

# THRU THE GREEN

June, 1999

The Golf Course Superintendents Association of Northern California

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## 1999 Superintendent/Pro To Be Held At San Jose Country Club

By: Joel K. Ahern

**S**an Jose Country Club will be hosting this year's Superintendent/Pro Tournament on Monday, June 7th. Located in the foothills east of San Jose near Mt. Hamilton, the club will be celebrating its hundredth anniversary in 1999. Formerly known as Linda Vista Golf Club, the club was founded on October 24, 1899 and the golf course was designed and built by Tom Nicol. Many changes have occurred over the past hundred years, from the overall golf course layout, which was a par 68 in 1912, to the relocation of the clubhouse, which was the Hotel Linda Vista.

In 1997, a master plan for the golf course was developed by architect John Harbottle to give the club a direction for future improvements and projects. The first phase of the plan was completed this past winter with the rebuilding of all greenside and fairway bunkers. A total of 68 bunkers were done and the end result has given the course a new and improved appearance. Many long hours were needed during the construction for shaping and trenching of each bunker plus the relocating of irrigation pipe and wire. The overall project was a success and the membership is more respective of the master plan concept after seeing the results of this first phase.

The Santa Clara County Championship has been played at the San Jose Country Club since 1926 and is one of the top amateur tournaments in Northern California. This year's county tournament will be held the weekend before the Superintendent/Pro Tournament so it will be interesting to see how the scores of the amateurs compare to the club pros.

Many famous golfers have played at San Jose Country Club over the years including Roger Maltbie, who played on the PGA tour and now works for NBC as a golf announcer. Eddie Duino, the head professional from 1932-1971, brought out Byron Nelson, Ben Hogan, Sam Snead and other great golfers to conduct clinics and to play the course.

I have been the Superintendent at San Jose Country Club for four years and was the assistant for two years before my promotion. I graduated from Cal Poly State University, San Luis Obispo in 1988 with a bachelor of science degree and worked at San Luis Obispo Golf and Country Club to pay for

my college tuition. While working and going to school, I spent my free time coaching youth sports year round (baseball - 12 years, basketball - 8 years and soccer - 5 years). Also during that time, I was an athletic director at Mission Jr. High School in San Luis Obispo for two years and ran the boys and girls sports programs. In 1992, my baseball team won the state championship in the 14-15 year old Babe Ruth League, so I ended my coaching career on a winning note.

I look forward to a great day and an enjoyable round of golf with my fellow superintendents and club pros. A special thanks to Intelecady for sponsoring this event and good luck to everyone on a successful golf season for 1999. See you out on the golf course! /

The Intelecady logo features the word "intelecady." in a bold, lowercase, sans-serif font. Above the text is a dashed line that forms a semi-circular arc, suggesting a golf ball's trajectory or a path.

## InteleCady To Sponsor GCSANC Annual Supt/Pro Tournament

GolfPro International, Inc., the builders of InteleCady, have agreed to sponsor the Superintendent/Pro Tournament at San Jose CC on June 7th.

InteleCady is the first personal service, electric powered, robotic caddy. It is a device that "knows" the detailed geography of the course, navigates its way independently, and uses proper golf etiquette while furnishing the services of a human caddy. With the InteleCady, the superintendent can eliminate ropes, signs and even modify traffic patterns around the course. And for winter play, the InteleCady won't damage even the wettest turf.

The GCSANC thanks InteleCady for their role in fostering better Superintendent/Pro relationships. /

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**THRU THE GREEN**

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Northern California

# THRU THE GREEN

## From The President

**T**he program is having an impact! Now that I have your attention I can explain. I recently had the opportunity for an interview with our friends on the *Hooked On Golf* radio show. The show airs Saturday mornings at 9:00 on KNBR. We spoke briefly about the Palo Alto project and our Association. I have received no less than 10 phone calls from superintendents, golfers and friends (yes, I have a few and they know how to work the radio) that heard the broadcast. Greg Crawford is working very hard on our behalf and the results are beginning to show. There has been some discussion about trying to have other superintendents participate throughout the year. I am wondering if there are any of you interested in participating. It really was a fun experience. Perhaps it has something to do with the 15 minutes of fame we are all supposed to experience. We need to all be aware of the opportunities to make presentations. Participate! It's great experience that can be applied to such mundane procedures as job interviews and membership presentations.

The GCSAA has sent out announcements calling for Environmental Steward Award nominations. Take the opportunity to promote your course and operation if something you are doing applies. Information and forms are available through GCSAA. The chapter Delegates Meeting will be held in mid-September. I will be representing the Chapter and the primary issue will be the status of the membership standards initiative. Final presentation is not expected for another 2-3 years but there will be opportunity for discussion after the delegates meeting.

Membership classifications and the relationships between them seem to be a continuing topic of conversation. I read the most recent issue of the SCGCSA newsletter and saw that it is an issue they have developed into a meeting topic. They have a one hour open forum to discuss Affiliate issues at a regular meeting. I think it is a great idea. I believe



## Dave Davies, CGCS

we all share in the responsibility for education and growth in this "industry". The name of our organization may be more representative of a past time or mind set. The only way we as an organization can address our issues is to make them public and discuss them. I have always been a champion of voicing one's opinion. I have a vehicle to do this each month with a President's message. I know there are other opinions out there and they don't always agree with mine. We all need to make use of the telephone to contact a board member to express opinions on what our Association is doing. The Board will continue to work to serve the membership. After all, that is who elected us and why we are involved. Please make an effort to speak up. I hope we are doing things that are positive and have the interests of our membership and this industry as their foundation. Agree or disagree? The phone number in my office is (650) 329-2175. /

## Office Notes

By: Barbara Mikel

General information regarding the Association can be found in the inside page of the newsletter and the membership directory. I try to be in my office for GCSANC Association business from 12:00 noon to 5:00 p.m. each day. So, times I am at monthly meetings, board of

See Office Notes Cont'd on page 3

## Office Notes (Cont'd)

ctors meetings or simply "going to the bank, post office, lunch, etc". I do strive very hard to return phone calls the same day received (excluding weekends). Be sure to leave your phone number. (it saves the time of looking it up), some indication of why you are calling helps so I can be prepared to answer your question promptly.

Please keep the office informed of changes in your life; new job, new address, new phone, etc. Your newsletter is mailed monthly full of information on what's happening in the Association. We would like to make sure you get it. If you have ideas, please contact the newsletter editor with them.

GCSANC offers scholarships to qualified applicants. Be sure to watch your newsletter mail for applications or contact the scholarship chairman, Ken Williams, CGCS

GCSANC also provides an employer job notice to all Class A, Class B, Class C, and Associate members. These are mailed on a four by six postcard and are included in the monthly newsletter if timely for publication. The CGCSA maintains a Job Bank Hotline call-in number (619) 497-5170.

GCSANC **does not** maintain a list of persons looking for work nor do we keep or circulate resumes.

When you return meeting reservations to the office, please make sure these are accompanied by the necessary documents (i.e. Superintendent Pro Golf Tournament requires a copy of both players indexes). It is often difficult to properly credit your check if your name is on the reservation but your check is mailed later with no reference to you, the invoice number, meeting reservation or renewal form. /

## Environmental Steward Award Applications Now Available

It's not too early to begin completing an Environmental Steward Award (ESA) application. The application deadline for year 2000 awards is October 1, 1999. Affiliated chapter presidents are receiving applications forms in the mail this week. If you would like to print an electronic version of the application or submit it on-line, go to:

<http://www.gcsaa.org/environ/2000esaapp.html>.

Please direct specific questions about the ESA application process to Kristi Frey, GCSAA's public relations manager, at (800) 472-7878, ext. 608 or send an e-mail to Kristi at: [kalfrey@gcsaa.org](mailto:kalfrey@gcsaa.org).

## Terry's Tournament Tips June '99

**Problem:** You're a vendor, and you've stopped going to monthly Superintendent's meetings because you never got to play with a superintendent. Or, worse yet, you were always paired with three (3) other vendors!

**Solution:** Pick up the phone, and arrange your own foursome. Be aggressive, invite a superintendent. You never know, this might make the difference between you and your competition.

## Shoreline Golf Links April 20, 1999 Annual Meeting Golf Results

### Superintendent - Gross

1	Mike Garvale, Palo Alto Hills CC	77
2	Jeff Shafer, Wente Vineyards	80

### Superintendent Net

1	Brad Clark, Olympic Club	69
2	Mike Barber, Blackhawk CC	71
3	Joe Manfrey, Palo Alto (Retired)	74

### Affiliate - Net

1	Mitch Frasier, West Star	69
2	Russ Mitchell, Russ Mitchell & Assoc.	70

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## Internet 101 (Part 3)

By Ken Williams, CGCS

### Searching The Web

There are basically three ways to search the web. You can use a web directory, a search engine, or a meta search.

Web directories are web sites with logically organized lists of web sites. You can usually move through the lists in a hierarchical (ranked) manner. An example is Yahoo! ([www.yahoo.com/](http://www.yahoo.com/)).

Search engines are web sites that search for documents based on keywords. Search engines typically search millions of web sites for text in web pages. Examples are Lycos and Alta Vista ([www.lycos.com/or](http://www.lycos.com/or) [www.altavista.com/](http://www.altavista.com/)). Meta searches are web sites that use a combined power of individual search engines to find a desired search result. An example is DogPile ([www.dogpile.com/](http://www.dogpile.com/)). A complete listing of search tools is located at [http://dir.yahoo.com/Computers\\_and\\_Internet/Internet/World\\_Wide\\_Web/Search\\_theWeb/Search\\_Engines/](http://dir.yahoo.com/Computers_and_Internet/Internet/World_Wide_Web/Search_theWeb/Search_Engines/).

It is up to the individual to determine which search tool is best for each task. Some tools make it easier to search, some do a better job of ranking, some offer better help for refining searches, and others offer advanced searching such as Boolean logic and search delimiters.

When approaching a search, determine what kind of information you are searching for. If it is simply general information (like how to find restaurants in San Francisco) a web directory like Yahoo will work fine. But if it is more specific (like what did that error message in MS Word mean?) you probably want to use a search engine like Alta Vista. Alta Vista also has a language translation feature which may come in handy with foreign speakers. If you think it's very obscure information, you should try a meta search tool like Dogpile.

Keep in mind that even the best search tools only "know" about 40% of all the web sites. So if you don't find the information you're looking for, try another search tool. Or, go to the help menu to help refine your search. Just by using quotations marks around combined words will narrow the matches. For example, a search using the keywords Kentucky bluegrass will bring all kinds of results about the state and the music. Whereas "Kentucky bluegrass" brings turf information higher in the ranking.

Some useful specialized search pages are Mapquest for directions ([www.mapquest.com/](http://www.mapquest.com/)), Bigfoot for e-mail addresses and telephone numbers ([www.bigfoot.com/](http://www.bigfoot.com/)), Shareware or Download for free software ([www.shareware.com/](http://www.shareware.com/) and [www.download.com/](http://www.download.com/)), and Mining company for a web directory of pre-searched web pages ([www.miningco.com/](http://www.miningco.com/)).

Above all, be patient and persistent in your searches. There is a true glut of information out there. And when you find a site that is worthy, **BOOKMARK IT!** Search tools are constantly being refined so the same search a few hours later might not retrieve the same web pages. /

### Naumann's NorCal News

**G**eorge Young has accepted the superintendent position at San Jose Muni Golf Course. George was the assistant under **Tim Greenwald** at Rancho Cañada Golf Courses. He is replacing the vacated position held by **Joe Vollaire** who has moved on to Palo Alto Muni GC and will not be working with **Dave Davies**. . . . **Rich Scholes**, superintendent at Corral de Tierra CC, has been very busy as of late. He is just now finishing rebuilding all of the tees, one green, all of the bunkers and few fairways. The work was designed by **Mike Pollet** and constructed by Larson Golf. . . . **Mark Francetic**, Superintendent at Deep Cliff Golf Course in Cupertino, is completing the rebuilding of 14 tees, a couple of new bridges and landscaping throughout in preparation of the annual \$1 Million Birdie Shoot-out. Mark has done this all in-house with no extra crew. During the middle of this, his assistant **Brian Hall** left to become the Superintendent at Cypress Hills G C in Colma. Mark says there have been more overtime hours than you can count but things need to get done. Right after the 1998 AT &T Tournament at Pebble Beach Golf Links, Superintendent **Mark Michaud** and the Pebble Beach Company had the Par 3 Fifth hole moved over to the ocean. It is now a beautiful par 3 along the water, over a small ravine. It was designed by **Jack Nicklaus**. The hole received rave reviews from the pros during the 1999 AT &T and is now used for regular play.

### Competition

"Competitive golf is played mainly on a five-and-a-half-inch course, the space between your ears."  
— **Bobby Jones**

"I play with friends, but we don't play friendly games."  
— **Ben Hogan**

"Victory is everything. You can spend the money, but you can never spend the memories."  
— **Ken Venturi**

Insert

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## Boardroom Briefs

- Sponsorship opportunities are still available. These opportunities are much more of a bargain this year. Board members are in the process of contacting prospective affiliates to fill the open spots.
- GCSANC logo merchandise is still available from Southern Golf. An insert will be placed in the newsletter with the current merchandise that is available. The Association has received the first royalty check for merchandise purchased by members.
- Criteria for the GCSANC Annual Awards is being formalized. The membership will be able to nominate candidates. A committee will recommend a choice, and the Board will finalize the selection.
- The membership committee will review the honorary members of the Association and review the criteria for selection.
- The committee assignments for this year are as follows:
  - Audit: Dave Sexton, CGCS
  - Membership: Gary Sayre, CGCS
  - Program/Education: Gary Carls, CGCS, Steve Franzen
  - Nominating: Dave Davies, CGCS and two volunteers
  - Election: Dave Davies, CGCS and Past Presidents
  - Tournament: Terry Grasso, Craig Kilcoyne
  - Publications/Scholarship & Research: Ken Williams, CGCS
  - By-laws/Finance: Mike Nunemacher
  - Public Relations/Awards: Bob Costa, CGCS
- A Media Day planning meeting will be held to organize the Media Event at San Juan Oaks in July. The Media Event is being held to establish relationships with members of the local print, radio and television media. Greg Crawford will host the event.
- The Scholarship & Research Tournament is being planned for August 16th at Rossmoor. Craig Kilcoyne expects things to go much smoother this year.

## From The Media Director

By Greg Crawford

On Monday, July 26th, the GCSANC will be holding its first ever media day golf tournament at beautiful San Juan Oaks GC. As your Media Director I would hope that all members of the GCSANC get behind this event with your participation.

The GCSANC is in the process at the present time of sending out over 25 special invitations to media members and special dignitaries. It is our hope to get a good response back and to see many of these people on the 26th at San Juan Oaks. The GCSANC board of directors has worked very hard to put this important event together and we all plan to make it a first class event for everyone present.

If your wondering whether you should attend, please feel free to give me a call at anytime to discuss the importance of this event. It is not a self serving reason, but quite frankly the media is a very important part of any group and especially one the size of the GCSANC. My response so far from most media members is that golf course superintendents and the industry that supports them are a major part of golf and deserve much more credit

than is received. It is my responsibility to make sure this credit does not go unnoticed. Building relationships with the media is key to getting the media to know what we're all about and to learn more about the importance of the position of the superintendent. Even though we will not get perfect attendance on the 26th from the media, this is just one more step towards building those all important relationships.

Speaking of the media, we would all like to thank John Abendroth for having President Dave Davies, CGCS on his golf program at KNBR on Saturday mornings. In speaking with John, he will be glad to have more superintendents on in the future.

Last, speaking of thank yous, I sure do appreciate all the members of the GCSANC who have contacted me either to wish support for the media director's position or to give information about possible media stories or to just plain introduce themselves. Please keep up the emails and phone calls as we all need to work together. Phone and fax, (503) 234-1670 and e-mail, [GMCOLF@compuserve.com](mailto:GMCOLF@compuserve.com).

### Golf Retirement Plus

Don Bretthauer, Director of Member/Chapter Services

**R**ecent GCSAA studies show that 70% of golf course superintendents do not have access to a retirement plan through their golf facilities. Why? Because the cost, tax and regulatory burdens are prohibitive for most "small business" like golf facilities.

That's why GCSAA recently partnered with the PGA of America and the CMAA to offer our members an easy and affordable new retirement benefit: Golf Retirement Plus.

Golf Retirement Plus gives our members a convenient way to save for retirement. And now, we're counting on your leadership to communicate this new benefit information to your members.

Golf Retirement Plus provides members with the following benefits:

- **Affordability:** GCSAA golf course superintendents and assistant superintendents only need \$50 to start an account. This low minimum requirement makes it easy and affordable for members to build a retirement account and save on a regular basis. Contributions can also be made at the member's own pace. A customized program - based on the member's situation - can tailor an investment schedule to fit any budget.
- **Accepts individual and employer contributions:** GCSAA members and their employers can contribute to their accounts. These contributions are tax-deductible for employers. Employers can add to employees' accounts, whether as a yearly bonus, employee-employer contribution match, or percentage of salary. And the employers won't have to worry about the Employee Retirement Income Security Act (ERISA) concerns, tax liabilities, investment decisions or administrative burdens of maintaining their own plan. (Please note: members will be taxed on employer contributions.)
- **Convenience:** Saving for retirement is so important in our industry — that's why GCSAA teamed with the PGA and CMAA. And by including all three association members in one retirement program, employers will have the convenience of handling one program for all the key staff at their clubs.
- **Reliable provider:** The Golf Retirement Plus investment provider, Security Benefit Life Insurance Company (SBL), is one of the nation's top-notch annuity providers and is one of the most respected names in the industry because of its expertise in variable annuities and financial strength and stability.
- **Personalized retirement counseling:** GCSAA members have a dedicated Golf Retirement Plus services team available to provide program or account information and answer any questions they may have. Golf Retirement Plus Specialists know the program inside and out and are just a toll-free phone call away at 1-877-RET-PLUS 91-877-738-7587).

### Notable Quotes

"It's a torture chamber. If we had to play it every day, I don't think I'd be playing golf."

— Ian Woosenam

"She thinks people are crazy to complain about life on the tour. 'You don't have to cook, make beds, or clean house — it's great.'"

— Loren Roberts  
(quoting his wife)

"In golf as in life, it's the follow through that makes the difference."

— Ben Wicks

"Relax? How can anybody relax and play golf? You have to grip the club don't you?"

— Ben Hogan

"It's the most fun I've ever had with my clothes on."

— Lee Trevino

"My wife always said she wanted to marry a millionaire. Well, she made me a millionaire. I used to be a multi-millionaire."

— Chi Chi Rodriguez

## Just For Fun

Spring is the time when many of us do employee reviews. Good management dictates giving praise to deserving employees and being critical in the case of others. The following is how one manager describes his "problem" employee:

- "Since my last report, this employee has reached rock bottom and has started to dig."
- "This employee should go far, . . . . and the sooner the better."
- "His men would follow him anywhere, . . . but only out of morbid curiosity."
- "He sets low personal standards and then consistently fails to achieve them."
- "This employee is depriving a village of an idiot."
- "He's been working with glue a little too much."
- "He's got a full six-pack, but lacks the plastic thing that holds it all together."
- "If you see two people talking and one looks bored, . . . he's the other one."
- "He brings a lot of joy whenever he leaves the room."
- "A prime candidate for natural deselection."
- "Takes him two hours to watch 60 minutes."
- "If you stand close enough to him, you can hear the oceans."
- "If you give him a penny for his thoughts, you get change."
- "I'd like to go hunting with him some time."

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## NorCalendar

June 7	Superintendent/Pro San Jose CC
July 26	Media Day Tournament - San Juan Oaks GC
August 16	Scholarship Tournament, Rossmoor GC
Oct. 5	Joint Meeting with Sierra Nevada
Oct. 25, 26	GCSANC Institute, Santa RosaHilton, Fountaingrove CC
Dec. 10	Holiday Meeting, Del Monte GC, Monterey Beach Hotel

## Welcome New Members

Ryan Zuchlsdorf, second assistant Moraga CC	Class C
Rex Gentry H.V. Carter	Affiliate
Frank Halstead A-G Sod Farm	Affiliate
Alfred Fogg Jean Fogg Landscape	Affiliate
<b>Reclassifications</b>	
Roger Robarge	Class B to A
James Irvine	Class C to B

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Dr. Ali Harivandi  
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