

## Naumann's Norcal News

**Ted Horton** has left his VP position at Pebble Beach to start his own environmental and human resources consulting firm. He is in the process of moving to Temecula where he will be running this company..... **Jeremy Lehman** is the new Superintendent at Cinnabar Hills Golf Course in San Jose. Jeremy was the assistant prior to his promotion. He is replacing **Tom Unruh** who has moved back to Carson City.... **John Martin** has left Sun City Golf in Lincoln. His replacement has yet to be named..... Some promotions have taken place at Orinda CC. **Mike Senneca** is now the Superintendent and **Bob Lopic** has been promoted to Director of Golf Course Maintenance. Mike was the assistant prior to his promotion.

### Golf Course Superintendents of Northern California Scholarship Research Tournament 2000

Thanks You!

**Orinda Country Club**  
H.V. Carter Company Inc.  
Speedy Enterprises  
Gachina Landscape Management  
Simplot Turf & Horticultural  
Spot Water Management  
Turf Time  
Aquatic Environments  
Arboguard  
Bay Irrigation & Turf Supply  
Club Car  
Delta Bluegrass Co  
Nickels Golf Group, Ltd  
Olympic Club  
Pump Repair Service Company  
R.V. Cloud  
Reed Equipment  
Russell D Mitchell & Assocs  
Target Speciality  
United Horticultural Supply  
West Star Distributing  
Western So2 Systems, Inc.  
Wilber Soil & Turf Services  
Christensen Irrigation Co. Inc  
Farwest  
Half Moon Bay Golf Links

Jean Fogg Landscape  
Permacorp  
Spring Creek G & C C  
Sunnyvale Golf Course  
Bay To Bay Golf Services  
Bryant Taylor Gordon Golf  
D.H.R. Construction, Inc.  
Fountaingrove Country Club  
Hydro Engineering  
Milliken Chemical  
Oase Pumps  
Roddy Ranch Golf Course  
Repcor  
Roddy Ranch G C  
Rossmoor Golf Course  
Sequoyah Country Club  
Soltis Golf, Inc  
The Andersons Pro Turf  
Turf Equipment Services, Inc  
UHS  
West Coast Turf  
Sierra Pacific Turf Supply  
Ancon Bio-Services  
Valley Crest Tree Co  
B. H. Sales  
Ciardella's Garden Supply

## Why is the PDI necessary?

*The following are excerpts from the presentation made by the Membership Standards Resource Group at the annual Chapter Delegates meeting held on September 8-10, 2000.*

Several years ago, members began to understand that superintendents exist in a changing professional environment. With the increased emphasis on televised golf and the economics of the game, more is expected now from superintendents than ever before. And more will be expected in the future. Our members said and continue to say that golf course superintendents want more appreciation and recognition, compensation, retention and job opportunities.

The Membership Standards Resource Group was formed to look at how to achieve these goals in the future. They were to determine if action was possible to address these issues and determine what process should be followed to pursue the goals if they were adopted. The MSRSG needed information to effectively address whether or not we could have an impact on the key problems faced by golf course superintendents – appreciation, compensation, retention, and career opportunities.

The research by SRI, International clearly showed what golf course superintendents do – tasks – and which of these tasks employers valued most.

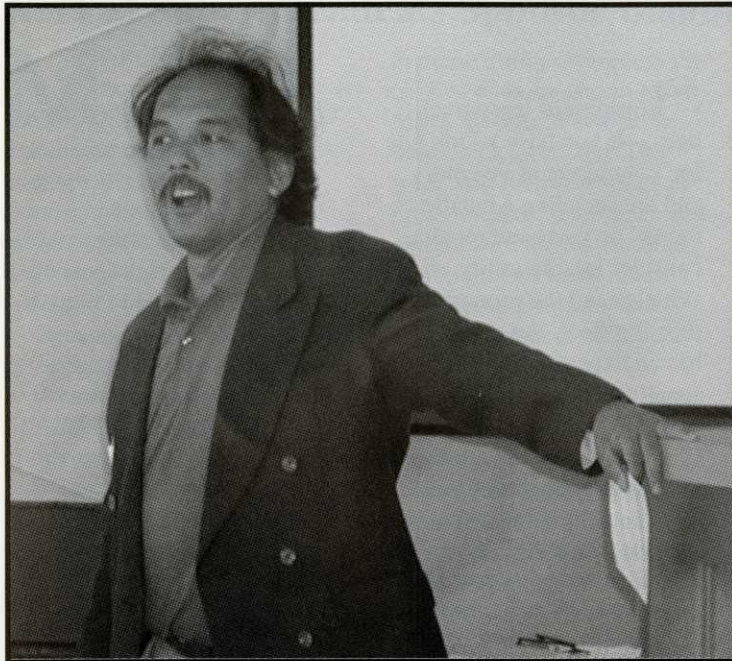
In order to effectively market the superintendent of the future, we have a triage approach. The foundation of this project continues to be education, both formal and through continuing education. The classification standards are built from this foundation and create an opportunity to drive the public relations initiative.

The classification system documents what superintendents are doing on the job, thus providing members with the tools they need to communicate their value to employers. This system will also provide GCSAA with the opportunity to integrate this information into our national public relations campaign.

Classification illustrates that expertise, knowledge and skills support the competencies established through GCSAA's research and member superintendent focus groups. Although there is not a guaranteed proficiency within the competencies, the proposed sliding scale will provide employers *See Why Is PDI Necessary? pg. 7*



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these  
outstanding  
Sponsors



*Above: Sierra Pacific Turf Supply's Bowman, Naumann, and Jackson*

*Left: Sierra Nevada GCSA President, Jessie Creencia*

*Below: Arrow Creek Putting Course.*

## Why is the PDI necessary? (Cont'd)

with an assurance that Class A members meet a baseline proficiency within most of the competencies outlined through required experience and education.

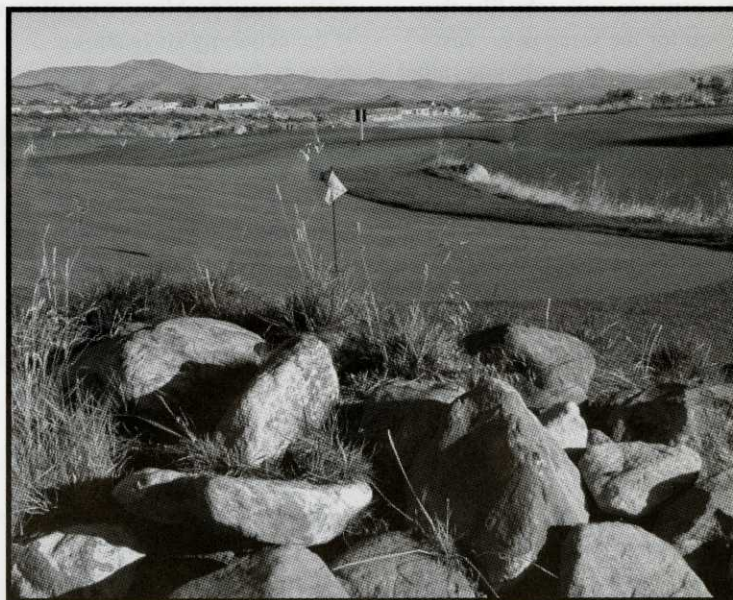
The application of pesticides in the golf course maintenance practice often attracts the most attention from governmental agencies, the media and the public. Demonstrating expertise regarding these applications provides assurance that Class A superintendents are knowledgeable about the most recent procedures and methods for the safe handling and use of these products. Furthermore, golf course superintendents are the environmental stewards of the property they manage. By requiring that Class A members have a valid pesticide license or pass the GCSAA-developed pesticide test, GCSAA members will illustrate their commitment to environmental stewardship by meeting and, in most cases, exceeding the requirements of applying plant protectant products. This proactive step will make a large impact when

GCSAA meets with environmentalist groups and regulatory agencies.

The ongoing education requirement demonstrates that Class A superintendents are actively seeking education to stay abreast of the latest developments. Service points are given for activities and contributions outside of traditional educational events. Support of GCSAA's local chapters is crucial to help ensure a vibrant local support network for superintendents. Serving golf-related and civic organizations also help build leadership and management skills; assigning points for these and other service-related activities provides an additional incentive for participation.

The PDI's mission illustrates the main reason for its proposal:

"To improve the knowledge, skills and abilities of the professional superintendent that contribute toward improved playing conditions and the enjoyment of the game of golf."



We feel strongly that individual golf course superintendents and the profession as a whole has a great deal to gain from this initiative. By better understanding the link between continuing education and increasing our value to our facilities in the eyes of our employers, our members are positioned to gain appreciation, compensation, retention, and job opportunities.

For a complete copy of the proposal, look at the PDI section under the Learning Center by logging onto [www.gcsaa.org](http://www.gcsaa.org) or call the GCSAA Service Center at 800/472-7878.

If you would like an electronic version of this document, please contact Judith Ferguson, GCSAA Education Department Coordinator, at 785/832-4469, or e-mail your request to [jferguson@gcsaa.org](mailto:jferguson@gcsaa.org).