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COVER

Contra Costa Country Club

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OFFICE NOTES



BARBARA MIKEL
September/October 2009

The new GCSANC website www.gcsanc.com is up and running!

Meeting reservations, bylaws, photos, events, association history, industry information is all available. Give it a look. Content, articles of interest from all members and use recommendations for the web site are welcomed. Part-time web site maintenance will

be open for bid proposals for interested parties, on a professional level, please contact the office for details.

With the implementation of web-based meeting reservations, it's important for you to use the protected reservation tool. You can make your reservations using credit card payment or "manual" for those forwarding company checks. The ever increasing demands for secure online credit card use are met by this new site and processing company. This payment feature will also be available for dues renewal in the future. Please note the credit card history stored by our previous provider is no longer available.

The President's Cup at Harding Park Golf Course is slated for October 6-11. I am planning to be there for some time during the event. I hope all interested in participating as a volunteer have or will contact Mike Garvale, CGCS, Kemper Sports.

Here are some hints on links and connection techniques on the GCSANC web site. Thru the Green has email and logo links enabled. What does that mean? If you are online viewing the newsletter or the web site, moving your mouse cursor over the colored highlighted text often means there is a link to someone's email or to another source of information such as web site sponsors. The company logos with web addresses will provide a quick link to the company web site. So when you see the Davey Tree logo in the newsletter or on the web site, a click of your mouse or holding down the control key and clicking your mouse button will get you to another web site or to a representative's email address. Forgive me if this seems all to elementary but it's amusing to me that no matter how many times we as a board use the GCSAA web cast for board meetings, Leann Cooper begins "hold down your control key" for instructions. Remember, "Use it, or lose it!"

WELCOME, NEW MEMBERS!

LUIS CAMARILLO
Blackhawk Country Club
Superintendent

JEFFREY SUTHERLAND
Santa Rosa Golf & Country Club
Superintendent

MICHAEL HOESLY
Richmond Country Club
Assistant Superintendent

BRETT THORNSBURY
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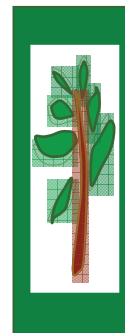
MEMBERSHIP RECLASSIFICATION

MATTHEW WISELY
Chuck Corica Golf Complex
Class A Superintendent

PRE-PACKAGED FUNGICIDE COMBO PRODUCTS

The Good, the Bad and the Ugly

Pre-packaged fungicide combination products can be great time savers for turf managers. They can also be a prescription for fungicide overuse or under use. Whether or not a pre-packaged product is the right choice for the job depends on if the diseases you need to control match the concentrations of each ingredient in the product. Sadly, doing the calculations needed can take the convenience right out of a combo package, says PACE Turf's Larry Stowell, Ph.D. To make the job easier, Stowell has posted a "Product Active Ingredient Calculation Spreadsheet" and companion Reference Table available for free download in the "Announcements" section of the PACE Turf website at www.paceturf.org.



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PRESIDENT'S MESSAGE



CHRISTOPHER MAINS

Spring Valley Golf Course

Greetings everyone!

Summer is over and that means that the kids are back in school, the weather is hopefully a little cooler, and you can find Halloween decorations clogging the aisles in the stores. How many infatigable ghouls can I fit in my front yard? I hope everyone made time to relax a little with your families.

There has been a lot of association activity this summer. We had the Annual Crew Appreciation outing at the Oakland Coliseum. The turnout was good with everyone enjoying a pregame barbeque that was co-sponsored by Mike Ravel of Crop Protection Services and Mike Munn of Granite Rock. The cold beverages were provided by past board member Steve Byrne and Mira Vista Country Club. The cooking was handled by superstars Peter Herrera and Joe Kurung. Thanks guys for helping make the event a success.

We have also had some very important political/environmental issues brought to our attention that could directly impact our ability to manage our golf courses. I am speaking of the CARB Off-Road Diesel Vehicle Regulations and the Goby 11 Lawsuit. Jim Hustung has been working hard to ensure that we have the most current information available to us. This notification was timely and I hope everyone completed the registration process with CARB before the deadline arrived.

The Goby 11 lawsuit is a very serious threat to our industry. If you have not taken the time to read the information that has been distributed, I suggest you do. The EPA is being sued by an environmental group over the process that was followed in the registering of pesticides. This could potentially impact a large number of properties and take away a lot of tools that we use to ensure the health of our turf.

Golf and education events that are coming up are plentiful. We have the Superintendents Institute coming up on October 19th and 20th being hosted by Glenn Mathews at beautiful Wente Vineyards. Please mark your calendars for this great event. We also have the state meeting coming up in November. The dates are November 1st thru 3rd and is being hosted by Terry Vassey and Cal Poly San Luis Obispo. We also have a new and exciting golf only event. November 6th thru 9th will find a group of Norcal superintendents traveling to Bandon Dunes for golf and camaraderie.

In closing, I want to remind everyone that our website is live and that we have our own event registration page. Please take the time to visit www.gcsanc.com and explore.

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NORCALENDAR

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Steve Good, Host Superintendent

SEPTEMBER 20-21

Back to Basics Boot Camp
Bay Park Hotel
Monterey, California

OCTOBER 19-20

Superintendents Institute
Davey Nor Cal Cup Event
The Course at Wente Vineyards
Glenn Matthews, Host Superintendent

NOVEMBER 1-3

California GCSA Annual Meeting
Cal Poly San Luis Obispo
Terry Vassey, PhD



Monarch Dunes
Tom Elliot, Host Superintendent

NOVEMBER 6-9

Bandon Dunes
Glenn Matthews, Coordinator

DECEMBER

Holiday Gatherings

JANUARY 2010

GCSANC Annual Meeting
Spring Valley Golf Course
Chris Mains, Host Superintendent

NAUMANN'S NORCAL NEWS

Ray Leyland has left Napa Municipal GC and is enjoying retirement in Texas. A replacement has yet to be named.....**Mat Dunmyer** has returned to Northern California. He has taken the superintendent position at Valley Hi CC in Sacramento. Mat recently completed the construction of a golf course in Montana**Frank Zamazal** at Peninsula Golf & CC in San Mateo has recently rebuilt his bunkers. The bunkers were restored back to the original concepts on the Donald Ross design.

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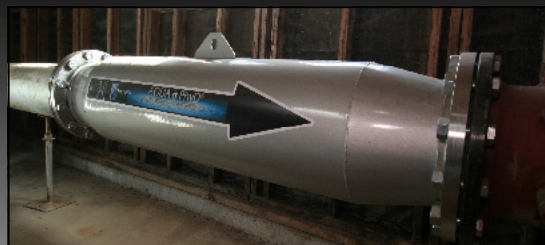
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NEGOTIATION BOOT CAMP

TEN TIPS FOR NEGOTIATING IN 2009

by Ed Brodow

The ability to negotiate successfully in today's turbulent business climate can make the difference between success and failure. With this in mind, Ed has re-evaluated his list of top ten negotiation tips. Here are *Ed Brodow's Ten Tips for Successful Negotiating* updated for the year 2009:

1. Don't be afraid to ask for what you want. Successful negotiators are assertive and challenge everything—they know that everything is negotiable. I call this negotiation consciousness. It was Number One on my previous list and it stays at the helm in 2009. Negotiation consciousness is what makes the difference between negotiators and everybody else on the planet.

Being assertive means asking for what you want and refusing to take NO for an answer. Practice expressing your feelings without anxiety or anger. Let people know what you want in a non-threatening way. Practice 'I' statements. For example, instead of saying, "You shouldn't do that," try substituting, "I don't feel comfortable when you do that."

Note that there is a difference between being assertive and being aggressive. You are assertive when you take care of your own interests while maintaining respect for the interests of others. When you see to your own interests with a lack of regard for other people's interests, you are aggressive. Being assertive is part of negotiation consciousness.

"Challenge" means not taking things at face value. It means thinking for yourself. You must be able to make up your own mind, as opposed to believing everything you are told. On a practical level, this means you have the right to question the asking price of that new car. It also means you have an obligation to question everything you read in the newspaper or hear on CNN. You cannot negotiate unless you are willing to challenge the validity of the opposing position.

2. Shut up and listen. I am amazed by all the people I meet who can't stop talking. Negotiators are detectives. They ask probing questions and then shut up. The other negotiator will tell you everything you need to know—all you have to do is listen.

Many conflicts can be resolved easily if we learn how to listen. The catch is that listening is the forgotten art. We are so busy making sure that people hear what we have to say that we forget to listen.

You can become an effective listener by allowing the other person to do most of the talking. Follow the **70/30 Rule**: listen 70 percent of the time and talk only 30 percent of the time. Encourage the other negotiator to talk by asking lots of *open-ended questions*—questions that can't be answered with a simple "yes" or "no."

3. Do your homework. This is what detectives do. Gather as much pertinent information prior to your negotiation. What are their needs? What pressures do they feel? What options do they have? Doing your homework is vital to successful negotiation. You can't make accurate decisions without understanding the other side's situation. The more information you have about the people with whom you are negotiating, the stronger you will be. People who consistently leave money on the table probably fail to do their homework.

4. Always be willing to walk away. I call this *Brodow's Law*. In other words, never negotiate without options. If you depend too much on the positive outcome of a negotiation, you lose your ability to say NO. When you say to yourself, "I will walk if I can't conclude a deal that is satisfactory," the other side can tell that you mean business. Your resolve will force them to make concessions. Clients often ask me, "Ed, if you could give me one piece of advice about negotiating, what would it be?" My answer, without hesitation, is: "Always be willing to walk away." Please note that I am not advising you to walk away, but if you don't even consider the option of walking away, you may be inclined to cave in to the other side's demands simply to make a deal. If you are not desperate—if you recognize that you have other options—the other negotiator will sense your inner strength.

5. Don't be in a hurry. Being patient is very difficult for Americans. We want to get it over with. Anyone who has negotiated in Asia, South America or the Middle East will tell you that people in those cultures look at time differently than we do in North America and Europe. They know that if you rush, you are more likely to make mistakes and leave money on the table. Whoever is more flexible about time has the advantage. Your patience can be devastating to the other negotiator if they are in a hurry because they start to believe that you are not under pressure to conclude the deal. So what do they do? They offer concessions as a means of providing you with an incentive to say YES.

6. Aim high and expect the best outcome. Successful negotiators are optimists. If you expect more, you'll get more. A proven strategy for achieving higher results is opening with an extreme position. Sellers should ask for more than they expect to receive, and buyers should offer less than they are prepared to pay. People who aim higher do better. Your optimism will become a self-fulfilling prophecy. Conversely, if you have low expectations, you will probably wind up with a less satisfying outcome.

7. Focus on the other side's pressure, not yours. We have a tendency to focus on our own pressure, on the reasons *why we need to make a deal*. It's the old story about the grass being greener in the other person's backyard. If you fall into this trap, you are working against yourself. The other side will appear more powerful. When you focus on your own limitations, you miss the big picture. Instead, successful negotiators ask, "What is the pressure on the other side in this negotiation?" You will feel more powerful when you recognize the reasons for the other side to give in. Your negotiation power derives in part from the pressures on the other person. Even if they appear nonchalant, they inevitably have worries and concerns. It's your job to be a detective and root these out. If you discover that they are under pressure, which they surely are, look for ways to exploit that pressure in order to achieve a better result for yourself.

8. Show the other person how their needs will be met. Successful negotiators always look at the situation from the other side's perspective. Everyone looks at the world differently, so you are way ahead of the game if you can figure out their perception of the deal. Instead of trying to win the negotiation, seek to understand the other negotiator and show them ways to feel satisfied. My philosophy of negotiation includes the firm belief that one hand washes the other. If you help the other side to feel satisfied, they will be more inclined to

help you satisfy your needs. That does not mean you should give in to all their positions. Satisfaction means that their basic interests have been fulfilled, not that their demands have been met. Don't confuse basic interests with positions/demands: Their position/demand is what they say they want; their basic interest is what they really need to get.

9. Don't give anything away without getting something in return. Unilateral concessions are self-defeating. Whenever you give something away, get something in return. Always tie a string: "I'll do this if you do that." Otherwise you are inviting the other negotiator to ask you for additional concessions. When you give something away without requiring them to reciprocate, they will feel entitled to your concession, and won't be satisfied until you give up even more. But if they have to earn your concession, they will derive a greater sense of satisfaction than if they got it for nothing.

10. Don't take the issues or the other person's behavior personally. All too often negotiations fail because one or both of the parties get sidetracked by personal issues unrelated to the deal at hand. Successful negotiators focus on solving the problem, which is: How can we conclude an agreement that respects the needs of both parties? Obsessing over the other negotiator's personality, or over issues that are not directly pertinent to making a deal, can sabotage a negotiation. If someone is rude or difficult to deal with, try to understand their behavior and don't take it personally.

Ed Brodow is a negotiation guru who has served as a keynote speaker for the GCSANC. He has also appeared on Northern California's Voice of the Valley TV Show, ABC News, Fox News, PBS, and Inside Edition. He is the author of Negotiation Boot Camp: How to Resolve Conflict, Satisfy Customers, and Make Better Deals (Doubleday). For more info visit www.Brodow.com.



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GCSA OF NORTHERN CALIFORNIA SUPPORTS GET GOLF READY CLASSES

Free Ball Mark Repair Tools for Students Taking Up the Game

It's apparent that the GCSA of Northern California isn't just intrigued with growing turf, it's also interested in helping grow the game of golf evidenced by the chapter's recent support of Golf 20/20's *Get Golf Ready* program. The Nor Cal Chapter is supplying free ball mark repair tools to local facilities hosting this new player development program. Participating courses can be found from the North State Region to the Wine Country and from San Francisco to Silicon Valley and on to the Monterey Peninsula.

Through Golf 20/20's collaborative efforts (in conjunction with PlayGolfAmerica.com), the *Get Golf Ready* five-session program was designed for students interested in taking up the sport in comfortable style. The series of classes are set to instill confidence and excitement about the game of golf. Day 1 of the *Get Golf Ready Program* is about "Awakening the Golfer in You" while Day 2 addresses "Becoming One with the Course" which includes not just short game instruction, but how to care for the course through proper divot and ball mark repair.

"As course superintendents we favor the idea that folks are being introduced to the fundamentals of golf in five succinct sessions which also includes an on-course experience," stated Brian Morris, CGCS, golf course superintendent at Blue Rock Springs Golf Course, a 36-hole public facility in Vallejo, CA. "What better time to introduce proper ball mark repair than when folks are taking up the game for the first time." Morris will join PGA Teaching Professional Bob Miller during one of the *Get Golf Ready* classes, where he'll demonstrate how to correctly repair a ball mark. Thus, when the students are playing on the course in the future, they'll be prepared to leave the putting surface in better condition for those who follow.

Since this is the inaugural year for the *Get Golf Ready Program* it's also the first time tools have been distributed to class participants. However, the GCSANC has provided tools for other growth of the game initiatives/programs including: Women's Golf Month, The First Tee, LPGA-USGA Girl's Golf, and at Play Golf America Days where new players are introduced to the game and former golfers are welcomed back to the sport.

The ball mark repair education program began nearly a decade ago when chapter members distributed free repair tools at the PGA Senior Tour event at Silverado Country Club & Resort in Napa, CA. The senior tour has since changes its name to the Champions Tour and the tournament has left the Wine Country, but that has not stopped the GCSANC from putting ball mark repair tools and instruction cards into the hands of Nor Cal golfers.

Special thanks to all of the GCSANC members and staff who have dedicated their time for this worthwhile community outreach program.





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