

# Officers & Directors 2012

## OFFICERS



PRESIDENT  
**RODNEY MULLER**  
*Empire Ranch Golf Club*  
muller\_rodney@yahoo.com



SECRETARY TREASURER  
**TIM POWERS, CGCS**  
*Crystal Springs Golf Course*  
tpowers@playcrystalsprings.com



VICE PRESIDENT  
**JON CHRISTENSON**  
*Monarch Bay Golf Club*  
jonchristenson@comcast.net



PAST PRESIDENT  
**GLENN MATTHEWS**  
*The Course At Wentz Vineyards*  
glennm@wentzgolff.com

## BOARD OF DIRECTORS



DIRECTOR  
**NICK CHECKLENIS, CGCS**  
*Silver Creek Valley C.C.*  
nick@scvcc.com



DIRECTOR  
**BRIAN BOYER**  
*Cinnabar Hills Golf Club*  
bboyer@cinnabarhills.com



DIRECTOR  
**JAMES ABATE**  
*Harding Park Golf Course*  
jimabate@pgatourtpc.com



DIRECTOR  
**GARY INGRAM, CGCS**  
*Metropolitan Golf Links*  
gingram@playmetro.com



AFFILIATE DIRECTOR  
**JAMES SHERMAN**  
*Turf and Industrial Equipment*  
jrs@turfandindustrial.com



AFFILIATE DIRECTOR  
**DAVE WILBER**  
*Wilber Turf & Soil*  
davewilbur@yahoo.com



ASSISTANT SUPERINTENDENT DIRECTOR  
**DAVID PROCTER**  
*Ruby Hill Golf Course*  
dprocter@rubyhill.com

# Inside

*Office Notes* . . . . . 3

*NorCalendar* . . . . . 3

*New Members* . . . . . 3

*President's Message* . . . . . 4

*Naumann's Nor Cal News* . . . . . 5

*Davey Nor Cal Cup Standings* . . . . . 7

*Affiliate Profile, Chuck Talley* . . . . . 8

*Superintendent Profile, Jeff Arneson* . . . . . 10

*Assistant Superintendent Profile, Michael J. Hoesly* . . . . . 12

*Superintendent Field Day* . . . . . 13

*From the Field* . . . . . 14

*Olympic Club Lake Course and Sam Whiting* . . . . . 15

*California's Growing Marijuana Business Impacting Agriculture* . . . . . 17

*GCSAA* . . . . . 19

*My New Hobby—Home Brewing 101* . . . . . 20



**Thru The Green** published bimonthly by the Golf Course Superintendents Association of Northern California.

**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

# 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, GCSAA 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 GCSAA and each other. Items on this year's symposium agenda included: Field Staff & Regional Representative, update on upcoming GCSAA affiliation amendments, Board Leadership roles and responsibility by Bill H. Maynard, CGCS, Director, and GCSAA; 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 GCSAA 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, GCSAA of Woodbridge Golf & Country Club, Woodbridge, CA. Congratulations on renewing your CGCS status. Jim continues his association actives with the Environmental Institute for Golf ([www.eifg.org](http://www.eifg.org)). For more information, contact Husting at (209) 368-9040 or [jchust@sbcglobal.net](mailto: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 "CGCS" designation for the past twenty-five years.

Assistant Director, Dave Procter, has done a bang up job with GCSANC Facebook [www.facebook.com/gcsanc](http://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](mailto:dprocter@rubyhill.com)) for posting or share a link from your Facebook page to GCSANC.



The exciting @GCSANC plus is provided by newly elected Director, Brian Boyer. Let your friends, kids, or anybody else know where they can follow us. Brian ultimately wants our organization to have the most followers, second only to the GCSAA. They can scan the image below or go to [www.twitter.com/gcsanc](http://www.twitter.com/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!

## J. Arnaz Tree Movers

# Protecting the integrity of California's golf courses.

**Los Altos C.C.**      **100" SPADE**      **TREE BOXING**

**J. Arnaz Tree Movers**  
Email John: [treemover@comcast.net](mailto:treemover@comcast.net)  
**408-266-1717**

1593 Koch Lane • San Jose • California • Visit us on the web: [www.treemovingexperts.com](http://www.treemovingexperts.com) • State Contractor Lic. # 472305

Our experts can transplant or relocate mature trees quickly and efficiently using the latest state-of-the-art equipment including:

- 48", 65", 90" and 100" Hydraulic Tree Spades  
Allowing for the transplanting of any tree without damaging the fragile root system
- Serving over 60 courses since 1972 • Tree Boxing and Planting

# 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.....



**TURFCO**  
THE LEADER SINCE 1961

- ☑ Rated #1 brand topdresser in NGF Turf Brand Share Report Spinner Topdressers
- ☑ Material Handling
- ☑ Meter-R-Matic Topdressers
- ☑ Tri-Wave Overseeders

**TURF AND INDUSTRIAL EQUIPMENT COMPANY**

For Free Demo  
**SCOTT DICKSON**  
**408.597.7802 MOBILE**  
2715 Lafayette Street, Santa Clara, CA 95050  
408.727.5660 [www.turfandindustrialequipment.com](http://www.turfandindustrialequipment.com)



Dedicated to fighting evils,  
**StressGard™** Formulation Technology never rests.

Protect your course with the most powerful technology out there. When it comes to overall plant health, Bayer fungicides with **StressGard™** Formulation Technology give you control when it matters most. We've developed these products to work at a cellular level, strengthening turf and fighting against evil stressors like heat, drought and traffic so you'll have the strongest, healthiest turf and happy golfers. To learn more visit [BackedByBayer.com/StressGard](http://BackedByBayer.com/StressGard).

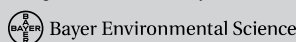
Tartan® | Chipco Triton® Flo | Interface® | Chipco® Signature™ | Reserve®

Our five quality fungicides with **StressGard** Formulation Technology are proven to have preventive and curative properties against disease.

For further information call:  
George Raymond 805-290-0413  
[george.raymond@bayer.com](mailto:george.raymond@bayer.com)



Bayer Environmental Science, a division of Bayer CropScience LP, 2 T.W. Alexander Drive, Research Triangle Park, NC 27709. 1-800-331-2867. [www.BackedByBayer.com](http://www.BackedByBayer.com). Chipco, Chipco Triton, Interface, Reserve and Tartan are registered trademarks of Bayer. StressGard and Signature are trademarks of Bayer. Not all products are registered in all states. Always read and follow label instructions carefully. © 2011 Bayer CropScience LP.



## "Tame Your Turf"



We at **Parris Turf Equipment** strive to Provide unmatched Service and **Support** for our customers **before, during and after** their purchases. We help customers to **maximize their investment** by minimizing the operating challenges of their equipment.

**Parris Turf Equipment • Sebastopol, CA**  
**707.364.0213**  
[www.parristurf.com](http://www.parristurf.com)







# See how equipment and agronomics can work together.

Only John Deere Golf offers both a full selection of golf maintenance equipment and soft goods from top name brands. Plus advice on how to pick the best of each for your course. Call us today.



**JOHN DEERE**  
GOLF

Think Ahead.

Equipment Sales:  
Mid Cal Tractor,  
Stockton, CA  
209-944-5714

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

# Davey Nor Cal Cup Standings

Low Gross Individual		Wente GC		Ruby Hill		
Player Name	Handicap	Gross	Net	Handicap	Gross	Net
Allen, Don	26	108	82			
Arneson, Jeff		81	81			
Avalos, Rupert		88	88			
Ballard, Don						
Basile, Mike		81	81			
Bennett???, Mike		88	88			
Bertens, Adrian	22	104	82	20	97	77
Boyer, Brian				20	100	80
Bowman, Pete				15	101	86
Boyer, Marty		92	92	18	93	75
Byrne, Steve					81	81
Carls, Gary	20	98	78	19	103	84
Cleavenger, Josh		91	91			
Dickson		88	88			
Elias		83	83			
Engman, Dale		88	88	6	81	75
Farmen, Mike	18	92	74			
Faulkner, Joe	5	81	76			
Frasier, Mitch		96	96			
Garvale, Mike				4	83	81
Ginelli, Mike	12	84	72			
Green, Jason			DNF			
Herrera, Peter		110	110			
IVERSON		81	81			
Kaner, PJ		88	88			
Kurung, Joe		105	105			
Ligon, Mike		89	89		87	87
Mains, Chris		112	112			
Matthews, Glenn	7	89	82			
Mitchell, Russ	18	95	71	16	95	79
Moore, Matt		115	115			
Mueller, Rodney			DNF	12	103	91
Paul, Don		81	81			
Piper		97	97			
Raymond		108	108			
Rogers, Ronnie	17	102	85		101	101
Rudolph, Dick	10	78	68			
Sexton, David	22	102	82			
Sheldon, Dave		90	90			
Simpson, Dale	6	78	72			
VIIAGRAN		85	85			
Wallace, Stacey	17	108	91			
Williams		111	111			
Wilson, Ryan		98	98	19	105	86
Young, George		106	106			
Doug Nichols		82	82			

# 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 garage?** 2005 BMW R1200ST, 1971 and 1972 Norton 750 Commandos.

**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?

Many of the prestigious golf courses in Northern California are using

**Debug**<sup>TURBO</sup>

and saving the green\$ too!

[www.debugturbo.com](http://www.debugturbo.com)

Tel: 714-990-9220

[info@agrologistic.com](mailto:info@agrologistic.com)

ANGUINA  
INFESTED

DEBUG TURBO  
TREATED\*

\*Individual results may vary

## Entrusted to Deliver Excellence



**Golf Ventures West**  
A Medallion Company

28300 Industrial Blvd Suite A  
Hayward, CA 94587  
(510) 887-7022

SALESMAN

Dan Rogers.....(209) 471-2229  
Mike Ligon.....(510) 715-6762  
Jeff Hart.....(510) 846-7369

[www.gvwest.com](http://www.gvwest.com)



Jacobsen • Smitcho • EZ-GO • Ryan  
Kioti • Cushman • Lastec • Foley • Lely  
Verti-Drain • Corona Tools • Bob-Cat Mowers  
HDK Golf Carts and many more



# 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.