

GCSANC Member Profile



Name: Marty Boyer
Employer/Company: Communication Advantage
Position: Owner/Principal
Years in the Business: 15
Previous Employment: Public Affairs (Alameda County); News Reporter (East Bay)
Education: B.S. political science, journalism, Santa Clara University

Share your involvement with the GCSANC:

Affiliate member for almost a decade—passionate (okay, obsessed) golfer who, when lucky, gets to provide public affairs and public relations work to build support for sensitive golf projects and operators confronting those issues. It's a great joy and escape from the pressure of working mostly for local government issues.

Other organizations/affiliations:

California State Association of Counties, Santa Clara University Alumni Association.

Share a little about your family:

I have one grown daughter who sadly, does not share the passion for the game. Despite that, she is a great person and positive contributor to society.

What is #1 on your bucket list?

Professionally: To get closer to the role/service I provided a decade ago, that is, to help see a new course to reality, from the vision of a developer/owner to the opening day event and onward to a top-rate status.

I want to knock off more of the 75 courses on my list of dream courses, which I began to develop 30 years ago. To date, I've played more than 20 of them, including some in Scotland. Personally: I wouldn't mind meeting a wonderful guy who loves music, the outdoors, laughter, decent wine and better Scotch, and of course, would help me knock of the remaining courses on the dream list and maybe add some new ones too.

What's your favorite restaurant?

I'm a trash-to-class kind of girl. On the trash end, Henry's World Famous BBQ in San Jose. Moving on to class: oh, maybe Nora's in Washington, D.C. or The Tap Room at Pebble Beach.

What's your favorite vacation spot?

I have to say, it's my own house in Graeagle on the 16th fairway of Plumas Pines GC.

Favorite hobby or pastime:

Do I really have to say? Followed by theater arts, hiking, occasional blackjack, music, and exercise.

What's in your closet at home?

The really important stuff: passport, a couple of suits in which I can earn a living, blue jeans, photo albums, soft spikes, and a perfect little black dress...(don't all our members have this last one?)

What's in your office? Anything interesting?

Computer, files piled high on the desk, an "I love me wall" of news clippings and awards (small wall), and a practice putting green.

What magazines do you subscribe to?

Any online sites you favor? As for magazines: *Governing Magazine*, *Golf Digest*, and *Cooking Light*. Online sites: Expedia and its offspring, news clipping sites (the news is my business, after all), and several sites that keep me up on State legislative activities that affect my local government clients.

Do you expect to collect on social security?

Absolutely. Estimated retirement age at this point: 103.

What's the funniest comment you've ever heard from a GCSANC member?

Tough one, but whatever it is, I'm guessing it came out of the mouth of my great affiliate buddy, Peter Herrera. I mean, it was Petey who taught me that two over is a duckin' flibble, while three over is a truckin' tipple.

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