

August, 1995

The Main Course

San Geronimo Golf Club — August 21

Our Host

Howard Fisher III is a second generation Superintendent. Howard was raised in Calistoga where his father, Howard Fisher, Jr. was the Superintendent at Mt. St. Helena GC at the Calistoga Fairgrounds. Howard was exposed to golf at an early age. Howard says, "Dad's from the old school where kids worked." Golf course maintenance seemed to be a natural career choice. The Fishers made a stop in Texas, where Howard attended and graduated from West Texas College with a degree in ornamental horticulture. Following graduation, Howard worked as a crew chief for Dave Fleming at Singing Hills CC near San Diego before landing his first Superintendent job at Willowbrook GC in San

Diego. He has been at San Geronimo for about one year. In his free time, Howard is into golf, tennis and abalone diving.

The Course

San Geronimo National Golf Course, part of the old National Golf Course chain, was designed by Arthur Vernon Macan and opened for play in 1966. The course fell into financial difficulties in the late 70's and early 80's. The course was eventually shut down, following a short stint as a nine hole course. The course was purchased by Ken Hunter, and following a major renovation by Robert Muir Graves was reopened in 1984 as San Geronimo Golf Club. It was purchased by NKS Co. LTD. in 1989.

His talk will focus on the layout of the entire golf course maintenance facility, taking into account; efficient traffic flow, safety, equipment storage and maintenance, chemical and hazardous material storage, pesticide and chemical wash areas and bulk material storage.

If your operation is considering a new maintenance facility, or you're hoping to make some modifications to your existing facility, here's your opportunity to learn first hand from one of the most well respected golf course maintenance facility designers in the world. Don't miss it!

The course measures 6801 yards from the black tees and is rated at 73.3 with a slope of 130. The course has water on all but five holes and is situated in the beautiful San Geronimo valley between Marin Open Space and Marin Municipal Water District lands.

Fantastic "P. R." Idea

Inviting students, special interest groups, and local media to your golf course is a powerful way to demonstrate the good things you and your club are doing. Just think of the impression you could make as they observe the sophistication of your computerized irrigation system, your recycling program, or your appreciation for wildlife.

Whatever avenue you choose in your public relations effort, remember one very important thing: Always be aware of your image, both how you present yourself and how your golf course presents itself. The way you are perceived is the most powerful public relations tool you possess. Good luck!

Our Speaker

If I had to guess one item that would appear on most every Superintendent's wish list, it would be a new maintenance building. This month's speaker, Hottes DeHays, won't necessarily make that wish come true, but he does guarantee to provide you with the design concepts and selling strategies for the ideal maintenance facility.

Mr. DeHays, a facility designer, and former college professor is the leading designer of golf course maintenance facilities. He joins us from West Palm Beach Florida, where he has operated his business since 1983.

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