



Final Thoughts . . .

*President's Message
by Bob Costa, CGCS*

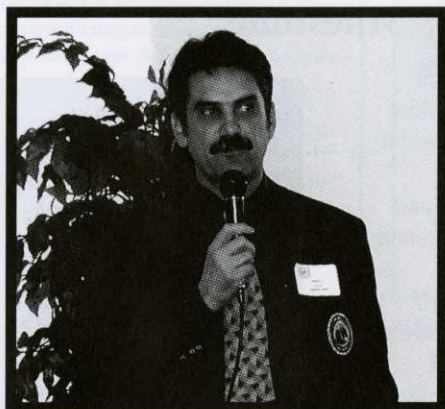
Meeting of the Minds

Many of you may be aware the California Golf Course Owners Association will be conducting their General Meeting at Rancho Cañada Golf Club on June 21st. The one-day program includes a morning educational session, lunch and an exhibitor's show. Aside from the fact that the program contains topics that are pertinent to our profession you may be wondering why I've taken the time to promote the event in Final Thoughts.

According to the information I have received the event planners are anticipating up to 125 owners and General managers from throughout the state. For a profession that has been committed to improving its stature within the golf hierarchy, I see this as yet another opportunity to establish our presence and demonstrate that collectively, we are far more than just keepers of the greens. What a great impression it would make if 30 or 40 superintendents were there, weighing in along side those that have a direct influence on our careers and profession. I encourage each of you that have an interest to register by phone at 831 373-3701.

Media Watch

It has been quite some time since I have commented on the status of the media program. Well, I'm pleased to say it is alive and doing quite well. Since Greg Crawford's departure last spring, we have continued to move the program forward with what I consider a great deal of success. Granted, superintendents haven't been featured on front-page stories, or the 6 o'clock news, but quite frankly



that has never been the objective of the program. What we have done is somewhat methodically established a presence in a small way. Our friends at Hooked on Golf Mitch Juricich and John Abendroth have included superintendents on their radio program five times in the past year. This winter we are likely to

have our superintendent of the year recognized at the golf Writers Dinner and on the Monterey Peninsula. Superintendents are routinely recognized in the golf section. In addition, our press releases have periodically appeared in an assortment of newspapers and trade publications; all of which helps

us maintain a presence in the golf industry. Later this summer we will be re-introducing ball mark repair week and are planning an informal media golf outing.

Assistants in the Spotlight

July 9th marks the inaugural

Assistants tournament hosted by De Laveaga's Don Paul. Under the direction of Assistants Jason Green, Steve Woodruff and Mike Souza the event will feature an educational session geared towards Assistants led by the USGA's Pat Gross. Although the intent of the gathering is to recognize assistants, superintendents and affiliate members are encouraged to participate as well. I hope that our member superintendents will show their support for this event either by attending, or encouraging their assistants to attend. Likewise, for affiliate members, this could be a great opportunity to interface and establish a relationship with the superintendents of tomorrow. For those non-member assistants we welcome you as well.

Office Notes

By Barb Mikel

I came across a 1979 GCSAA survey recently. It certainly brought to mind some interesting facts regarding superintendent's salaries and educational status, course budgets and facility sizes.

	Nat'l Av.	CGCS	Top 10% of Respondent	
Total Value of Annual Compensation	\$25,462	\$29,596	\$40,473	
Annual Base Salary only	\$20,839	\$24,011	\$30,418	
Annual Course Operating Budget	\$190,723	\$221,328	\$302,623	
Percentages by type of course				
Private	62.53%	68.59%	75.53%	
Military	1.24	1.44	1.06	
Public/muni	18.31	25.45	8.51	
Semi-private	14.46	9.17	5.31	
Other	3.43	5.31	9.57	
*National Survey of Golf Course Superintendent - 1979 GCSAA				
Golf Course Budget Breakdown by size of Course				
	9	18	27	Over 27
Capital Equipment	\$10,453	\$15,243	\$ 16,278	\$ 41,096
Salary & Fringes	\$27,259	\$85,139	\$108,495	\$232,909
Fertilizer	\$ 3,020	\$ 9,701	\$ 11,194	\$ 24,519
Pesticide	\$ 2,361	\$ 8,828	\$ 9,350	\$ 18,057
Equipment Repair	\$ 3,558	\$ 10,331	\$ 12,300	\$ 24,545
Other	\$10,152	\$ 24,655	\$ 32,920	\$ 78,191
Course size in acres	64	142	187	327
* Profile of Golf Course Superintendents GCSAA 1979				