

## GCSAA Public Relations Committee Sets Agenda for 1997

By Bob Costa

The Public Relations Committee, comprised of ten superintendents from across the U.S. and Canada, along with Director Scott Woodhead and GCSAA staff, met on October 4th & 5th to evaluate current GCSAA public relations efforts and to review and prioritize future activities. The committee was unanimous in its praise of GCSAA's Communications Department for their efforts in promoting the Golf Course Superintendents profession. Committee members noted the success of programs such as, *Par For The Course* as examples of how the identity of the golf course superintendent has increased within the golfing community.

To measure the success of the GCSAA public relations campaign the group identified three areas of focus; increased respect among employers and the community, financial status, and an increased role as a member of the management team. In each case, the committee felt the programs instituted by GCSAA had led to significant improvements.

Although the programs developed by GCSAA have done much to improve the superintendent's image, Scott Woodhead emphasized the need for a grass roots effort. "There is only so much the GCSAA can do," Woodhead said, "At some point it's up to the individual members to take an interest in public relations."

During the two day meeting, it was noted that an educational campaign needs to be developed to help superintendents improve their understanding of public relations and identify how superintendents stand to benefit from an improved image. "Public relations is a part of everything you do," said GCSAA's Public Relations manager, Jeff Bollig. "It's reflected in your attitude, the manner in which you communicate, act, and dress. Superintendents need to be aware of this." To increase superintendents awareness of public relations, P/R tips and articles will be featured in *Newsline* and *Golf Course Management*.

In a summary of 1996 public relations programs, Scott Smith, Director of Media Relations reported that *Par For The Course* enjoyed another successful season and will be back on ESPN in 1997. Smith emphasized that the purpose of the show is not to provide information for superintendents, but rather to promote the GCSAA and the Golf Course Superintendents profession throughout the golfing and non-golfing communities. Other 1996 highlights

included, syndicated news articles, public services announcements, media exposure at major golf events, the creation of a web site, a members media relations guidebook, informational posters and participation in the development of environmental principles.

With regard to projects for 1997, GCSAA will continue to focus on projects that enhance the superintendents value to their employer, as well as their value to the game of golf. ♦

## Sonar Makes Splash in California Market

By: Bob Costa

This past spring California Superintendents were greeted with more than just the challenges of another busy summer, it marked the registration of Sonar\*, a new generation aquatic herbicide. Originally developed by Eli Lilly and currently marketed by SePRO, Sonar first arrived on the California market in 1989 under a special use permit to treat Hydrilla. In 1994, Hydrilla was discovered in Clear Lake. The problem was potentially severe enough that it threatened the state's water supply. This threat, coupled with Sonar's proven efficacy on Hydrilla paved the way for its current California registration.

What makes Sonar unique? Its chemistry, similar to a pharmaceutical compound inhibits selected aquatic weeds ability to manufacture carbohydrates by interrupting the process of photosynthesis. The result is a gradual degradation of the plant. Symptoms, which appear as bleaching of terminal growth points usually occur within 7 to 10 days. Within 30 to 90 days, control is usually achieved. Because weed kill occurs over an extended period of time, plants are controlled without oxygen deprivation, or subsequent fish kill.

Applications of Sonar are easily made along lake banks. Within 24 hours the compound Fluridone is uniformly dispersed and absorption through the leaves, shoots and roots of susceptible plants begins. Maintaining adequate concentrations of the product for 30 days is vital to its success. This can be accomplished through the use of exciting new technology referred to as the FastEST. The process involves submitting a water sample to SePRO, where it is then analyzed for the purpose of determining

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