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OFFICE NOTES / BARBARA MIKEL



As I say hello to an arriving group of officers and directors, it is also time to say thanks to those leaving the board. Dale Simpson, thanks for your service.

Thanks to outgoing Past President, Thomas Bastis, CGCS leaving the GCSANC board after 7 years. Thomas, you made your mark on the association (as you do with whatever you undertake). I enjoyed and appreciate the time commitment to the association and your fellow superintendents.

Looking forward, there is a new draft strategic plan in place. This will need review and revision by the new board. Bylaws need some "freshing up". The language of the bylaws needs to reflect changes in California Corporate laws. GCSAA has offered to review and update, so we will undertake that in the future. Then there is the web site and events registration and the newsletter.

Website and event registration have undergone upgrades. There are issues on the site requiring

downsizing of the screen displays. We are addressing these now. Stay tuned and let us know! One consideration in developing the web site and membership & events registration online was cost. The association is not in the same position as the USPS or the financial straits of state and local governments. The annual costs of mailing Thru the Green was over \$5000 when it was 12 pages. The postage has increased four times and the publication is now 20 pages and growing. Meeting notices and dues renewals were an average \$565 for postage excluding the cost of printing. The board made some tough calls in the past four years, which has strengthened your association. Another consideration is the security and safety of those items being "cloud" based. I remember talking about that last year at Cal Club. It is going to become more commonplace as companies and clubs are hard pressed to finance equipment and software upgrades. You may need to become more technically adept to maintain your competitive profile in future career enhancements.

NORCALENDAR

JANUARY 9, 2012

GCSANC Annual Meeting
The Course at Wente Vineyards

FEB 27-MARCH 2

GCSAA Golf Industry Show

FEB 29, 2012, 6:00-9:00 PM

California GCSA Hospitality Suite
Las Vegas Country Club

MAY 14

NCPGA/GCSNC/CMAA Official Pro-Am Presented by E-Z-Go
Rancho Murrieta Country Club

JULY 2

Wagoner Scholarship Research Tournament
Sonoma Golf Club

AUGUST 13

Tri Chapters
TPC Stonebrae

OCTOBER-NOVEMBER
Superintendents Institute

More Details?

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HOLIDAY MEETING RESULTS

Del Monte Golf Course
December 2, 2011

Low Gross	<i>Superintendent</i>	<i>Affiliate</i>
First	Dan Mahoney	Mike Ginelli
Second	Mike Garvale	Scott Dickson
Third	Mike Phillips	John Parodi

Low Net	<i>Superintendent</i>	<i>Affiliate</i>
First	Terry Grasso	Manny Pina
Second	Gary Carls	Russ Mitchell
Third	Ross Brownlie	Mitch Frasier

Closest to Hole #4: Mike Garvale

Closest to Hole #6: Ross Brownlie

Closest to Hole #12: Ryan Wilson

EZ-Go Hole in One #14: no winner

Long Drive #15: Brian Hurley

Accurate Drive #3: Dan Dalske

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NEW MEMBERS!

Matthew Kuchin

San Jose Country Club
Assistant Superintendent

Joel Wong

Sonoma Golf Club
Assistant Superintendent

Dinah Zuckerman

Delta Bluegrass
Affiliate

Matt Drake

Yuba College
Student

PRESIDENT'S MESSAGE



GLENN MATTHEWS

The Course at Wente Vineyards

Parting Shots...

2011 has been a year of personal and professional growth for me. I made it through the first year of marriage to my wonderful wife and we are expecting our first child some time around the holidays. At work we are coming to the end of almost two years of construction recovery from the 2009 DWR pipeline failure. I'm happy to say I made it through those trials and look forward to the challenges of raising a family and getting back to maintenance on the Course.

It has been a pleasure serving the Board over the past 5 years and I look forward to being Past President. With the help of the Board the association has continued to be one of the leading regional golf organizations in the country. We have built a sustainable organization based on the strategic plans of the past and have recently updated strategic goals for the future. As the new board comes into office at the beginning of 2012 they will assume responsibility of the organization and begin implementation our strategic plan.

Some of the successes of the past year to note are the successful implementation of the new sponsorship program developed by the Sponsorship Committee and the streamlining of our event calendar. In the first full year of the sponsorship program participation dra-

matically increased and affiliates were able to take greater advantage of advertising opportunities offered through it. Benefits included sponsorship signage at association events, newsletter exposure, and website advertising. The event calendar had fewer events, but achieved greater attendance. We had our most successful Scholarship and Research event ever and the return of the Holiday party has been a huge success.

Next year the Nor-Cal Davey Cup returns after a one year absence. The Davey Cup is modeled after the PGA Tour's FedEx Cup and will be a year long competition composed of four stroke play events; the Annual Meeting at Wente Vineyards, the Scholarship and Research event at Sonoma G.C., the Tri-Chapters event at TPC Stonebrae, and the Institute, TBD. Qualifying participants will post a minimum of two scores and points will be awarded based on order of finish for gross and net divisions. 1st place winners in each division receive a \$300 certificate and the coveted "Davey Tree Nor-Cal Cup". 2nd, 3rd, and 4th place winners receive certificates for \$200, \$150, and \$100 respectively. In years past the event has stimulated higher player participation and generated some great competition with peers. I look forward to a great year and a great turnout for our first event of the year, the Annual Meeting, January 9th at The Course at Wente Vineyards.

Hit 'em long and straight,

Glenn Matthews



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Bayer Environmental Science

BUNKER SHOTS *by Ken Williams, CGCS*

Greetings from Palo Alto, probably the only place in the country where even the homeless have laptops! Technology is amazing these days, but it is making the superintendent's life even crazier. It is nearly impossible to check out from work anymore, even when on vacation. Long gone are the days when mail only came once a day and our pockets weren't buzzing every couple seconds. Now I see why the older generation always claims, "Those were the days!"

Social networks are now everywhere and part of everyday life. Facebook is great and all, but it is total pseudo reality. People now hire consultants to shape their online identity. But yet people tend to do strange stuff online. For example, who friends Red Velvet Cake? Wow, those status updates must be really exciting! Or I like the people on Facebook who have signed up but don't put their photo in their profile. It is FACEbook for crying out loud! Most adults on Facebook are so nice and overly sweet, and yet the teens can be intensely cruel. Unfortunately there is no middle ground like there is in real life. It is sort of like the reality shows, where reality just happens to be staged.

Have you heard the advertisements for an outfit called Sprinkler-Times.com? They are supposed to have a Smartphone app. to help people set their sprinkler run times by geographical location. I can't believe how lame somebody would have to be to spend money on that. But then again, I'm pretty peeved that I didn't think of it first!

I couldn't write an article without giving my friends at the USGA some grief. My gripe again is Rule 16-1c that doesn't allow the repair of spike or scuff marks on the green.

Now I do know, courtesy of Gale Love, if I was a better superintendent I wouldn't have greens that scuff up. But I don't think Gale has seen how many inconsiderate foot-draggers I have that trounce these grounds everyday. Anyway, those blatant scuffs of bent around the hole are no fun to putt over and around. The USGA claims repairing the marks would slow play. - What? - I don't think they realize how incredibly lazy golfers are! Golfers will just repair what effects them - the bare minimum; it is pretty much human nature 101. Just look at how many ball marks go unrepaired! Come on USGA, this is one rule to revisit. For big tournaments, a local rule could always be implemented so meticulous Pros wouldn't fix spike marks forty feet from the hole.

And finally, the GCSAA Conference is finally going back to Vegas! Wow, that should be exciting! But things must really be tough there for them to want us golf course superintendents. Not to say we are a cheap, thrifty group or anything, but somebody better put up some long mazes for the lines for the couple \$5 tables they have in the back corner! I'm sure the city of excitement and bright lights can't wait to see the hoards of pickup truck driving, khaki wearing, logo shirt sporting, grass-stained supers invading the Strip searching for the best buffet deals and happy hours. It'll be a great week, and hopefully be a lot more fun than just talking turf! I just hope in today's world they are still rolling dice and dealing actual cards!



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AFFILIATE PROFILE



Name: Scott Dickson
Employer:
 Turf and Industrial Equipment
Position: Sales Advisor
Years in the Business:
 ¾ in sales; 15+ in golf
Previous Employment: Golf Course
 Superintendent at Saddle Creek Resort
Education: B.S. Turfgrass Science from
 Pennsylvania State University

GCSANC Work or Interests: New member

Other Organizations: Past President of Sierra Nevada GCSA

Family: A cat named Monkey

What was the first car you ever owned? Jeep Wrangler

How fast did you drive it? Too fast (not meant for speed)

What is your favorite band? Phish, the Clash, Nirvana,
 Raconteurs, Mumford and Sons, the Dead, Rise Against

How did you get into the business?

A golf course was my backyard playground.

What did you learn that they never taught you in college?

The golf business is a cold and cruel mistress.

Please list your fantasy foursome:

Casey Martin, Bill Clinton, Tiger Woods, me

What is #1 on your bucket list? Learn to play guitar

What accomplishment are you most proud of? Went back to
 college and graduated after a misspent youth.

What's your favorite restaurant? Popeye's chicken

Beer or wine? Beer

Favorite course to play: Saddle Creek Resort

Ipod top 5: See favorite band

What's your favorite vacation spot?

Acadia National Park, Bar Harbor Maine

Favorite hobby: Sleep

Strangest thing you've ever seen on a golf course:

A pickup truck rolled 200 yards downhill and rear ended an oak tree
 next to a green.

Name your top superintendent influences: Jessie Creencia,
 Cameron Park; Scott Schukraft, Huntsville Golf Club, Wilkes Barre,
 PA; Thomas Bastis, Cal Club

Name your top life influences: Dad and Mom

Lowest score you ever shot and course:

68, Old Orchard Beach Country Club

Worst comment a superintendent ever made to you

(Affiliate): None. Superintendents are the nicest and most polite
 people in the world!

The hardest part of your job: Having weekends off!

The hardest part of selling to superintendents (Affiliate):

Deciding whether to just show up without making a phone connec-
 tion first

The most rewarding thing in your job is: Finding the right
 piece of equipment for the specific job—like finding a shoe that fits.

Few people know I like to: Sorry, top secret....

**If you weren't in the business of growing grass what would
 you be doing?** Ice Road Trucker

What's in your garage? Boxes full of junk

What's in your closet at home? Skeletons

What's in your office? Scribbled notes that even I can't read.

What magazines do you subscribe to? *Sports Illustrated*,
Consumer Reports and *Rolling Stone*

Do you collect anything, and why? Memorabilia from the last
 decade of Boston sport champions!

Worst piece of equipment ever owned?

A cup painting device that painted me instead

Worst place you have ever slept? Front lawn of ex girlfriend

Closest to death you ever came? 2.5 seconds

**The invention that you thought of but someone else made
 the million dollars and not you?** The wheel

Do you expect to collect on social security? Nope

What were your favorite activities as a child?

Golf and mud pies.

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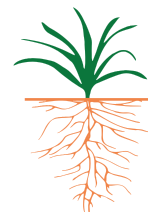


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ASSISTANT SUPERINTENDENT PROFILE



Name: David Procter

Employer:

Ruby Hill Golf Club, Livermore, CA

Position: Assistant Superintendent

Years in the Business: 11

Previous Employment: The Olympic Club, San Francisco, CA

Education: BSc (Hons) Turfgrass Science

GCSANC Work or Interests: I am a chapter member and enjoy attending

events like the Demo Field Day. I look forward to becoming more involved with the chapter by serving on a committee and maybe one day on the board.

Family: Married to wife, Holly, and reside in San Francisco, CA.

What was the first car you ever owned? Volkswagen Jetta

How fast did you drive it?

Depends on how late to work I was (kidding).

What is your favorite band? Being of English descent, it is Oasis.

How did you get into the business? At the age of 13 I played my first round of golf with a group of friends. I quickly became hooked and spent the next three summer vacations working on the maintenance crew at a few local clubs. As part of my initial college turfgrass program I had the opportunity to move to Scotland and work at Loch Lomond Golf Club, then home to the Scottish Open. It was this high-level exposure that made me realize that this was the life for me.

My initial exposure to the industry (in the USA) relies heavily on Mike O'Keeffe and Ohio State University where I participated in an international exchange program which specialized in Horticulture, Agriculture and Turfgrass. I spent six months in Ohio at Sand Ridge Golf Club, six months in Florida at Card Sound Golf Club followed by 6 months in New York at Westchester Country Club.

What did you learn that they never taught you in college?

The human element. The ability to work with a variety of folks and all for the common good of the project and/or the club.

What is #1 on your bucket list? To attend the World Cup.

What's the best bit of professional advice ever tossed

your way? I would never ask someone to do a task (or assignment) that I wouldn't be willing to do myself.

What accomplishment are you most proud of? My goal (as with many of my colleagues) is to continue to learn, improve and progress within the industry, so I would have to say I am most proud of the position I hold today at Ruby Hill GC. This has come from years of hard work and with a commitment to always give my best.

I have worked European tour events in Scotland, PGA Tour events in the USA, The US Amateur and two Wimbledon tennis championships. It's always a stand-out moment whenever I've been involved with an event of global scale. To work along side other professionals in a voluntary capacity at a major event is something everybody should jump at the chance to experience.

On a personal level, I am most proud to have married my beautiful wife, Holly. With her support I've been able to achieve many of my professional goals.

What's your favorite restaurant?

The Boxwood Café in London

Beer or wine? Wine

Favorite course to play: Meadow Club (Fairfax, CA)

Ipod top 5: *Wonderwall* (Oasis), *You Do Something to Me* (Paul Weller), *Fake Tales of San Francisco* (Arctic Monkeys), *Through the Wire* (Kanye West), *America* (Neil Diamond).

What's your favorite vacation spot? Portugal

Favorite hobby: Growing up in England my main passion has always been football (soccer). However, I also love golf, hiking and camping.

Strangest thing you've ever seen on a golf course: A boat that landed in a bunker at Loch Lomond Golf Club.

Name your top superintendent influences: Ken Siems at Loch Lomond Golf Club. He demanded a lot of respect and was always extremely professional,

Name your top life influences: My dad and mum

Lowest score you ever shot and the course: Shot an 82 at the Meadow Club (no wonder it's a favorite course of mine!)

The most rewarding thing in your job is: Seeing what goals can be achieved through the efforts of the team. It was quite rewarding recently observing how happy our members were at the club invitational.

Few people know I like to...cook.

If you weren't in the business of growing grass what

would you be doing? I think I would have chosen a career as a public safety (police) officer and eventually becoming a detective.

What's in your garage? Sorry, no garage. I live in downtown San Francisco with street parking only.

What's in your closet at home? Not much, since my wife takes over most of the closet (which I hear is quite common these days).

What's in your office? Lots of things, but most important to me is a flag and hat collection, and of course, my irrigation computer.

What magazines do you subscribe to? Outside of all the industry publications, *Men's Health* is the only other magazine.

Do you collect anything, and why? Yes, flags and caps from tournaments I have attended and/or venues where I have served on the volunteer crew.

Worst piece of equipment ever owned? Never owned it, but back in Scotland the club had a Ferris (a walk behind mower). None of us wanted to use it. (Amazing how often the tires were mysteriously found flat.)

Worst place you have ever slept? My office.

Closest to death you ever came? In my youth I experienced severe hypothermia and was med-flighted to the hospital via helicopter.

The invention that you thought of but someone else made the million dollars and not you? Never quite had the mind of a great inventor. However, it would have been great if I had invented a central irrigation control system.

Do you expect to collect on social security? Yes. Don't we all?

What were your favorite activities as a child? Football with friends and fishing with my dad.

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ELECTIONS—CANDIDATE STATEMENTS



POSITION: DIRECTOR
Brian E. Boyer

To the Members of the GCSANC:

I was recently made aware of an opening for a director position and I would like to submit my name for candidacy.

While I am a transplant by way of Michigan, I have been a member of the association since 2001 where I started as the assistant superintendent at San Francisco Golf Club. After four and a half years at SF Club, I was chosen to be the superintendent at Cinnabar Hills Golf Club and I am fortunate to find myself in the same position currently.

My interest in the board sprang up two years ago when Cinnabar Hills Golf Club and I hosted the research and scholarship tournament. It filled me with a great sense of pride to have my fellow peers attend the event. It also made me feel somewhat chagrined, as my attendance to similar association events over the years was limited. I have made it a goal this past year to attend as many events as possible and I would like to increase my involvement with the association by serving as a director on the board.

Thank you for your consideration.

Sincerely,
Brian E. Boyer



POSITION: ASSISTANT DIRECTOR
David Procter

I am writing to you with excitement about the opportunity to serve our Chapter in the role of Assistant Superintendent Director. I am currently the Assistant Superintendent at Ruby Hill Golf Club in Pleasanton.

Having worked in Northern California for the past three years I now feel it is time to contribute to our profession at the local level. As an effective communicator with a passion and enthusiasm for this great industry, I feel I have the required skill set to fulfill this role. If elected I will be dedicated to serving our members at all levels. My main goal would be to bring the thoughts, ideas, and opinions of Assistant Superintendents to the attention of the Association in order to foster new ideas and provide the necessary services, support and education to promote growth within our field. I am a positive individual, always open to new ideas and suggestions. I have a passion for learning with a strong focus on both personal and professional development.

With the 80th birthday of our Northern California Association and The U.S. Open at The Olympic Club coming up this summer, there is no better place to be in 2012 than right here in Northern California. I thank you all for considering me for this position and look forward to the opportunity of working with you in the future.

Happy Holidays,
David Procter



POSITION: AFFILIATE DIRECTOR
Jim Sherman

Jim was born in Los Altos, California and graduated from the University of Arizona in 1987 with a degree in business.

He has worked at Turf and Industrial Equipment Company since 1979 [31 years?!], starting part time in the engine rebuild department, then the parts department where he went on to become the Parts Department Manager in the late 1980s.

In 1990 Jim began his sales career at Turf and Industrial; and became one of the owners of the company along with his Father. Jim and his Dad sold the company in 2007 to new ownership and Jim now serves as Vice President of Sales for the corporation.

Turf and Industrial Equipment represents John Deere Co., Club Car, TurfCo top dressers, Redexim Charterhouse Verti-Drain products, STIHL, Gearmore, Cushman, Landpride and many others.

Jim enjoys calling on golf courses because "They are the nicest people you could ever meet. Superintendents are not only easy going but also easy to find—they are always working somewhere on the course." Golf courses tend to replace equipment consistently and take care of the equipment they have. "A golf course is one of the only rental customers I have that consistently returns the equipment back in virtually the same condition as they receive it."

Jim is proud to be able to serve bay area golf courses with quality equipment and specialized hard to find rentals. Regarding his CGSANC board position, "I want to give back to the association and the superintendents that have done so much for me during my career," Jim said. "I have developed significant friendships over the years and want to bring my expertise and experience to wherever I can best serve the golf industry."



POSITION: BOARD OF DIRECTORS
Jim Abate

Agronomy Consultant, PGA TOUR

I thank you for your consideration for the GCSANC Board of Directors. It has been a pleasure to be in the Northern California area for the past two years. As a new arrival I was greeted with professionalism, openness, and great camaraderie. 2012 will be my 14th year in the industry. My professional experience has been at high end resort type course, TPC Sawgrass, and now that of a municipal course, TPC Harding Park. The wide array of knowledge gained at both properties has given me a well rounded view of our business.

The role of a golf course superintendent has evolved over the last 80 years of the GCSANC. I would consider it an honor to be part of the leadership group that guides our organization into the future. Education, communication and professionalism are the tenets that I most value. My current position allows me to have the time and energy to successfully meet the demands of a Director position.

Respectfully,
Jim Abate