impacts would be noticeable and severe. Traffic areas would not recover. Diseases such as, Rusts, Dollar Spot, Red Thread and others associated with low nitrogen fertility would become problematic. The reactive approach for treating diseases would pose an economic impact when considering the cost for fungicides and their application. Perhaps the worse case scenario would be the long term effects of this risk. Once you have lost business or even worse, your reputation, it is difficult to get it back. While the idea to save money by cutting corners may have good intentions, the efforts could quickly backfire with the perception of a less than desirable facility.

There are professional and effective methods for communicating and capturing returns under these adverse economic scenarios. Communication could be the one tool that proves most valuable. Making major adjustments or cuts without communicating them is not the correct approach. Monthly meetings, newsletters, monthly billings, scheduled walkthroughs are all opportunities to share information and invite positive feedback. It is not uncommon to adjust budgets throughout the season. These can be far less painful if properly communicated and would be less likely to generate an unpleasant phone call from an unhappy customer. Yellow grass or dead grass on the other hand will almost always generate a phone call.

Other ways to conserve when facing tight budget times is the use of the controlled release fertilizers. The initial cost may appear high but the cost average over several weeks is more economical. For example, fertilizer that is \$30 per bag and lasts 10 weeks has an average cost of \$3 per week. Whereas fertilizer that is \$20 per bag and lasts only 5 weeks has a weekly average cost of \$4 per week. There is also a labor savings as fewer applications are needed on an annual basis. Equally important is doing your homework and buying quality fertilizer. There is a difference between slow release and controlled release. Generally, the more control the better. Ask your supplier the questions and challenge them to help you assemble a fertility program. You should expect the same level of service and quality from your supplier that your customers expect of you.

There is no shortage of challenges facing the golf industry today. The cost of fuel, equipment and labor are continuing to soar. There are constructive methods for doing more with less. However, without a well orchestrated plan, proper management and a consistent long term approach, reducing or eliminating fertilizer could spell disaster. While all the soaring costs have raised several questions about whether you could afford to fertilize; A better question could be...could you afford not to?

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## GCSANC MEMBERS SUPPORT PLAY GOLF AMERICA DAY IN NAPA, CA

Craig Zellers with Zellers-Plageman Just Add Water, LLC, also distributed ball mark repair tools, while his son Foster enjoyed a long drive exhibition presented by Brian Pavlet from the Cobra Titleist Long Drive Team.

“Play Golf America Days are family days. They are also excellent events for demonstrating how to repair a ball mark the correct way,” stated Bruce Olson. “Many of the adults and juniors who attend regional clinics such as this one, are taking up the game for the very first time. It’s an ideal venue for providing course etiquette tips, and ball mark repair being one of them.”

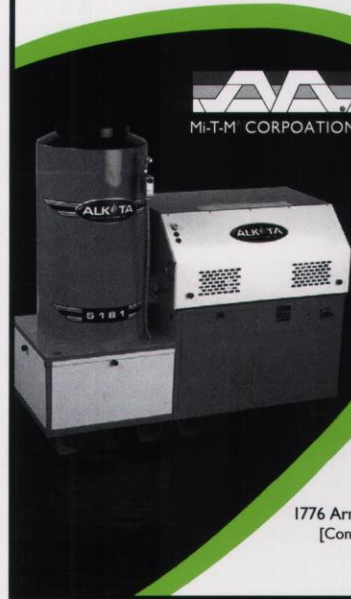
Besides Olson and Zellers, other GCSANC members volunteering at Play Golf America Day were Brian Morris, CGCS of Blue Rock Springs GC, Craig Faris, CGCS with E-Z-GO, and Mitch Frasier with Turf Star, Inc.

Through the GCSANC Ball Mark Repair Education Program chapter members have conducted community outreach efforts and distributed free repair tools at tour events held throughout Northern California including the Livermore Valley Wine Country Championship (Nationwide), Charles Schwab Cup Championship (Champions Tour) and Longs Drugs Challenge (LPGA Tour).

For more information about the GCSANC Ball Mark Repair Education Program contact Committee Chairman Chris Mains at (408) 934-7826.

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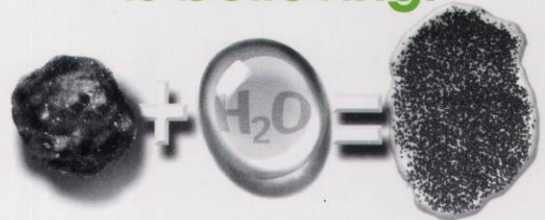
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