



From The President

What's In A Name?

Did ya ever wonder about the names of some of the pesticides that we use on our golf courses? Do you remember the good old days when chemicals really sounded dangerous? The names alone were enough to warrant a healthy respect for the toxicity of these chemicals. Compare the names of chemicals in the past (some of which are still in use today) to the more modern names:

Old Chemicals

- | | |
|--------------------------|--------|
| Toxaphene | DDT |
| Calcium Arsenate | PMAS |
| Lead Arsenate | Sodium |
| TCA | |
| Amino Triazol | Dimet |
| Potassium Cyanate | Diquat |
| Disodium Methyl Arsenate | |

New Chemicals

- | | |
|----------|-----------|
| Primo | Banner |
| Pace | Subdue |
| Reward | Merit |
| Prograss | Finale |
| Gallery | Dimension |
| Acclaim | Image |

What is the use of these newer names trying to tell us? Is anything more than two or three syllables too much for us to handle? Should we feel good about using Image? Is Primo really primo? Is Finale really the final application? Is applying Reward somehow better or safer than applying Diquat?

Sometimes I get the feeling that the guys who come up with these names are the same group that came up with the idea for *New Coke*. Should we all feel safer using these great sounding chemicals? Do your members feel better when you tell them you're spraying Dimension on their fairways rather than MSMA? Maybe they do, but should they? Are people really so naive that they don't question the use of these cute sounding modern chemicals, or do the marketing people just think so? Do the lawn care companies choose to spray Merit because it sounds safer than spraying Proxol? Are their customers better served by this decision? Should a mother feel safe putting out a cute little roach motel on her kitchen floor

where her cat, or worse yet, her infant has easy access to it?

Why am I knocking the chemical industry? I'm not. Chemicals are a necessary choice as part of a well thought out pest management program. But don't think for a minute that these chemicals are risk free because they sound so wonderful. The name might lure you into a false sense of security. Nevertheless, these are still toxic pesticides and should be used and handled as such. Use them wisely, with all the caution and safety you can provide.

Now that summer is over, there are lots of events schedules for the next few months. Don't forget to sign up, and in some cases early sign up gets you a discount. Check out the calendar on the last page for more information.

Richard Lavine, CGCS
President

GCSAA — Hosts Public Relations Meeting

By Bob Costa

In early October, I traveled to Lawrence, Kansas, site of the GCSAA headquarters, to participate in two days of meetings with GCSAA staff and members of the Public Relations Committee. The meetings were scheduled to discuss the various public relations programs being considered by the Association and to critique, as well as develop new ideas for the Association's most prominent public relations effort, "Par For The Course".

For those of you who are members of GCSAA, let me begin by saying it was a great experience to be a part of the excitement at headquarters. We are currently being led by an organization that is truly committed to its membership and promoting our industry.

GCSAA public relations efforts are directed by Pat Jones, Director of Public Affairs and Scott Smith, Director of Media Relations and Video Services. The thrust of their efforts are aimed at promoting and occasionally defending the golf course maintenance industry. This is accomplished through the development of a variety of new programs. Included in our discussion were

(Continued on Page 4)

EDITOR

Richard Lavine, CGCS
415-454-6450

OFFICE

Barbara Mikel - Exec. Sec'y
550 Main St., Ste G
P.O. Box 3360
Diamond Springs, CA
95619
Phone: (916) 626-0931
Fax: (916) 626-5132

PRESIDENT

RICHARD LAVINE, CGCS
Peacock Gap Golf & CC

VICE-PRESIDENT

LEON SNETHEN
Saratoga CC

SEC'Y/TREASURER

KEN SCHWARK
Tony Lema Golf Course

PAST PRESIDENT

RANDY GAI
Claremont Country Club

DIRECTORS

BLAKE SWINT
Castlewood Country Club

ROGER MARTINEZ

Sherwood Greens Golf
Course

ROBERT COSTA, CGCS

Laguna Seca Golf Course

WAYNE LINDELOF

Lone Tree Golf Course

AFFILIATE ADVISORS

MIKE LIGON
H. V. Carter Co.

BOB WHITTAKER

NSTC/Farmtec

PUBLISHER

Jo Harlow
Key Publications
Phone: 510-827-9676
Ph/Fax: (510) 674-1688

THRU THE GREEN

Published monthly by the
Golf Course Superintendent's
Association of
Northern California