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The Golf Course Superintendents Association of Northern California  
— Committed to Responsible Turfgrass Management —

## Mona, Fream Highlight General Meeting

By: Bob Costa

While most of Northern California's attention was focused on the George Seifert, Steve Mariucci saga, forty seven superintendent and affiliate members gathered at Palo Alto Hills Golf and Country Club, to listen to presentations made by Golf Course Architect, Ron Fream and GCSAA CEO, Steve Mona.

Mr. Fream opened the afternoon program with an entertaining slide presentation which highlighted golf course construction overseas. With work completed in over 60 countries, Fream's slides depicted courses that were constructed on less than pristine sites, often constructed in what could be safely characterized as primitive fashion. Some of the more noteworthy slides demonstrated mowing equipment powered by animals, and greens that were topdressed with baskets of sand and brushed by hand with straw bundles. As a result of these construction and maintenance limitations, Fream commented on the importance of taking these conditions into account when designing some of his overseas projects. Fream also noted that with labor abundant, and resources limited much of the work is conducted by hand, including the splitting of rock for drainage and the transport of materials for construction and maintenance.

In his closing remarks Fream championed the need for golf course architects to design facilities that can be both affordably constructed and maintained, in the hopes of controlling the escalating cost of daily fee golf.

Steve Mona, GCSAA CEO since 1994 followed Mr. Fream's presentation with a spirited discussion on a host of issues facing the GCSAA and it's affiliated chapters. Utilizing his "Say It to Steve" format, Mona candidly fielded questions from the audience for over an hour. Here is a brief summary of his comments:



Steve Mona addresses the members at January's General Meeting

### Dual Membership for Class A and B Members:

Mona noted that the concept of dual membership received strong support at the chapter delegates meeting in the fall of 1996. Although its implementation, beginning in July of 1997, may be a hardship for some superintendents at smaller courses it is necessary to unify the profession and increase the national recognition of Golf Course Superintendents.

### Standardized Logo:

Mona stated that it is the intention of GCSAA to work towards making the GCSAA logo the recognizable logo for the superintendent profession. He emphasized the GCSAA's intent to not force local chapters to eliminate their logo, offering alternatives such as dual logo's on merchandise, or the affiliate chapter name in combination with the GCSAA logo.

**Trade Show and Conference:** Mona commented that the trade show continues to grow in size, with over 4,000 square feet of additional exhibit space in Las Vegas. As a result, the show locations are being limited to approximately five sites including, San Diego, Orlando, Atlanta and New Orleans.

**Certification:** Mona suggested that there are future plans to create additional levels of professional development beyond certification. Currently, there are efforts being made to increase the awareness among employers and key industry personnel of the value of a CGCS.

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**From The President Meeting Highlights (Cont'd)**

**A**s I write this, I am preparing to head for Las Vegas and the 68th International Golf Course Conference and Show. If you have never attended a conference, you should really make the effort to attend one. Just the trade show itself is worth the trip. The educational opportunities are unsurpassed and the camaraderie you share with your peers from around the world is a great experience.

In regards to the National Association we still have many members of our local chapter who are not members. Membership in the Golf Course Superintendents Association of America is a definite plus and has much to offer the Superintendent. One of its main objectives is to inform and educate its membership and strive for the betterment of the Golf Course Superintendents future. Among the pluses are educational seminars, a reference library, and Golf Course Management magazine as well as other timely publications. There are also other special services such as a merchandise program, insurance, travel services, employment referral and admittance to all major golf tournaments. Another important facet of membership is the Certification Program, where you can earn the title of Certified Golf Course Superintendent (CGCS). This is only after you have completed a rigorous program of study and testing in all phases related to golf course maintenance and history. The CGCS accreditation means you have achieved a high standard of professional excellence in your chosen field.

This is also the time of year to start thinking about what you want to do with all that spare time on your hands. One suggestion I have for you, is to get involved with your local Association. Run for office and be a part of this great organization. There really isn't a good excuse for not participating. The best excuse is "I don't have the time." As one of my colleagues so aptly put it, you probably waste more time hanging out in the Pro Shop each morning than I put in on Association business each day. This is my second time around and I don't regret it one bit. I have met people from all over the country and made some life long friends. I would not trade the experiences I have had by being an officer of the GCSANC for anything. By not fully participating in all facets of our Association you are depriving yourself and not utilizing the full potential of your membership.

See you in Vegas  
Joseph Rodriguez, CGCS  
President

**Dues Increase:** Mona stated that the immediate financial health of the Association was not in jeopardy and failure to approve a dues increase at this year's conference would not likely result in any immediate cutbacks in member services. If a dues increase was passed, Mona said, it would be earmarked for future projects, programs and service enhancement. Mona noted that other sources of revenue; such as advertising in GCM, Conference and Show and sponsorships have grown significantly in recent years.

**Education:** Mona stated that in spite of the financial loss which results from the education program, it is one of the highest priorities as a membership service and efforts will continue to be made to improve the quality of GCSAA seminars.

Mona closed his discussion with a story which told of how a hotel executive's success was the result of his genuine care for his customers. Mona likened this example to the staff at GCSAA who he also said is committed, and cares about the needs of the membership. ▶

**Rick Key Attains CGCS Status**

**Rick Key**, Golf Course Superintendent at the City of Salinas Fairways Golf Course and Sherwood Green Golf Course has been designated a Certified Golf Course Superintendent by the GCSAA. Key has served as the Golf Course Superintendent at the Salinas courses since 1993. As part of the certification process an on site inspection of Key's golf course operation was conducted by two certified golf course Superintendents; **Paul Dias**, CGCS Palo Alto Municipal Golf Course and **Jeff Markow**, CGCS Cypress Point Club.

**Cal Poly Alumni Breakfast Scheduled**

A breakfast for Cal Poly, SLO and Pomona alumni has been scheduled at the GCSAA Conference in Las Vegas. The breakfast will be held at the MGM Grand Hotel Studio 10, at 8:00 a.m. on Monday February 10th. Advance reservations are required and can be made by contacting Dave Wehner (805) 756-2279. Cost of the breakfast is \$16.00.