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ON THE COVER:

Diablo Country Club is celebrating its 100th anniversary this year. The club will be hosting the USGA/GCSANC/NCGA March 17 meeting. Mark your calendars!

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Office Notes

By **BARBARA MIKEL**

“Well, Olie” as they say that’s history.

After a long wonderful working relation (24 years) as the Executive Secretary, Association Manger, Executive Director (depending on the political correctness of the time), it’s time for me to retire and let someone younger, more energetic and of another generation take on the association administrative and managerial functions going forward. (“Social generations are cohorts of people who were born in the same date range and share similar cultural experiences”).

Good bad or indifferent, I’ve always been an independent business woman. I am in the process of closing my business and looking forward to doing some flying, fly fishing and other “recreational” activities with my patient, supportive husband of 32+ years, Wayne.

The upcoming year will be transitional. My plans are for a smooth and organized transition. But any transition is “transforming” sometimes it take a little while to pick up the beat. I encourage you as members to give support to the board of directions as we move forward.

If you think you would like to take on the job, by all means step up. Lots of GCSAA-affiliated associations are being managed by former superintendents. There are lots of talented association managers in California who could take on the job. It’s not rocket science!



Naumann’s NorCal News

By **DON NAUMANN**

Pat Finlen, CGCS, Superintendent, Director of Golf of the Olympic Club in San Francisco has accepted the General Manager’s position at the same facility.....Shant Singh has accepted the Superintendent Position at Deep Cliff Golf Course in Cupertino. Shant had been the assistant Super at Mountain Shadows Golf Course in Rohnert Park. Both facilities are managed by CourseCo.....John Jorgenson is the new Superintendent at Spanos Park GC in Lodi. He is returning to the course he helped build years ago. He is being replaced by Andy Rundstrum.....



NorCalendar

FEB 1-6

GCSAA Golf Industry Show

<http://www.golfindustryshow.com/>

MARCH 17

USGA, GCSANC Green

Section Conference

APRIL 14

NCPGA, CMAA, GCSANC

Invitational

Blackhawk Country Club

JUNE 23

Seventh Annual Clifford and

Myrtle Wagoner Scholarship

Research Tournament

Stanford University Golf Course

AUGUST 9

Tri Chapter Meeting

Del Rio Country Club

More Details?

Visit www.gcsanc.com/events/

New Members

James Culley

Stover Seed Company

Tim Sedgley, CGCS

Poplar Creek Golf Club

Peter Bachman

Pebble Beach Company

Jimmy Cavezza

Oliphant Golf

Ryan Hardin

Pasatiempo Golf Club

Douglas Dawson

LH Organics

David Chandler

Hidden Valley

Golf & Country Club

Eric Wenzinger

Metropolitan Golf Links

John Robinson

John F. Robinson

Golf Course Design

Denis Smith

Santa Clara Golf & Tennis

Daniel McFadden

The Olympic Club

Ryan Copenhaver

Boundary Oak GC



President's Message By JON CHRISTENSEN

Having been a past Chapter President, I had a good idea of the things I would like to have accomplished during my tenure as President. As I sat down to look at a recap of 2013, I was amazed at how things have differed so much from my goals and agenda set forth at the beginning of the year. I am sure I would not be alone in saying the driest year on record has made for the toughest season I have ever experienced in my 24 years as a Golf Course Superintendent. These challenges with a difficult season in my "day job" meant having to adapt some of my best laid intentions as President of the GCSANC. Having said that, there are a few things I would like to highlight as successes in 2013.

We did a member survey for the first time in a few years so we could take a hard look at our event schedules and how we could improve our networking and educational offerings. The survey provided us with some very valuable information that led to the resurrection of the "regional" events. There are many ways one can get education with the internet and such these days, so we decided to forgo the Institute this year in favor of these networking events. They were a hit. We had four events with a total attendance of 110 people at these events. The format of the events varied, but the general hope of the regional events was to provide an opportunity to network with

as many of your peers as possible, without necessarily having to take an entire day from your schedule. We are hoping to build on the success of these events moving forward, and appreciate your feedback on the format. In addition to these new events, we had our annual events such as the USGA Regional, Field Day, Scholarship and Research Tournament, Holiday meeting, and the Annual meeting. We had almost 400 people attend these events throughout the year, making them all a success. Our Education Committee, chaired by Gary Ingram, and our Programs and Golf Committee, Chaired by Brian Boyer, all did a great job in planning and implementing these events. Without the efforts of the Board of Directors and our Committee Members, which come from the ranks of our GCSANC membership, these events could not happen as they do. Due to these successes, the GCSANC was able to award \$8000 in scholarships to deserving turfgrass students as well as to children or grandchildren of our members through the Legacy Scholarship program. Our Clifford and Myrtle Scholarship and Research Tournament continues to grow each and every year, especially with our great donated auction items. Also as a result of our programs, the GCSANC is able to support much needed turfgrass research in the state of California through a donation to the California Turf and Landscape

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Foundation in the amount of \$10,000. In 2013 we saw the completion of Turf Colorant use in Northern California, as well as Wetting agent research. These programs continue to give us some great feedback and useful information, which I am sure will continue in 2014.

Another “new” success in 2013 was our first ever affiliate breakfast. We held two different opportunities for the Board of Directors to sit down with our Affiliates to discuss our “hits and misses” as an association. The support of our Affiliates is amazing, and a major factor in what makes our Association tick, which was the main reason the board felt it would be a good idea to have some open and frank discussions about the future. The feedback was great, and we are working on some changes to help strengthen this relationship going forward. I cannot say enough thanks to this segment of our membership. Your sponsorship and meeting attendance is appreciated by all.

One thing that has made some of the above items successful has been our “new” focus on social media. Kyle Marshall was the man in charge of this for 2013, and has done an amazing job finding interesting content for us to all see. During the past year, our page “likes” have doubled, average daily page views from 1 to 9, people looking at our posts from 8 to 43, and “likes and shares” from 3 to

27! Great job Kyle! Social media seems to be everywhere today, and is an easy way for us to communicate with our membership, so if you haven’t “liked” us, please do so.

Finally, I want to say thanks to you, our membership, for the support of the GCSANC. This includes our Superintendent and Affiliate members. Without any of you, the GCSANC would not be held in high regards like it is today. Also, thanks to the Board of Directors for your time and efforts. It is not easy squeezing time into your already busy schedules, and your dedication to your profession is admirable. Lastly, thanks to Barbara for all you do for the Association. You are an asset to us all, and the glue that holds everything together. Thanks for the opportunity to serve as your president in 2013.

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Roger L. Gordon



Golf industry icon Roger L. Gordon passed away Sunday, November 17. He was 80 years old. Gordon was an original pioneer in the design of automatic irrigation systems for golf courses in Southern California and many other parts of the world. He started his golf irrigation design career in Seattle, and later moved to Los Angeles to work for an irrigation contractor on many local golf courses. Gordon then started his own company in January 1969, designing irrigation systems for over 500 golf courses in his career, many in Southern and Northern California, as well as many other areas of the world. He was involved in designing some of the first valve-in-head irrigation systems and worked closely with many of the innovators of the irrigation technology still in use today. In his designs, he developed many of the standards and practices that are still currently employed in golf course irrigation system design. Throughout his career, Roger Gordon mentored and influenced many who are still active in the industry today.

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A Closer Look—Nor Cal's Barbara Mikel

Written by **BOB COSTA** and published in the February 1997 edition of *Thru the Green*

Most of you know her from that familiar response, "Golf course superintendents, this is Barbara." Or perhaps you have seen and met her at monthly events, painstakingly handling the registration. She's Barbara Mikel, executive secretary, and stabilizing force of the GCSANC. She's served in that capacity since 1990, and it was a strange twist of fate that led her to our doorstep.

It was June of 1990 when Barbara was first introduced to Jean LaDuc. The chance meeting occurred because Barbara's business, Easi Data Processing, maintained an office adjoining the GCSANC office in San Jose. "It so happens that the current secretary had suddenly left," Barbara recalls. "As a result, Jean, who was serving as a board member at the time, was making frequent trips to the office." When Jean shared her plight, Barbara offered to assist with some computer work on an interim basis. Before long she presented a formal proposal for her services to the board, which they wisely accepted. The rest, to our benefit, is history.

For a considerable time Barbara's work was behind the scenes so to speak. She regularly attended Board of Directors meetings, as she still does, and quickly became aware of the needs and functions of the Association.

Barbara credits Cliff and Myrtle Wagoner and Jean Laduc for shortening the learning curve. "Their help was invaluable," she said. "They never failed to come to the rescue whenever I had a question." The position of executive secretary for an association with over 500 members is much more complex than it may appear. Aside from the normal bookkeeping, accounting and reporting function of the business, there is a lot more required to keep an

association of this size running. In a given day Barbara may handle membership questions, questions from the public, job referrals, write her newsletter article, interface with board members, all of which makes for a non-dull office environment. "Maybe that's what originally attracted me to the position," she said. "Being a Gemini, I like variety, and this position has never failed to provide that." Preparing monthly meeting notices, mailings and handling reservations provide the most interesting part of the job for her, and attending the monthly meetings gives her the opportunity to do the two things she truly enjoys, flying and meeting the GCSANC members.

Her love for flying began out of necessity she told me. "In the early '70s, I owned several outdoor advertising companies based in the San Fernando Valley and Bay Area. Tiring of the commute along highway 5, she decided to learn to fly her own plane, and obtained her license in 1977. She recalls one occasion when past Association President, Brian Bagley flew with her to a meeting in Napa. "Brian maintained total composure until landing. That is when I heard this long sigh. I don't think he was critiquing the landing, I think he was happy to be on the ground again."

Like Brian, who was grateful for a safe landing, as an Association we too are grateful for the many contributions and professionalism Barbara has brought to our Association. Through her guidance, dedication and direction we have been able to assume a position of leadership within our industry. Thank you, Barbara, and perhaps we should thank fate as well.

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From the Field

By **JEFF JENSEN**, GCSAA Field Staff, Southwest Region

Happy New Year to our GCSA of Northern California members. I hope you all had a wonderful holiday season. As we kickoff 2014, I wanted to take a moment to remind you about an important requirement and also a new member feature at gcsaa.org that will assist you in running your facility.

The new Globally Harmonized System of Classification and Labeling (GHS) is a significant change for golf facilities. This international approach to hazard communication provides agreed upon criteria for classification of chemical hazards, and a standardized approach to label elements and safety data sheets. It is based on major existing systems around the world, including OSHA's Hazard Communication Standard and the chemical classification and labeling systems of other U.S. agencies. In March of 2012, the Occupational Safety and Health Agency (OSHA) first announced the adoption of the GHS and its integration into the Hazard Communication Standard.

OSHA is requiring that employees are trained on the new label elements (i.e., pictograms, hazard statements, precautionary statements and signal words) and SDS format. Under OSHA regulations, this training was to have been completed by Dec. 1, 2013.

If you haven't conducted the training, I recommend implementing it immediately. GCSAA provides a free 90-minute webinar (.2 education points upon completion) on GHS to members at http://www.gcsaa.org/_common/templates/GcsaaTwoColumnLayout.aspx?id=7884&LangType=1033.

The webinar provides detailed guidance on the training required to meet GHS, including discussions on training principles, considerations for the design of training, and what subjects to address when conducting the training.

New to GCSAA in 2014 (and a member added value) are the recently launched GCSAA regional webpages. A feature of gcsaa.org, the Southwest Region webpage focuses on industry related material from the Southwest Region which encompasses Arizona, California, Hawaii and Nevada.

The webpage includes current news from the region, a regionally focused job board, a resources area highlighted by helpful agronomic and facility tips, a member's on the move section, easy to navigate links to the 10 Southwest GCSAA affiliated chapters/allied golf organization websites and a blog section that will be updated every few weeks.

Additionally, the page features a complete social media center highlighted by a GCSAA Twitter Feed, a regional forum for networking with your peers and an RSS feed to GCSAA TV that will keep you entertained and educated.

You can visit the webpage at <http://www.gcsaa.org/community/regions/southwest.aspx> and if you have any suggestions to improve the site, please feel free to share them with me.

Thank you again for your support and if I can be of assistance don't hesitate to contact me at jjensen@gcsaa.org. I look forward to seeing you at the GCSANC Annual Meeting on Jan. 14 or in Orlando at the Golf Industry Show.

Southwest Regional Webpage

GCSAA Members,

I want to personally invite each of you to check out the newest tools that GCSAA has developed to help us to better communicate with the members within our region. As your Southwest Field Staff Representative, these new tools will allow me to provide timely news and information specifically tailored to the members I serve. I am looking forward to a lot of great discussion and the sharing of innovative ideas.

I am especially excited about the new Southwest Forum and the Southwest Blog. The forum is designed to allow members in the Southwest region to post questions, comments and discussion topics geared toward members with similar agronomy / climate conditions and interests. As the GCSAA field representative in this region since 2012, I have had the opportunity to observe many interesting agronomic and management techniques, experience innovative chapter initiatives and events, and interact with so many fantastic GCSAA members in the region. I look forward to sharing these experiences with you on a routine basis on this blog.

Southwest Regional Webpage:

<http://www.gcsaa.org/community/regions/southwest.aspx>

At this webpage, you will find:

- The Latest Southwest Region News and Highlights
- Region Specific Education and Information Resources
- Links to Chapters, University Programs and Allied Associations

- A Link to the Southwest Regional Forum
- Regional Specific Compensation, Environmental and Pesticide Data
- Member Transitions: New Member Listings and Members on the Move
- Regional Job Postings
- GCSAA_SW Twitter Posts
- Southwest Field Staff Blog / Report

There are several formats for you to contribute and provide feedback to the information. I encourage members to post your thoughts, questions and observations. There is no better feedback than what you can receive from your peers and colleagues.

Thanks very much for your support. I am looking forward to seeing many of you during my upcoming travels during the end of 2013 and the beginning of 2014! As always, please contact me if there is anything I can do for you.

Sincerely,

Jeff Jensen

GCSAA Southwest Field Representative

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