

## AFFILIATES CORNER



**Name:** John Grund, *GCSANC Affiliate Member*

**Company:** Grund Guide

**City:** San Rafael, CA

**Position:** Owner/Founder and company rep for the Grund Guide. John works closely with experts in manufacturing and golf course maintenance where he provides measurement services and yardage marking system consultation. Products

include yardage markers and yardage books, scorecards, and an array of related accessories.

**Years in the Golf Business:** 25 years

**Previous Employment and Golf Experience:** Competed on the PGA Tour, and the Canadian, South African and South Pacific tours, and in one U.S. Open. Was later employed as a PGA golf professional working at both public and private clubs.

**Education:** Graduated from UCLA with a B.A. in Political Science ('81) and was a member of the golf team. Served as an assistant coach (1983-84) under the leadership of golf legend Mr. Eddie Merrins. John was at UCLA during the same era as standout players Pate, Pavin, Pernice and Waldorf.

**Hobbies, Interests:** When his schedule permits, John still enjoys teaching golf and works with players of all skill levels at McInnis Park GC in San Rafael. He is an avid reader and enjoys studying California Art & History with focus on Plein Air art spanning mid-1880s to mid-1930s.

**Association Involvement:** Besides being an affiliate member of

the GCSANC John is also a member of the So Cal Chapter. Has been a supporter of turf research projects for several years. He participates annually in the superintendent's State Meeting where he also served as hospitality wine host. He is a vendor at the GCSAA's Golf Industry Show.

**Other affiliations:** John is a Class "A" Member of the PGA of America, serves on the Bay Area Chapter Board for the NCPGA, and is a member of the Nor Cal Golf Reps Association.

**What's the best bit of professional business advice you can share with others?** The quote "Do unto others as you would have them do unto you" always seems to be appropriate. I think it makes good business sense. Today more than ever, it's important that golf course superintendents should not undervalue their contributions to the facility, for they are "the experts" and bring immense value to the success of a golf course operation. I believe if someone has a way to improve the course and its conditions, it is important to speak up and be heard!

**From a business perspective, what are your thoughts about the future of golf?** As turf care and golf industry professionals we should use our ability/talents to make the game better. We should also do our best to make the game more fun and more enjoyable.

**If you weren't in the golf business what would you be doing?** I would probably be an art historian.

**Favorite foursome:** My favorite foursome would include my dad, who introduced me to the game. It would also include my many friends who favor the game as much as I do.

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