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Justin Mandon & Pat Finlen, CGCS showing U.S. Open Cup

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Office Notes

BY BARBARA MIKEL



August 13—TPC Stonebrae and Superintendent Dave Davies, CGCS will host the

Second Annual Tri Chapters Meeting & Tournament. Stockton Country Club hosted the event last year. Hopefully the three northern chapters can make this

a continuing event, which brings our members together once a year. Plan your calendar for a day of education and golf. Presenter Fred Brattain, Director of Instruction and CEO Disabled Golfers Learning Foundation, Inc., will discuss ADA Compliance for Golf Courses and increasing revenues by correctly tapping the Disabled Golfer Market. The day concludes with post golf hors d'oeuvres and the presentation of The Tri Chapters Team Competition trophy and prize.

Thanks to the financial success of the Clifford and Myrtle Wagoner Scholarship & Research Tournament at Sequoyah Country Club last August, the association was in a financial position to make a significant donation (\$6000) to California Turf and Landscape Foundation. Turf research programs have received reduced funding by the University of California system. Foundations funding directly to research do not have the administrative burdens of the California UC system; more cost effective.

The Scholarship portion of the Scholarship & Research Tournament also received significant funding from last year's event. Legacy Scholarships awarded to Erica Husting, Zackary Markow, Michael J. Kropp Jr., & Haley Markow. A Turfgrass Scholarship was awarded

to Cody Stewart.

The first electronic issue of Thru the Green was published in February 2009. Brian Netz, CGCS was President and continues his work with Thru the Green. Each issue of the association publication is archived and available to you on the website www.gcsanc.com. An available option each month is to receive the publication via Nxtbook electronic publishing software.

Digitized web access of paper issues 1982 to 2008 by Turfgrass Information Center Michigan State University is awaiting release and review of the Newsletter Committee and the board of directors. Collecting and shipping of issues prior to 1982 is scheduled for summer of 2012. We will forward the paper copies to Michigan State University for digitizing and inclusion in the online Turfgrass Information Center.

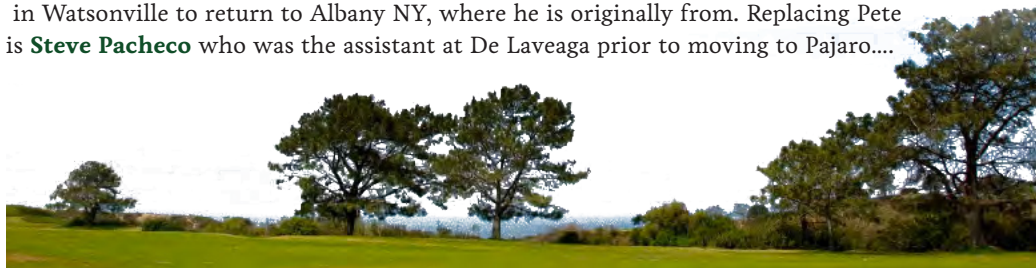
With each TTG issue since 2009, we have been able to analyze use and member interest. It is always gratifying to know people actually read and use the items your association provides. The association also has web data usage. Use for the website has increased 100% from 2011 to 2012. Page visits (unique and repeated) and page views (length and number of pages visited) have increased steadily over the past year.

So what does all of this mean? You are still interested in your association and you are using the new tools to stay informed. I am looking forward to checking out the Twitter and Facebook uses for the association.

Thanks for all your support!

Nauman's Nor Cal News

Chris Mains has accepted the superintendent position at Discovery Bay Golf Course. He is replacing the retiring superintendent **Terry Kelsey**. Chris was the superintendent at Spring Valley Golf Course in Milpitas. His position is being filled internally with **Leon Alvarez** who was the assistant prior to being promoted. **Pete Galea** is retiring from Pajaro Golf Club in Watsonville to return to Albany NY, where he is originally from. Replacing Pete is **Steve Pacheco** who was the assistant at De Laveaga prior to moving to Pajaro....



NorCalendar

JULY 2

Wagoner Scholarship & Research Tournament

Sonoma Golf Club

AUGUST 13

Tri Chapter Meeting

TPC Stonebrae

OCTOBER 15

Assistant Superintendents Bootcamp

NOVEMBER 11-12

Superintendents Institute

Oakhurst Golf Club

DECEMBER 7

Holiday Golf and Dinner

Del Monte Golf Course

More Details?

[Visit Us Here](#)

New Members

Adam Lind

CEMEX

Affiliate

Adrian Castillejos

Petaluma Golf and Country Club

Class C Assistant Superintendent

Dan Anderson

SHACNW Environmental Products

Affiliate

Eric Gifford

The Riviera Country Club

Student

Gregory Ilacqua

Pasatiempo Golf Club

Student

Mark Hulett

Diablo Country Club

Class C Assistant Superintendent

Pete Fleming

Canyon Lakes Golf Club

Class A Superintendent

Ryan Ifft

Summitpointe Golf Club

Class C Assistant Superintendent

President's Message BY RODNEY MULLER



Blah, blah, blah, blah, BLOG!

I had every chance in the world to start blogging. One day, after accepting the job at Empire Ranch Golf Club, I received a message from Google Analytics through my email. Evidently the previous superintendent had a number of followers on ERGC's maintenance blog that, well, were interested in what he was doing as superintendent. He had it all set up, and I took it down...I froze! I had never done anything like this; I had not even read a blog. My main concern? I wondered where I would find the time to come up with material about which to blog.

Many of my fears came to fruition in February of this year. Club-Corp hosted its West Regional kick off meeting in San Diego and out of that meeting I learned we had to create a blog page. It seems that superintendent blogging at the private club level was so well received, it replaced the bi-monthly article superintendents wrote for the Clubs newsletters. Now under the "Greens Section" it only lists the Superintendents blog address. Once your member becomes a follower of your blog, each time you post they will be notified by email and sent a direct link to your blog page.

The process is easy. There are several blog services that one can use like blogger www.blogger.com, typepad www.typepad.com, or Wordpress www.wordpress.org to name a few. Templates are already

established and can be customized to fit your needs. Just follow simple set-up directions and link it to your email. Voila, you have now become a stop on the World Wide Web for others to view.

We can help get your word out. Our Association is very lucky to have bright and talented board members who are in touch with today's electronic media. Brian Boyer, Director, and David Proctor, Assistant Director, take care of our Twitter and Facebook feeds. A lot of great information goes out each week concerning our industry. Coming soon to GCSANC.com will be a dedicated blog page that follows our blogging superintendents. Once signed up, when you update your blog it will automatically be checked by our website, rolled to the top of our blog aggregator, and fed through Twitter and Facebook.

So lets get started. Don't miss your chance to make yourself more valuable to your membership and management. You can let people know what you are doing on the course by showing before and after photo's of projects or blog about what is impacting the golf maintenance industry. Material is not hard to find that is considered "blog worthy." After all, it is just another form of what you are doing already: communicating!

Rodney Muller, Blogger

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Have GCSANC.com Link to Your Blog

GCSANC Members,

The Golf Course Superintendent's Association of Northern California will be adding a new page to the website that highlights member blogs. We feel this will be another incredible education source we can provide the membership and also another way for you to get your information to more people. To have your blog listed, simply send an email to Brian Boyer (bboyer@cinnabarhills.com) stating your blog address.

Sincerely,

Brian E. Boyer



Board Policy Oversight Task Group Meeting

The 2012 Board Policy Oversight Task Group will meet on July 10. The task group wants member feedback on GCSAA-paid support and expenses for board members. Additional information regarding the group's focus as well as outcomes from previous task groups can be found by clicking [here](#).

Members of the 2012 Task Group are:

Jim Fitzroy, CGCS—2011 Past President (Chair)

Shelia Finney (Co-Chair)

Ken Gorzycki, CGCS

Pat Sisk, CGCS

Mike Swing, CGCS

Jon Maddern, CGCS—Past President

Ron Dahlin, CGCS—2009 Task Group

Feel free to contact the task group via email BPOTG@gcsaa.org. Remember, if you hit reply to a listserve message, it goes to all members of that listserve. If you want the message to only go to the task group, you must forward it using just the BPOTG@gcsaa.org email address.

Sincerely,

Shelia Finney

Task Group Co-Chair

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Roll With It

BY SEAN TULLY

What is old is new again. Rolling greens and fairways for a time was looked down upon in the turf industry, but over the last 10 years or so, there has been a recent upswing in its use and a better understanding of their importance in keeping greens smooth and managing green speed consistency.

Back in the day, rollers were used where frost conditions warranted their use to firm and smooth the surface after long winters uplifted soil. The entire course would get rolled with huge rollers, some of which were steam powered! In 1897, The Chicago Golf Club hosted their first U.S. Open and in getting their course prepared for the event they purchased a 5-ton roller to run over the greens! Here is a report

proclaiming the efficiency of the roller, "All roughness of the ground upon which the roller has operated has disappeared, and it is no exaggeration to say that with its aid perfect putting greens could be obtained on any part of the course."



ON THE COURSE, LAMPTON GOLF AND COUNTRY CLUB, TORONTO.

Social Media is the Social Norm

BY RODNEY MULLER

I have to admit...I held off on getting a Twitter account as long as I could. I say that because I didn't want to have one more thing to 'fritter' away my time, but it's become the way we communicate in a technology-driven society. I could not be left behind!

Yes, social media is a convenient way to keep up with friends, family, link others to your business and get real-time news events. But did you know Twitter and Facebook also create a circle of trust with people who have common interests? It's a great way to promote and advertise your business or organization to people who trust you and like what you do. By building a network of people and linking those people to your industry, social media has become a great way to communicate what superintendents tackle each day at both local and national levels.

Did I mention it's in real-time? Need to communicate with the golf shop on course conditions? Social media can help! Tweet it (from your phone) and by linking your account to your Facebook business page or Linked-In account it will be available to your network of followers immediately. But you say, "I have a two way radio that I use to communicate with the golf shop." Remember the 'grape vine' game you played in grade school? How well did that work out for ya? When you tell one person something and then expect the message to be repeated 50 more times, something will get lost in translation. Social media helps you get the right information to the right audience right now.

Remember when the Internet was something you only had at home? Every employer thought work production would fall if it were introduced at the job site. Then slowly the Internet made its way into the workplace because of the e-mail capabilities. However, it was monitored so that employees would not use company time for personal emails. Work production actually increased because employees could communicate more directly and efficiently by e-mail rather than playing phone-tag— now there's a term that's becoming more obsolete every day.

Then social media came along which likely was blocked by your company's IT department. "The Man" saw it as an unquestionable waste of time and forced you 'underground' if you wanted to keep up with Uncle Bob or your BFF during working hours.

Times are continually changing. Just last month our company hired a new position, 'Director of Digital Marketing and Social Media,' recognizing the importance of our virtual communities. Now we, as department heads, are expected and encouraged to build our network of followers through Twitter and Facebook confirming social media as the social norm.

So what are you waiting for? Log on to www.GCSANC.com and visit 'SHARE GCSANC SOCIALLY' at the bottom of the home page and join our trusted network. I'm just glad we don't have to rely on carrier pigeons to get our message out!

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New ARB Regulations

This notice is a reminder of several new Air Resources Board (ARB) labeling requirements for in-use off-road diesel vehicles. By January 1, 2013, BOTH sides of all vehicles subject to the Off-Road Regulation must be labeled with the equipment identification number (EIN).

Additionally, the EIN labels on vehicles owned by captive attainment area fleets must be changed to white on a green background by January 1, 2013. Because captive attainment area fleets are potentially subject to lesser compliance requirements than those fleets operating in surrounding areas, the labels on vehicles owned by captive attainment area fleets must be changed in order to differentiate them from other vehicles not eligible for this provision. Captive Attainment Area Fleets are fleets or fleet portions in which all of the vehicles operate exclusively within the following counties: Alpine, Colusa, Del Norte, Glenn, Humboldt, Lake, Lassen, Mendocino, Modoc, Monterey, Plumas, San Benito, San Luis Obispo, Santa Barbara, Santa Cruz, Shasta, Sierra, Siskiyou, Trinity, Tehama, Yuba, and the portion of Sonoma County that lies within the boundaries of the North Coast Air Basin. Captive attainment area fleets are treated as small fleets even if their total horsepower (hp) exceeds the small fleet threshold of 2,500 hp.

Additional information regarding these new labeling requirements is available in our regulatory advisory at <http://www.arb.ca.gov/msprog/ordiesel/regadv/adv1208.pdf>.

As a reminder, large fleets (those with affected vehicles totaling over 5,000 horsepower and State/Federal fleets) were required to submit information to comply with annual reporting requirements

by March 1, 2012. To complete annual reporting, each large fleet must submit a Responsible Official Affirmation of Reporting (ROAR) and engine hour meter readings for vehicles designated as low-use and/or agricultural (used most of the time, but not exclusively, for agricultural purposes). More information regarding the annual reporting requirements is available in our regulatory advisory at <http://www.arb.ca.gov/msprog/ordiesel/regadv/adv1202.pdf>.

Background

The Air Resources Board's (ARB) regulation for In-Use Off-Road Diesel Vehicles became effective under California law on June 15, 2008. This regulation is intended to reduce harmful emissions from diesel powered construction and mining vehicles operating in California. Fleets were required to initially report their off-road diesel vehicles to ARB in 2009 via the Diesel Off-road On-line Reporting System (DOORS). In addition, fleet owners are subject to restrictions on unnecessary idling and will be subject to accelerated replacement/repower requirements. In December 2011, major amendments to the Off-Road Diesel Vehicle Regulation, which include delaying the first compliance date to no earlier than January 1, 2014, became effective.

If you have any questions regarding off-road reporting, please contact the DOORS hotline at (877) 59-DOORS (877-593-6677) or by email at doors@arb.ca.gov. For further information on ARB's diesel vehicle and equipment regulations, please call the ARB Diesel Hotline at 866-6DIESEL (866-634-3735). For further information about the off-road diesel vehicle regulation, please visit the off-road regulation website at <http://www.arb.ca.gov/ordiesel>.

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