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COVER

Sharon Heights Golf and Country Club

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2009 ELECTION RESULTS

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ASSISTANT SUPERINTENDENT DIRECTOR

Bylaws were revised to include an Assistant Superintendent Director to be elected for a one-year term. According to Election Committee Chairman, Jason Green, this amendment received an overwhelming "yes" vote. President Chris Mains indicated he will be seeking qualified candidates for this position.



BARBARA MIKEL

March/April 2009

I am looking forward to the coming year.

We have an exciting new *Thru the Green* and will shortly inaugurate a new web site with “24/7” access to membership directory, meeting registration, membership information update.

We will be building an Archive/Historical section to include years of photos and *Thru the Green* newsletter articles. Thanks to the generosity of **Pete Cookingham** at the Turfgrass Information Center, Michigan State University Libraries and the volunteer efforts of **Jason Oliver**, Assistant Superintendent of Stanford University Golf Course, we will be digitizing and cataloging issues of *Thru the Green* back to 1932. A task I have long wanted to accomplish, GCSANC’s rich history will be available to each member. Until now, the technology and resources to accomplish this task had not been affordably available.

The GCSANC has developed three Public Service Announcements distributed via KNBR’s “Hooked on Golf” and ESPN. With the financial support of GCSAA, the expertise of Emmy Moore-Minister, and the input from the Public Relations Committee (Brian Netz, CGCS, Vince Keats, CGCS Jeff Shafer, Joe Kurung), these spots air every Saturday on radio 680 AM or on the internet at <http://www.hookedongolf.com/show/radio.html>

There are MANY unknowns for courses, superintendents, and the industry right now. This will undoubtedly make this year one of the more challenging and stressful ones in a long time. Add to that the drought declarations, taxes, decreases in play, shrinking budgets, and staff reductions, and you might ask yourself, why even look forward to the coming year? I am confident in the make-up of the superintendent and believe you will rise to the challenge.

No one person in the golf management structure can address so many wide ranging issues as can the course superintendent. I am reminded of a conversation with Pat Finlen, CGCS, way back when he was serving as GCSANC Secretary Treasurer. Pat came up to my office to review the financial records and association accounts. I was saying that it seemed like my list of things to do just keeps getting longer and longer. He laughed and said, “You’re like a superintendent, you get the job because they know you will get it done!” Well people, you can bet you will certainly be getting jobs tossed your way with fewer resources to work with, but you will get the job done!

Be sure to plan on attending the two new professional golf events coming to Northern California this year. The **TPC SF Bay at Stonebrae** will be hosting a **Nationwide PGA Tour event March 30-April 5** and the **President’s Cup** will be held **October 5-12** in San Francisco at Harding Park Golf Course.

Both tournaments will be exciting opportunities to participate in course maintenance for the events. Host superintendent, **Dave Davies**, CGCS has requested help for the PGA event March 30-April 5. Affiliate and superintendent members are encouraged to give him a call if you can help with this tournament. Check this issue for contact information for the March 30-April 5 event.

Mike Garvale, CGCS will be enlisting affiliate and superintendent support for the **October 5-12 Harding Park President’s Cup** as well. We will have an association presence at the maintenance facility at Harding Park to help in whatever way we can. Look for more details for participation in the near future.

Congratulations to **Patrick Karnick**, Wadsworth Golf Construction Company Inc, long time GCSANC member, recently elected to the Golf Course Builders of America Association as a director.



MARCH 16

NCGA/USGA Green Section
Sharon Heights Country Club
Kevin Iverson, Host Superintendent



**STONEBRAE
CLASSIC**

TPC San Francisco Bay at Stonebrae will be hosting the Nationwide Tour March 30–April 5, 2009.

We are seeking volunteers for morning or afternoon shifts to assist the maintenance crew with set up and mowing activities. Please contact Dave Davies, CGCS at (510) 690-9436 if you are interested. Come see the brightest young stars in golf compete during the Nationwide Tour’s 20th anniversary.

APRIL 14

Stonebrae Field Day

MAY 18

Superintendent/Pro Davey-Nor Cal Cup Event
Orinda Country Club
Maximum of 98 players
Bob Lopic, Host Superintendent

JUNE 15

Davey-Nor Cal Cup Event
Cinnabar Hills Golf Course
Brian Boyer, Host Superintendent

JULY 22

Crew Appreciation Day
Oakland Coliseum: A’s vs. Minnesota Twins
Clay Wood, Host Superintendent

AUGUST

Wagoner Scholarship and Research Tournament
Davey-Nor Cal Cup Event

SEPTEMBER 20-22

Assistant Superintendents Bootcamp

OCTOBER

Superintendents Institute
Davey-Nor Cal Cup Event

NOVEMBER 1-3

California GCSA Annual Meeting
Cal Poly San Luis Obispo
Terry Vassey

DECEMBER

Holiday Gatherings

JANUARY 2010

Election Meeting
Spring Valley Golf Course
Chris Mains, Host Superintendent

PRESIDENT'S MESSAGE



CHRISTOPHER MAINS
Spring Valley Golf Course

Dear Fellow Members,

Thank you for the opportunity to serve as president of the GCSANC. While I am certainly not a new face to our association, I am relatively new to this assignment. Following in the footsteps of Past President **Brian Netz** will not be easy, as he did an exemplary job as our chapter president. Under his leadership, the GCSANC had a very successful 2008. In addition to his efforts, the entire board, committee members and staff worked diligently on your behalf and you can expect that high level of commitment again this year.

No question, 2009 will be an interesting year (and a challenging one too) especially given the current economic climate. Many of our members are being faced with budget cuts and are being asked to do more with less resources and a reduced crew. Besides all that, the State of California is faced with major deficits. On the short term, it is in excess of \$18 billion dollars and you can expect another \$24 billion to follow. Fortunately, the proposed budget (which finally received approval by our legislative representatives) does not include the governor's original proposal to tax golf.

Special thanks to all of you who took the time to express your concerns about the unwarranted tax and wrote letters and/or called your legislative representative. It helped. While the golf tax proposal

has been set aside for now, it could possibly reappear in the future. If you would like more information about this unwarranted tax, visit the **California Alliance for Golf's** (CAG) newest website at www.forecalifornia.com.

Please note, that we are not alone in this fight. Every allied golf organization in the state has been involved in the battle. Special thanks to our GCSANC members who've volunteered their time with the alliance on fighting this tax issue as well as others who've served as advisors on CAG's technical committee surrounding water resources. Fortunately, through the help of our members and the use of technology we'll be able to stay informed on issues that affect our business and/or profession.

Today, it seems that technology and the Internet are helpful tools whether we're handling association business or managing daily assignments from our home facilities. And if we want our chapter to continue to succeed educationally, financially as well as from a social perspective, it will only happen if we stay informed and continue to expand our use of technology.

Fortunately, the GCSANC board understands that technology is a key tool for advancement, and add to that the fact we have an Association Manager, **Barbara Mikel**, who continues to be "on the pulse" of software applications that help run our chapter in an ever-efficient manner.

I'm proud of the electronic advancements our chapter has made... the newsletter for one, and a new website soon to be launched. Last

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PRESIDENT'S MESSAGE *(Continued)*

year we even held a few board meetings through video conferencing. The proper use of computer technology can save time in our daily jobs too, whether it's for scheduling, budgeting, or researching products. I know we still have a few members who are hesitant about going "hi-tech" and a few may not own a computer. As the chapter (and the world) goes digital in its communication efforts, the use of a computer is even more essential. One of my goals as president is to encourage others to expand their use of technology. If there are members who don't own a computer (or can't afford one), we'd like to know, in case we can connect them up with a fellow chapter member who may have some unused computer equipment they can spare or share.

In today's world, we all need to be "wired in" if we want to stay on the pulse of what's going within our industry. If you are not "tech savvy" there are plenty of classes available for a nominal fee at your local community college. I suggest you check it out!

Times may be tough in 2009, but that won't stop our chapter from providing quality programs and events. Board Member **Glenn Mathews** has done an excellent job laying out the GCSANC event calendar with fresh educational opportunities, membership programs, tournaments and special outings.

Hopefully, this year you will consider attending a few of our events and also encourage your assistant and/or a colleague to attend an event too. It's through networking and camaraderie that we often hear about a job opportunity, an efficient product, and/or a new service.

I know how busy you all are, but if time permits I'd also encourage you to reach out to your community in some way this golf season. Whether it's through supporting a local First Tee Chapter, or providing a tour of your course to a local elementary school, or even help a fellow superintendent in preparation for a premier event...it's all about giving back. Last year our chapter made a donation to Children's Hospital for books and supplies for parents visiting their seriously ill children. The GCSANC also endorsed a public health education program appropriately named Doctor's Orders: Play Golf which promotes the health benefits of golf at the community level.

In the next few months **Golf 20/20** (of which the GCSAA is a vested member) will be launching a new player development program called "Get Golf Ready." It is designed to bring new players to the game....and we need them! If your facility participates in the program please lend your support, even if it's just a 10-minute presentation to new golfers on the importance of ball mark repair. Any form of volunteerism/support will be warmly welcomed.

Lastly...this association is only as good its members. I would like to thank those who've given their time and resources in the past including our Association Manager **Barbara Mikel**, our outgoing board members, and our loyal affiliates who sponsor events for us year after year. Without our sponsors, it would be difficult for us to exist. You're the best!

In closing, for those who haven't been involved in the chapter recently I encourage you to do so in 2009. If there's a committee you would like to serve on please let me know and I will get you in contact with the chairperson. This chapter is all about inclusivity, not exclusivity. And on behalf of our board, we want you involved!



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Mowed and Non-Mowed Fineleaf Fescue Performance When Irrigated with Recycled Water

M. ALI HARIVANDI, W. BILL HAGAN AND ROY YOKOTE, UNIVERSITY OF CALIFORNIA COOPERATIVE EXTENSION

Fineleaf fescue species have been available for turf use since the 1930s, but most of them did not come to the market in large volume until 30 years later. Several improved cultivars were introduced after 1970. Recently, however, due to the low-input, low-maintenance nature of these versatile species, many new cultivars of fineleaf fescue species have found their way to the turfgrass market and are becoming popular low-maintenance choices for a variety of uses.

The most common botanical categorization of fineleaf fescues, all of which are perennial, cool-season grasses, includes four distinct species: creeping red fescue (*Festuca rubra*); Cheewing fescue [*F. rubra* ssp. *fallax* (*comutata*)]; sheep fescue (*F. ovina* ssp. *hirtula*); and hard fescue [*F. longifolia* (*brevipila*)]. Of these four, creeping red fescue, a native of Europe, is the most widely used for turf purposes. It encompasses two distinct types, fine-leaved, low-growing grasses with short, thin rhizomes. These grasses are weak creepers and are therefore slow to fill in bare areas. They are commonly known as slender creeping red fescue (*Festuca rubra* var. *littoralis*).

The second type of creeping red fescue is a strong creeper (*Festuca rubra* ssp. *rubra*) with long, spreading rhizomes and wider leaves. This type is not as tolerant of close mowing and grows less densely than the slender type. However, excellent seedling vigor makes strong creeping red fescues particularly valuable as companion grasses during turf establishment.

Both types of creeping red fescue are adapted to well-drained, dry and moderately shaded sites; they are especially intolerant of wet conditions. Most require minimal levels of nitrogen and a pH of 5.5 to 6.5. Cutting heights of 1 to 2.5 inches are common; higher heights are preferred under shady conditions.

Cheewings fescue, also native to Europe, is low-growing, and with-



out rhizomes. It is a bunch-type grass which spreads very slowly, even under mowing, by basal tillering. It tolerates mowing as close as 1 to 1.5 inches where summers are cool; in warmer areas, mowing heights of 2 to 3 inches are best. Cheewings fescue forms a denser turf than creeping red fescue, especially under close mowing. It does not tolerate extremes in temperature but does tolerate shade and drought well. It is adapted to well-drained, coarse-textured, acidic, and infertile soils.

Sheep fescue, a noncreeping bunch-type grass with tufted, stiff, bluish-green leaves, is indigenous to North America and Eurasia. It forms a relatively low quality turf and has not been widely used for turfgrass purposes. Its main use is stabilization of well-drained, droughty, coarse-textured, acid soils of low fertility. It is not adapted to either close mowing or intensive culture.

Hard fescue, a native of Europe, is also a noncreeping bunch-type

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FINELEAF FESCUE (Continued)

grass similar to sheep fescue but with tougher, wider and greener leaves. Its drought tolerance is less than that of sheep fescue but better than that of creeping red fescue. It is quite deep-rooted and has a high root-to-shoot ratio, a major reason for its drought tolerance. Hard fescue is shade tolerant but does not adapt to close mowing. Nonmowed hard fescues are attractive ground covers and often used for soil stabilization on roadsides and ditch banks, and for minimum maintenance and nonuse areas.

Fine fescues are used as mono-stands (i.e., not in a mixture with other turf species) in several regions of the northern most of the United States, but are often unsuccessful as mono-stand turf in California, especially the greater San Francisco Bay Area. Shade tolerant, they are often used in seed mixtures (with bluegrass and ryegrass) in shady or semi-shady sites. As mowed mono-stands of turf, with the exception of the mountainous regions they do not produce a quality stand year-round in most parts of California, especially in full sun.

The results of a 1988 study in the San Francisco Bay Area revealed superior performance by several cultivars of finefescue. In particular, several hard fescue cultivars performed so well that we recommended them as non-mowed, low maintenance turfgrass ground cover for Northern California. Since then, large acreages of hard and other fineleaf fescues have been planted throughout the region. Our post-1988 studies in the San Francisco Bay Area revealed that fineleaf fescues could be grown and transplanted successfully as sod. As a result, in addition to seed, several mixture of fineleaf fescues are currently available in sod form and are marketed an "no-mow" type lawns.

Due to their popularity, many new and improved fineleaf fescues have been brought to market. To learn more about these low maintenance and drought tolerant grasses and determine their suitability and performance under California's Central Coast climate, we initi-

ated a comprehensive trial in 2003 which concluded in 2007. This report presents the summary of findings from the combined data of this 4-year study.

Fifty-three finefescue cultivars supplied by NTEP (Table 1) were planted in October 2003 and were rated monthly through 2007 for overall quality (turf score) under both mowed and non-mowed conditions. The study included several cultivars each of creeping red fescue, Chewings fescue, hard fescue, and one cultivar of sheep fescue.

Plots were established at a dedicated spot at the Palo Alto Municipal Golf Course in full sun. All cultivars were planted on native soil at the rate of 4.4 lb/ 1000 ft². Seed was broadcast by hand, then raked in. Plot soil chemical and physical characteristics are summarized in Table 2. A starter fertilizer was applied at the time of seeding to provide 1 lb each of nitrogen (N), phosphorous (P) and potassium (K) / 1000 ft².

Cultivars were planted in a randomized, complete-block design, on 3 ft x 8 ft plots with 3 replications. Half of each 24 ft² plot was mowed at 2 inches weekly, and the other half was left non-mowed for the entire trial period. Turf quality ratings were recorded separately for each plot, for both the mowed and non-mowed turf. Plots were irrigated as needed with a 50/50 blend of domestic and recycled water (Table 3), for the entire course of the study. Due to environmental restrictions at the golf course, no pesticide of any kind was applied to the plot. Weed control was limited to occasional "hand pulling" of weeds. Seasonal application of fertilizer provided approximately 2 lbs of N, 1 lb of P, and 1 lb of K per 1000 ft² per year.

Table 1 presents overall results at the end of the fourth year. Ratings are the averages of 4 years' monthly ratings (2004-2007). Ratings fall on a scale of 1-9, with 9 representing the superior cultivars for overall quality. Cultivars are ranked in Table 1 from highest overall quality score to lowest.

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FINELEAF FESCUE (Continued)



Our data revealed the following about the use of fineleaf fescues as mono-stand, mowed or non-mowed turf grown in full sun in Central Coastal California and irrigated with municipal recycled water:

- All cultivars remained green throughout the year. None experienced dormancy at any time during the year.
- Collectively, non-mowed finefescue cultivars received higher turfcores (6.1 to 8.1) than when they were mowed (5.5 to 7.3). Generally, a turf stand receiving a turfcore of below 6.0 is considered unacceptable.
- In our past trials, hard fescue cultivars were top performers among the finefescues. This trial modified that trend, as many strong creeping red fescues appear at the top of the performance list, under both mowed and non-mowed regimes. Hard fescue cultivars (plus the lone sheep fescue) received the lowest turfcore under both mowing regimes.
- No disease activity was evident on any of the cultivars during the course of the study. No fungicides were used during this trial either as preventative or cure.
- Although finefescue cultivars were planted on clay soil and irrigated with a moderately saline recycled water (EC of 1573 micromhos/cm), they generally performed well. With the exception of a few mowed hard fescue cultivars and the sheep fescue, they all produced an acceptable turfcore of 6 or higher. Surprisingly, although the recycled irrigation water was moderately saline and sodic (SAR of 5), and had high levels of sodium (197 ppm) and chloride (307 ppm), the soil test results at the conclusion of the study (Table 2) indicate only moderate soil salinity (ECe of 1.43) and sodicity (SAR of 3). It appears that the Leaching Requirement on this site was met by annual precipitation and perhaps additional irrigation. In a dry year, when natural precipitation and irrigation frequency may be limited and recycled water contains elevated salts, some of these cultivars may not perform as well as they did in this study.
- In conclusion, it appears that the Bay Area Turf and Landscape Industry now has many high performing fineleaf fescues for use in a landscape to be irrigated with moderately saline water, especially if the grasses are left non-mowed.

ACKNOWLEDGEMENTS

This study was supported financially by the Northern California Turf and Landscape Council, Golf Course Superintendents Association of Northern California, National Turfgrass Evolution Program (NTEP), Palo Alto Golf Course, and University of California Cooperative Extension. Authors would also like to acknowledge the assistance of Mr. Joe Vallaire, Palo Alto Golf Course Superintendent, without whose sincere cooperation this study would have not been possible.

Table 1: Combined 4-Year Mean Overall Turf Quality (Turfcore) for Mowed and Non-Mowed Fineleaf Fescue Cultivars/Species.

Cultivar	Species	Mowed		Non-Mowed	
		Turfcore	Rank	Turfcore	Rank
FORTITUDE	STC	7.3	1	7.3	8
CARDINAL	STC	7.2	2	7.7	4
EPIC	STC	7.2	2	7.8	3
WENDY JEAN	STC	7.0	3	8.1	1
BMXC-S02	STC	6.9	4	7.9	2
C-SMX	STC	6.9	4	7.8	3
COMPASS	C	6.9	4	7.5	6
CELESTIAL	STC	6.8	5	7.1	10
DAWSON E	SLC	6.8	5	7.7	4
DP 77-9885	C	6.8	5	6.6	15
DLF- RCM	STC	6.7	6	7.8	3
GARNET	STC	6.6	7	7.4	7
J- 5	C	6.6	7	7.6	5
MUSICA	C	6.6	7	7.2	9
C03- 4676	STC	6.5	8	6.9	12
CLASS ONE	STC	6.5	8	7.8	3
IS- FRR 23	STC	6.5	8	7.5	6
JASPER II	STC	6.5	8	7.5	6
LACROSSE	C	6.5	8	6.6	15
RAZOR	STC	6.5	8	6.9	12
SHADEMASTER	STC	6.5	8	7.6	5
CASCADE	C	6.4	9	7.3	8
DP 77-9360	STC	6.4	9	7.3	8
DP 77-9578	STC	6.4	9	7.8	3
LONGFELLOW II	C	6.4	9	7.5	6
ORACLE	STC	6.4	9	7.0	11
PATHFINDER	STC	6.4	9	7.3	8
SHORELINE	SLC	6.4	9	7.4	7
SPLENDOR	STC	6.4	9	7.2	9
SR 5130	C	6.4	9	6.7	14
TL1	STC	6.4	9	7.3	8
ZODIAC	C	6.4	9	7.0	11
AMBASSADOR	C	6.3	10	6.8	13
CULUMBRA II	C	6.3	10	7.4	7
DP 77-9579	STC	6.3	10	7.4	7
SEABREEZE	SLC	6.3	10	7.3	8
7 SEAS	C	6.2	11	6.9	12
BOREAL	STC	6.2	11	7.4	7
DP 77-9886	C	6.2	11	6.6	15
PST- 8000	STC	6.2	11	6.7	14
RELIANT IV	H	6.2	11	7.3	8
TREAZURE II	C	6.2	11	7.0	11
SPARTAN II	H	6.1	12	6.1	18
AUDUBON	STC	6.0	13	7.0	11
BERKSHIRE	H	6.0	13	6.7	14
OXFORD	H	6.0	13	7.2	9
PREDATOR	H	6.0	13	6.1	18
SR 3000	H	6.0	13	7.0	11
SRX 3K	H	6.0	13	6.7	14
FIREFLY	H	5.8	14	6.3	16
SCALDIS	H	5.8	14	6.1	18
QUATRO	S	5.6	15	6.2	17
GOTHAM	H	5.5	16	6.2	17
LSD (0.05)	—	0.8	—	0.7	—

Notes: STC: Strong Creeping Red Fescue; SLC: Slender Creeping Red Fescue; C: Chewings Fescue; H: Hard Fescue; S: Sheep Fescue; LSD: Least Significant Difference. To determine statistical differences among cultivars, subtract one cultivar's turfcore from another's turfcore. Statistical differences occur when this value is greater than the corresponding LSD value. If the difference between the turfcores for two cultivars within the same column is not greater than corresponding LSD, then the two cultivars are statistically the same, regardless of their ranking.

FINELEAF FESCUE (Continued)

Table 2: Plot Soil Chemical and Physical Characteristics at the Beginning and Conclusion of the Trial*

	pH	ECe	Chloride meq/l	Bicarbonate meq/l	SAR	ESP	CEC	Sand %	Silt %	Clay %
2003	7.9	2.41	8.4	1.5	3	3	19.6	57	28	15
2008	7.5	1.43	2.7	3.5	3	4	24.6	55	26	19

* ECe: Electrical Conductivity of saturated paste extract in dS/m

SAR: Sodium Adsorption Ratio

ESP: Exchangeable Sodium Percentage

CEC: Cation Exchange Capacity

Table 3: Irrigation Water (Recycled Blend) Quality at Palo Alto Golf Course.

Parameter	Unit	Value*
Electrical Conductivity (EC)	micromhos/cm	1573
pH	—	6.9
Sodium	ppm	197
Calcium	ppm	51
Magnesium	ppm	36
Chloride	ppm	307
Boron	ppm	0.33
Chlorine (Residual)	ppm	4.9**
Nitrate Nitrogen (NO ₃ -N)	ppm	22
Phosphate (PO ₄)	ppm	12
Sulfate (SO ₄)	ppm	96
Sodium Adsorption Ratio	—	5

*2005-2007 average

**2007 average

NAUMANN'S NORCAL NEWS

P.J. KANER has accepted the superintendent position at Santa Teresa Golf Course in San Jose. P.J. was the assistant superintendent at Los Altos Golf and Country Club under **MICHAEL SIMPSON**. He is replacing **CHRIS DUBAS** who has moved to another position in the industry.

MATT WISELY is the new superintendent at Chuck Corica Golf Complex in Alameda. Matt had been the superintendent at Santa Clara Golf & Tennis Club in Santa Clara. His replacement has yet to be named.

In a sign of the times, Pasadera Country Club in Monterey has just filed for Chapter 11, Bankruptcy Protection. Hopefully, things will get better soon.

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GOOD NEWS WORTH SHARING



The GCSANC would like to extend a big round of applause to Bay Area resident and golfer Ms. Suzanne Woo, Esq., founder of BizGolf Dynamics. In her Thanksgiving e-newsletter (which was sent to numerous golfers throughout the region and beyond), Woo shared the following thoughts about the benefits of ball mark repair and the vital role of a course maintenance team:

"During a recent business golf event held at Sevellano Links in Northern California, I learned from the Course Superintendent that his staff spends ten minutes on every green fixing ball marks. If they don't fix them first, they'll shave the grass off with the mower and cause a scar on the green. That's three hours spent doing something that each of us as courteous golfers should be fixing ourselves.

"The course maintenance crew is probably the most overlooked, but the most important, to our golfing experience. So in the spirit of Thanksgiving, next time you see the staff on the course, at least say hi, if not thanks, for their efforts."

MORE GOOD NEWS WORTH SHARING

During the next few months on Saturday mornings (during the 8 o'clock hour) be sure to dial into KNBR's *Hooked on Golf Radio Show* (680 AM) and you'll hear Public Service Announcements (PSAs) promoting the vital role of today's golf course superintendent.

Here's a sampling of what will be airing:

"Golf is a Sanctuary, a game to be played, an environmental haven to be explored. Next time you tee it up take a moment to savor the serene setting... and much of nature's wildlife who also make the golf course their home. Golf is more than a game, it's an environment to be enjoyed, and respected too! Just ask any golf course superintendent who takes immense pride in maintaining the course for golfers like you, and nature too. This message is brought to you by the Golf Course Superintendents Association of Northern California."

STILL MORE GOOD NEWS

When Nor Cal golf writer and producer Frank LaRosa was lending his professional voiceover talent to the new GCSANC PSAs (which focus on the important role of the golf course superintendent) he decided that he'd write about it in *Senior Magazine*, a Nor Cal-based publication, which has a circulation in excess of 55,000. And this is what he wrote in an article entitled *Hug Your Super*:

"Long before we leave the warmth of our winter beds to dress for a round of golf, your local superintendent has been on the job for hours. Most of us don't even notice they're there. But we would be howling mad if they weren't setting the pins, manicuring the greens, mowing the fairways, trimming the trees and altogether making our experience on the golf course a pleasure. (Your bad shots are absolutely not their fault!)"

"When you stand on the first tee and admire your surroundings, the green grass, and the beauty of nature, it would be a good time to recognize the contributions made by the golf course superintendents. They've been doing this for a long time. They were green...before green was routine. Next time out on the course, take the time to offer a pat on the back to your local superintendent. Let them know how much you appreciate what they do to make your day so enjoyable."

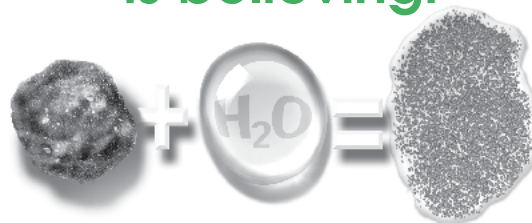
LaRosa also created a *Golf on the Go* radio announcement that includes the above message.

According to LaRosa the spot has aired more than twenty times on ESPN's affiliate radio station in Sacramento, CA. For his good work, LaRosa gets the good guy award!



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