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tpowers@playcrystalsprings.com

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jonchristenson@comcast.net

PAST PRESIDENT
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JAMES ABATE
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jimabate@pgatourtpc.com

DIRECTOR
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Metropolitan Golf Links
gingram@playmetro.com

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AFFILIATE DIRECTOR
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EDITOR
Brian Nettz, CGCS
(415) 561-4615
bnettz@palmergolf.com

ASSOCIATION MANAGER
Barbara Mikel
(530) 626-0931
bmikel@gcsanc.com

PUBLISHER
Shaw Kobre
(707) 569-8481
shaw@inthelooppublishing.com

MEDIA CONSULTANT
Emmy Moore Minister
(530) 666-6508
emmypga@aol.com

Thru the Green—May/June 2012
Office Notes

BY BARBARA MIKEL

February and March were very busy. The GIS Las Vegas provides an opportunity for Chapter Executives to meet, share and update best practices for chapter management. We saw group dynamics models, discussed management structures for professional associations, and outlined board of directors duties and responsibilities. Discussions also included board retreats and group bonding activities & practices and the new Environmental Best Management Practices developed by the Virginia Golf Course Superintendents Association. The fun part was the California Room at the Las Vegas Country Club. Great venue, great food & drink and great gathering for friends and associates.

Gary Ingram, CGCS, and I traveled to Lawrence, Kansas, GCSCA Headquarters for the Chapter Leaders and Executive Symposium in March. Funded in part by the Williams Leadership Endowment through The Environmental Institute for Golf. It is a time to introduce chapter leadership nationally to GCSCA and each other. Items on this year’s symposium agenda included: Field Staff & Regional Representative, update on upcoming GCSCA affiliation amendments, Board Leadership roles and responsibility by Bill H. Maynard, CGCS, Director, and GCSCA; Association Fiscal Responsibility and chapter financial health check provided by Brent A. Wilson, CPA, Managing Director, CBIZ MHM, LLC, Kyle Koch, Senior Associate, CBIZ MHM, LLC; updates on GCSCA Government Relations/Advocacy Update and programs. An interesting question was asked about Affiliate members and board participation in March. A post symposium survey of chapters’ executives by the Executive Manager of the Ontario Golf Superintendents Association produced varied answers. Not all associations have AFFILIATE members. Of the twenty-six (26) represent approximately 25% of Affiliated Chapters responding to Affiliate members serving on the board: Thirteen (13) chapters have nonvoting affiliates on the board of directors. Nine (9) have voting Affiliates. One (1) had no affiliate involvement on the board and one (1) chapter had an Affiliate member reporting to the board. Nor Cal is one of the largest associations, which has voting Affiliate Directors and direct support for a long time. Thank you Affiliate members!

Congratulations to James C. Husting, GCSCA of Woodbridge Golf & Country Club, Woodbridge, CA. Congratulations on renewing your GCSC status. Jim continues his association activities with the Environmental Institute for Golf (www.eifg.org). For more information, contact Husting at (209) 368-9040 or jchust@sbcglobal.net.

Also, congratulations to Corey B. Eastwood, CGCS, Stockton, and Barry W. Mueller, CGCS, San Geronimo Country Club, San Geronimo for maintaining their “GCSC” designation for the past twenty-five years.

Assistant Director, Dave Procter, has done a bang up job with GCSANC Facebook www.facebook.com/gcsanc. Be sure to visit if you haven’t. You can scan the QR code and place it on any printed product or use the link for direct access. Forward pictures, information updates to Dave (dprocter@rubyhill.com) for posting or share a link from your Facebook page to GCSANC.

NorCalendar

MAY 14
NCPGA/GCSNC/CMAA Official Pro-Am Presented by E-Z-Go Rancho Murrieta Country Club

JUNE 11-17
U.S. Open Olympic Club

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

Timothy Brink
GenNext Biotech, LLC Affiliate

Jeff Cady
Edgewood Tahoe Golf Course Assistant Superintendent

Steve C Byrne
TMT Enterprises, Inc. Affiliate
President’s Message

BY RODNEY MULLER

Social Media is the Social Norm

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 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!
Naumann’s Nor Cal News

Luke Bennett is the new superintendent at Fountaingrove Golf Club in Santa Rosa. Replacing Luke at Tilden Park GC in Berkeley is Jay Neunsinger. Jay had been the super at Franklin Canyon GC in Rodeo prior to his move.....Shoreline Golf Links in Mountain View has changed from an in-house run municipal golf course to a contract maintenance one run by Touchstone Golf. Steve Crane who was the GC supt. is now the superintendent for the park as well as being the city liaison for the golf course. He is being replaced by Mark Wilson as the super. Mark is returning to the Bay Area after being a the super at a course in Grants Pass, Oregon.....Steve Kimbrough is returning to Northern California. After being the Supt at Oakmont CC in So California he is the new Supt at Diamond Oaks and Woodcreek Oaks in Roseville.....Leaving Dark Horse in Auburn is Tracy Shanahan (he was supt at Saratoga CC prior to that). Tracy is now at Peachtree CC in Marysville. Stephen McVey is the new Supt at Darkhorse.....Pete Fleming is the new Superintendent at Canyon Lakes GC in San Ramon. Pete had been the Supt at Wolf Run GC in Reno prior to returning to the Bay Area. He is replacing retiring Supt Bob Nunez.....Joel Wong has accepted the Supt position at San Ramon GC. Joel had been the first assistant at Sonoma Golf Club under the direction of Jason Goss prior to his move. Joel is replacing Bruce Moog who left for other interests.....
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209-944-5714

Agronomic Sales:  
Sacramento: Nick Biggi,  
916-765-6881  
San Francisco: Gary Otto,  
209-483-5648

Think Ahead.
## Davey Nor Cal Cup Standings

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Affiliate Profile, Chuck Talley

Employer: Turf Star, Inc.
Position: Sales manager
Years in the business: 36
Previous employment: Are you kidding, I’ve been here since I was a child!
Education: American River Community College, Carmichael, CA.
Other work or interests: Government regulations and requirements as they relate to the Turf Industry.

Other organizations:
Sales and Marketing Executives International, STMA, CPRS

Family: Wife Marilyn, Daughter Julie and Son Sean.

What was the first car you ever owned? 1961 Falcon Ranchero. 170 cu in six, three on the tree. $250.

How fast did you drive it? 95 MPH

What is your favorite band? Dave Matthews Band

How did you get into the business? My brother’s fault. Needed part-time job while attending ARC after getting out of the Army. Jerry was promoted into sales from the Service Department, I replaced him. This was déjà vu; his path was the same, just a few years earlier.

What did you learn that they never taught you in college?
When interviewing for a job, interview them as rigorously as they are interviewing you.

Please list your fantasy foursome: Bill Murray, Michael Jordan, Charles Barkley and myself. I figure I could actually beat Sir Charles. Good for some laughs.

What is #1 on your bucket list? Getting my inside knee down on the pavement when riding my motorcycle. Preferably at a track day.

What’s the best bit of professional advice ever tossed your way? Plan your work and work your plan.

What accomplishment are you most proud of? My kids. They turned out to be successful adults.

What’s your favorite restaurant? Masa’s Sushi in Fair Oaks. It’s changed hands, but the food is still fresh and delicious.

Beer or wine? Definitely red wine.

Favorite course to play: Plantation Course, Sea Island, GA.
Ipod top 5: Dave Matthews, Tommy Emmanuel, Adele, Rusted Root, Bela Fleck and the Flecktones.

What’s your favorite vacation spot? Any twisty road on my bike.
Favorite hobby: Motorcycles

Strangest thing you’ve ever seen on a golf course: Sea Island Georgia, Hawk snatches seagull out of mid-air.

Name your top superintendent influences: Fritz Howell, Joe Tompkins, Bob Dalton.

Name your top life influences: Duke Newton. Believed in me and launched my career. My wife keeps me grounded.

Lowest score you ever shot and course: 92 Southern Links, Haines City, FL.

Worst comment a superintendent ever made to you: “You have to take your mower and leave.” Long story, best told over a glass of wine.

The hardest part of your job: Managing people.

The hardest part of selling to superintendents: Developing a relationship that includes mutual trust and honesty. Making sure they have the tools to be successful in their business.

The most rewarding thing in your job is: Developing people—helping them grow into their careers.

Few people know I like to: Wii Bowl.

If you weren’t in the business of growing grass what would you be doing? Working at a winery.


What’s in your closet at home? Riding gear.

What’s in your office? Photos and other memorabilia.

What magazines do you subscribe to? Motorcyclist, Cycle World, Sport Rider.

Do you collect anything, and why? Friends

Worst piece of equipment ever owned? See response to “first car ever owned.”

Worst place you have ever slept? A seedy hotel in King of Prussia, PA

Stupidest thing your wife has asked you to do? Well, considering I remarried the same woman after a 7½ year intermission? Truthfully, she had the only children I liked.

Closest to death you ever came? Getting crossed up, on asphalt, on my 350 Ducati Scrambler, not wearing a helmet or a shirt. Young and dumb.

Do you expect to collect on social security? At my age, I should.

What were your favorite activities as a child? Backpacking and fishing in the Trinity Alps primitive area with my dad and brother.
Nematode Problem?

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*Individual results may vary*
Superintendent Profile, Jeff Arneson

Employer: Redwood Empire GCC
Position: Golf course superintendent
Years in the business: 20
Previous Employment: Eureka Municipal Golf Course
Education: B.S. Business Management, San Jose State
Other Organizations: GCSAA, PAPA, USGA

Family: Wife Laurie, son Brandon(18), daughter Amanda(15)
What was the first car you ever owned? Ford Escort hatchback.
How fast did you drive it? Not very.
What is your favorite band? Metallica.
How did you get into the business? Lost job in pro shop, hired by supt.
What did you learn that they never taught you in college? This job is cold!
Please list your fantasy foursome: Jack Nicklaus, Phil Mickelson, my dad.
What is #1 on your bucket list? Play golf in Australia or Ireland.
What’s the best bit of professional advice ever tossed your way? Frost damage may not show up right away.
What accomplishment are you most proud of? Finishing construction/grow in of our back 9
What’s your favorite restaurant? Ivanhoe (in Ferndale).
Beer or wine? Beer (unless there’s only wine!)
Favorite course to play: The Frog (in Georgia), Bandon Dunes Resort
Ipod top 5: Metallica, AFI, Blink 182, Godsmack, Beastie Boys.
What’s your favorite vacation spot? What’s a vacation?
Favorite hobby: Golfing.
Strangest thing you’ve ever seen on a golf course: My backhoe on its side with me in it!
Name your top superintendent influences: Mark van Lienden, Don Roller, Barry Mueller.
Name your top life influences: parents.
Lowest score you ever shot and course: 61, Redwood Empire GCC and Eureka Muni
The hardest part of your job: Budget constraints
The most rewarding thing in your job is: Seeing the hard work pay off with quality conditions.

Few people know I like to: Play on my PS3.
If you weren’t in the business of growing grass what would you be doing? Something in the golf business.
What’s in your garage? 1955 T-Bird.
What’s in your closet at home? Far too many old golf clubs.
What’s in your office? A mess.
What magazines do you subscribe to? GCM, Golfdom, Turf.
Do you collect anything, and why? No collecting, at least not intentionally!
Worst piece of equipment ever owned? Lesco fairway mower.
Worst place you have ever slept? Tent with no padding attending the Masters.
Stupidest thing your wife has asked you to do? Stay home on frosty morning
Closest to death you ever came? Aforementioned backhoe incident
Do you expect to collect on social security? Sure hope so.

He Should Have Taken a Drop

This happened on a desert golf course in the upper Scottsdale area. Trying to hit the shot, he fell backwards into the cactus. It took paramedics over 3 hours to pull cactus out before he could go in an ambulance to the hospital. He should have taken a drop.