

THRU THE GREEN

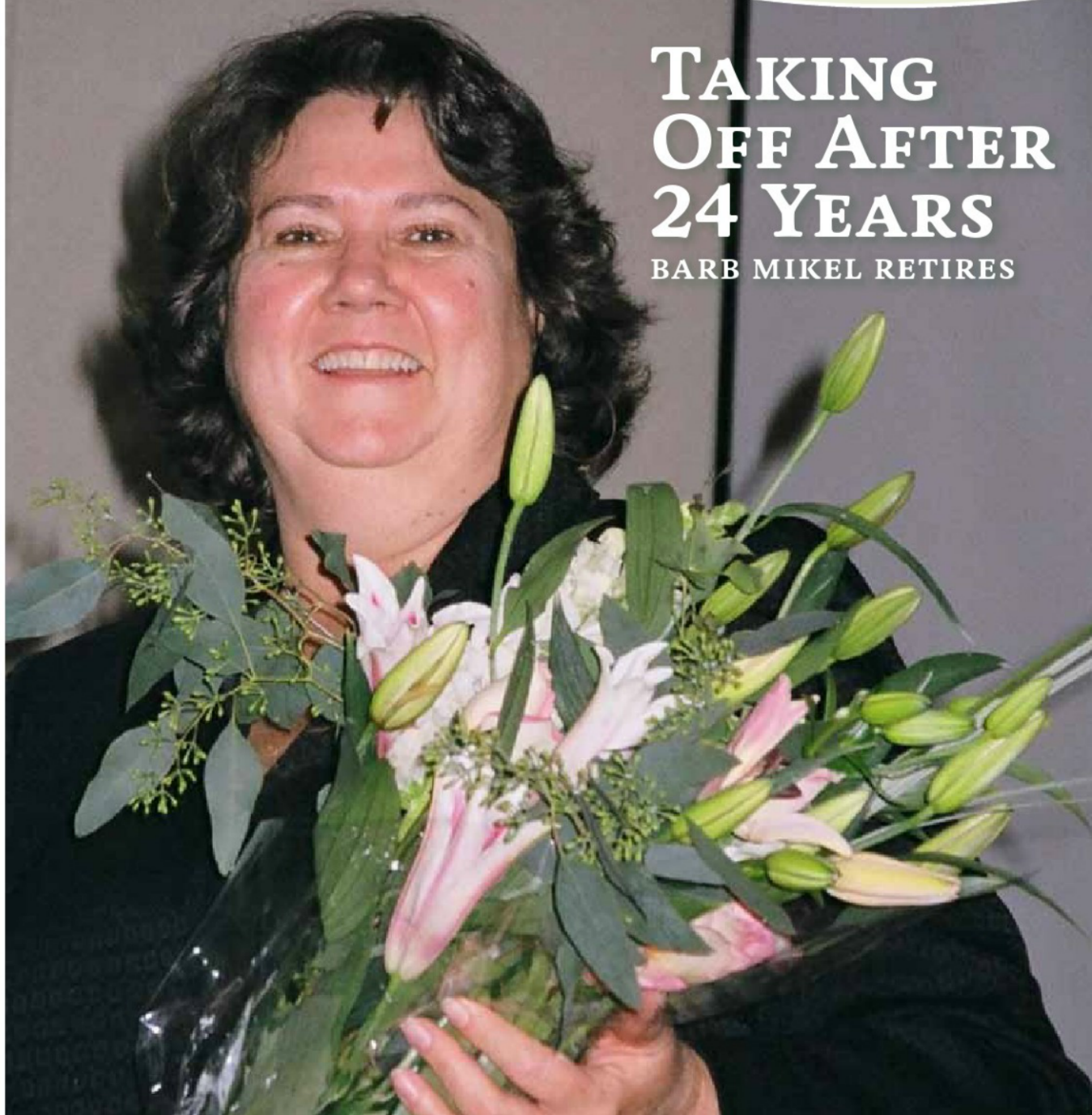
The Golf Course Superintendents Association of Northern California

SEPTEMBER/OCTOBER 2014

Northern California Chapter
GCSAA

TAKING OFF AFTER 24 YEARS

BARB MIKEL RETIRES



OFFICERS & DIRECTORS 2014

OFFICERS



PRESIDENT
GARY INGRAM, CGCS
Metropolitan Golf Links
gingram@playmetro.com



SECRETARY TREASURER
BRIAN BOYER
Cinnabar Hills Golf Club
bboyer@cinnabarhills.com



VICE PRESIDENT
JAMES ABATE
TPC Harding Park Golf Course
jimabate@pgatourtpc.com



PAST PRESIDENT
JON CHRISTENSON
Oakhurst Country Club
christenson.j.m@gmail.com

BOARD OF DIRECTORS



DIRECTOR
CHAD TWADDLE
Coyote Creek Golf Club
ctwaddle3@hotmail.com



DIRECTOR
JAY NEUNSINGER
Tilden Park Golf Course
jay9singer@gmail.com



DIRECTOR
TIM SEDGLEY, CGCS
Poplar Creek Golf Course
timsedgley@yahoo.com



DIRECTOR
STACY WALLACE
Stonetree Golf Club
wallacestac@yahoo.com



AFFILIATE DIRECTOR
VINCE KEATS, CGCS
VJK Turf & Landscape
vjkeats@gmail.com



AFFILIATE DIRECTOR
RYAN SMITH
Belcorp Golf & Turf
ryan.smith@belcorpagg.com



ASST. SUPERINTENDENT DIRECTOR
DANIEL JAMES
The Peninsula Golf & Country Club
djames@thepgcc.org



THRU THE GREEN EDITOR
BRIAN NETTZ, CGCS
Presidio Golf Course
bnettz@palmergolf.com



ON THE COVER:

After 24 years of dedicated service, Barb Mikels retires. As the director of the GCSANC, she has guided our organization to the pinnacle of the golf industry. We can't thank her enough. Congratulations. You will be missed.

INSIDE

OFFICE NOTES By **BARBARA MIKEL** 3

PROVIDE FOR YOUR INFORMATION

By **TERRY GRASSO, CGCS & TOM SCHUNN** 3

OOPS! 3

NORCALENDAR 3

NEW MEMBERS 3

PRESIDENT'S MESSAGE By **GARY INGRAM, CGCS** . 4

WATER 6

MACKENZIE IN NORTHERN CALIFORNIA

By **SEAN TULLY** 7

IMAGES FROM THE 2014 CLIFFORD & MYRTLE WAGONER SCHOLARSHIP & RESEARCH TOURNAMENT 9-10

WHY BUSINESSES SHOULD RETHINK THE ANNUAL PERFORMANCE REVIEW . . . 13

FROM THE FIELD

By **JEFF JENSEN, GCSAA** 14

SUPERINTENDENT PROFILE:

JAY NEUNSINGER 15

Thru The Green published bimonthly by the Golf Course Superintendents Association of Northern California.

EDITOR
Brian Nettz, CGCS
(415) 561-4615
bnettz@palmergolf.com

PUBLISHER
Shaw Kobre
(707) 569-8481
shaw@intheoopgolf.com

ASSOCIATION MANAGER
Barbara Mikel
(530) 626-0931
bmikel@gcsanc.com



OFFICE NOTES

By **BARBARA MIKEL**

In 1990, a green VW with a license plate reading "GC Super" pulled into a parking space at my Saratoga office.

That day a door opened leading me on a 24-year professional relationship with you, the members, 22 presidents, 24 boards, and 23 annual meetings.

A door to meetings at some of golf's most historic courses. To city and public courses providing play in all the bay area counties north, south, east and west. All managed by some of the best superintendents and serviced by some of the best industry representatives in the profession, setting standards for golf maintenance and environmental sensitivity.

A door to good people.

A door To Lawrence, Kansas to meet and work with the great staff of GCSAA and association managers from all over the U.S. Evenings in those wonderful Lawrence pubs and restaurants. To fun and informative chapter executives session in San Francisco, Orlando, New Orleans, San Diego, Las Vegas, Dallas, Los Angeles /Orange Co for GCSAA Conventions.

A door to work with 12 other wonderful California Golf Course Association Managers during these years.

As I make this my final Thru the Green contribution & retirement year with GCSANC, another door will open for you, your leadership and me.

I am confident this opening door will be another good adventure for all.

PROVIDE FOR YOUR INFORMATION

By **TERRY GRASSO, CGCS & TOM SCHUNN**, Sequoyah Country Club

OK, just spoke to my supervisor. Please forward to golf contacts you have in the EBMUD service area. They can always follow up and phone or email me directly. This will save me some time.

Golf is considered a business. EBMUD does not want this to be an economic hardship. Golf will not be required to irrigate 2 days a week.

Golf customers should:

- Continue to reduce 10% voluntary reduction compared to previous billing period in 2013.
- Look at reducing irrigated lawn areas throughout golf course.
- Meet a water budget. Keep in mind that EBMUD budgets follow the 2010 state guidelines of 100% of ET for athletic fields, golf, etc. Most customers in EB-

MUD water budget program are for established lawn and shrub landscapes that receive 80% of ET.

See updated link on EBMUD drought message <http://www.ebmud.com/water-and-wastewater/latest-water-supply-update>.

Read "what's next" further down the page. "More cutbacks, mandatory rationing, drought rates, and surcharges for the purchase of additional water supplies (Freeport) may be needed to cope with serious, prolonged drought."

Contact me if you have any questions.

Dave Langridge

EBMUD Water Conservation Representative
Certified IA Landscape and Golf Auditor
(510) 986-7615
dlangrid@ebmud.com

OOPS!

Here's the Low Net Team from the Clifford & Myrtle Wagoner Scholarship & Research Tournament. Last month we incorrectly listed members. They are (L to R): Matt Wilson, Kevin Breen, Rachelle Reali and John Moore.



NORCALENDAR

OCTOBER 20-21

NCGA Bootcamp for Assistant Superintendents
Some assembly required

NOVEMBER 4

Educational Meeting
La Rinconada Country Club

DECEMBER 5

December Meeting
Del Monte Golf Course and Hyatt Regency Monterey Hotel & Spa

More Details?

Visit www.gcsanc.com/events/

NEW MEMBERS

Phil Brown

John Deere Landscapes
Affiliate

Cooper Hayes

Mira Vista Golf & Country Club
Superintendent Member

Eric Lewellen

The Course At Wente Vineyards
Class C Assistant Superintendent

Almar Valenzuela

Sharp Park Golf Course
Superintendent Member



PRESIDENT'S MESSAGE By GARY INGRAM, CGCS

The lack of rainfall in California in the last couple of years seems to be on the forefront of our discussions. The public, businesses, and legislators are again looking at the issue of water availability.

As you may have read, Governor Brown signed Assembly Bill 1471 'Water Quality, Supply, and Infrastructure Improvement Act of 2014'. In November we will vote on a \$7.5 billion bond to finance this bill. Water continues to be one of our most precious resources and it will become one of our most expensive commodities (as if it is not already in the golf industry). To better understand the legislators' objective, I read articles about the bill, but the articles were confusing and often skewed by the author's alliances and objectives, so I needed to take the following information directly off the document and put it into a following spreadsheet to show exactly how \$7.5 billion dollars would be directed. Below is the list for you:

Exactly how this money will be allocated to the numerous groups that will be requesting funds is yet to be determined. To review the Assembly Bill for yourselves, the URL is: http://leginfo.ca.gov/faces/billNavClient.xhtml?bill_id=201320140AB1471

One concern is that as we develop increased availability of water for the public, industries, and farmers we might lose focus on the need to conserve and the ability to reuse water. Less than 10% of the \$7.5 billion is allocated for water recycling. Landscape, farmers, and the golf industry drastically need to increase the availability of reclaimed water and federally funded programs would be very helpful. This is an important sustainability issue. If we do not have rain, excess storage space is worthless.

Hopefully we can continue to focus on an immediate and effective solution to the problem of the lack of water, which is conservation. Since the golf courses are already good managers of water, I believe the best solution will be turf reduction. Technology, improved turf varieties, and our best management practices will help,

Clean, Safe and Reliable Drinking Water	\$520,000,000
Protecting Rivers, Lakes, Streams, Coastal Waters, and Watersheds.....	\$1,495,000,000
Regional Water Security, Climate, and Drought Preparedness	\$810,000,000
Statewide Water System Operational Improvement and Drought Preparedness	\$2,700,000,000
Water Recycling	\$725,000,000
Groundwater Sustainability.....	\$900,000,000
Flood Management.....	\$295,000,000
Total	\$7,445,000,000

J. Arnaz Tree Movers

Protecting the integrity of California's golf courses.

Los Altos C.C.
100" SPADE
TREE BOXING

J. Arnaz Tree Movers
Email John: treemover@comcast.net
408-266-1717

Our experts can transplant or relocate mature trees quickly and efficiently using the latest state-of-the-art equipment including:

- 48", 65", 90" and 100" Hydraulic Tree Spades
Allowing for the transplanting of any tree without damaging the fragile root system
- Serving over 60 courses since 1972 • Tree Boxing and Planting

1593 Koch Lane • San Jose • California • Visit us on the web: www.treemovingexperts.com • State Contractor Lic. # 472305

but reducing the amount of turf we need to irrigate will be much more effective. The long and expansive turf areas that are required for today's everyday golfer that are now using equipment, which enables them to hit further creates an unsustainable business model. Changing golfers' expectations will be difficult and will take a collaborative effort from all our industry partners

Another concern is that we often forget that California will always be going into or coming out of a drought. As a group proactive managers, we keep getting into a reactive mode when it comes to water or the lack of it. Since I have been in the industry we have had some major droughts, but when it starts raining we tend to forget about conservation and water reduction programs and quickly return to our previous ways of using water. It is not as bad as the rest of our communities, but we are professional water managers with the expertise, and depend on water for our business. This is not intended as a slap on the hand since I personally lose focus on this issue, but we must continue to be the leaders in water conservation as there continues to be the increased demands for water.

The state is also working on regulations to develop management plans and regulate groundwater. California is one of the only states that does not regulate groundwater and due to the current drought situation and the ongoing problems with over drafting the legislature has just passed three new groundwater bills (SB1318, SB1168, SB1739) Again how these bills will affect the overall use and cost of groundwater is yet to be established, but we can be assured that

groundwater will no longer be an unregulated commodity

No matter where we get our water from (State and Federal Water Projects, aqueducts, rivers, wells, local surface water or a combination thereof, we need to collaborate as an industry to keep the public and our water districts informed. Much of the public thinks that the golf industry is the biggest wasters of water. We need to educate and have them truly believe that we are not the problem and instead can be an integral part of the solution of water distribution and availability. There are numerous outreach activities that can be used to educate and change the perception of the golf business. The Sacramento area has established a task force to discuss water issue and has started to educate the public and had discussions with legislators and water districts as to how the golf industry manages water and how they can be a major partner. The group's plan is to meet not only during the current drought, but also when we finally get some rainfall. It is important that we develop other regional groups that can meet regularly to discuss, water and environmental issues. This will not only help ourselves becoming more informed about current situations and issues, it can also be used help develop some important relationships with the entities that control this precious resource. Please contact GCSANC if you're interested in being part of a regional communication/advocacy group. Hopefully we can get these going before our next drought!

Our success depends on how we manage our precious natural resources!

n a t u r a l & o r g a n i c

NatureTech

A Product of ORGANIC FARMING

Quality & Economy

- Slow Release Nitrogen and Variably Releasing Nitrogen Blends.
- Promotes Turf Density and Speeds Aeration Recovery.
- Enhances Soil Structure for Improved Disease Resistance.

For more information visit our web site: www.NatureTechFertilizers.com
or call 209-394-1171

WATER

You will no doubt be hearing more about this.

Sacramento Judge Makes Precedent-Setting Ruling On Groundwater Regulation

Ed Joyce, Capital Public Radio

Wednesday, July 16, 2014 | Sacramento, CA

A Sacramento Superior Court judge issued a ruling Tuesday requiring regulation of groundwater pumping to protect a river in Siskiyou County.

Attorneys on both sides say it's the first time a California court has ruled the "public trust doctrine" applies to groundwater. The doctrine says the State of California holds all waterways for the benefit of the people.

The lawsuit claimed groundwater pumping in the Scott River Basin is partly responsible for decreased river flows—limiting the public's use of the river and harming fish habitat.

Jim Wheaton, with the Environmental Law Foundation, was lead attorney for the plaintiffs. He said the ruling is "a monumental decision."

"Because California is famously the only western state that has no regulation of groundwater pumping at all. And so this decision for

the first time is going to say that well at least where that groundwater pumping affects surface waters, you've got to regulate it and control it so you don't do harm," said Wheaton.

The lawsuit named the California State Water Resources Board and Siskiyou County.

Attorney Rod Walston represents Siskiyou County. He said under current state policy, groundwater regulation is a local responsibility.

Walston said the ruling by Superior Court Judge Allen Sumner fundamentally changes that system.

"By requiring, not allowing or permitting, but rather requiring counties to regulate groundwater by application of public trust principle," said Walston. He said the trial court ruling will likely be appealed and the final decision may be made by the California Supreme Court.

The ruling comes as California is in the third year of a drought which has brought calls for an organized groundwater management system.

July 15 Siskiyou County Groundwater Ruling

**Floratine
Phoenix
Kisco
JRM**



**AnaLync
AquaVive
Gro-Power
Aqua-Pucks**

Farmload Distributors

(800) 322-8417

Your Exclusive Northern California Dealers

Mike Farnen
559-709-6295

Thor Larson
831-277-4356

Peter Galea
831-234-3218

**Some play the game,
some protect it.**

www.GreenCastOnline.com/WeSupportYou

Joe Ballmer
916-804-1610
Joe.Ballmer@syngenta.com

syngenta®

©2014 Syngenta. The Alliance Frame and the Syngenta logo are trademarks of a Syngenta Group Company.

**Does your discount fertilizer run
out of gas before it should?**



**For long lasting performance use
Turf Gold or Super Turf from...**



by Simplot

...the One that works!

Professional Grade Fertilizer

For more information about BEST® turf nutrition solutions visit us at
www.bestfertilizer.com • 800.832.8891 • Or contact your BEST Distributor
©2013 J. R. Simplot Company. All rights reserved.

MACKENZIE IN NORTHERN CALIFORNIA

By **SEAN TULLY**, Golf Course Superintendent, Meadow Club

One has to wonder how Alister MacKenzie would feel given the efforts to better understand his life and career as a golf course architect. As you will quickly see in this our 18th version, MacKenzie was much more than just an architect; he was also a civil surgeon, a camoufleur, and even a gifted ballroom dancer! With each bit of information gleaned from newspaper accounts, magazines, and personal papers we learn so much more about what MacKenzie was doing at a given timeframe. It allows us to see his entire career and see his design style evolve over the many years he worked as a golf course architect.

There has always been some questions as to what courses MacKenzie was responsible for and which ones were attributed to him incorrectly. Through our research we have seen a handful of courses that have made claims to MacKenzie's involvement only to have no information to substantiate the claim. What has been a surprise to me, is the number of courses in the Bay area that have had rumored involvement by MacKenzie and through research into newspapers of the period we have found mentions of his proposed work or later involvement. For example:

- Harding Park (possible shift to a 36 hole facility!)
- Gleneagles at McLaren Park (18 holes with Robert Hunter)

- Mare Island (renovation)
- Seascape in Aptos (renovation)

This last one is a new course for our research group that was found by Neil Crafter a Golf Course Architect in Adelaide, Australia. We have a number of researchers that work closely on the MacKenzie Chronology and their names can be found on the introduction of the most recent revision. It is this small group of researchers working together to learn all that we can about MacKenzie, his courses, his associates, and how the courses have evolved. Our research is done online, at libraries, with golf courses, other historians, and historical societies. With each timeline entry we have the potential for learning new information on MacKenzie and finding additional sources of information that can add to what we already know. It is remarkable to see that the current version(18th) is 188 pages in length--that is almost 3.5 times longer than it was when I first got involved with the MacKenzie Chronology seven years ago!

The MacKenzie Chronology is a labor of love and we hope that you find this interesting and share it with anyone who might find it the same. There will be a link to the Chronology found on the bottom of our Chapter's website for you to have access and share with colleagues and your members.



THE BEST THERE IS. PERIOD.



- The finest reel and bedknife produced in the world
- Innovative High/Low Clip speed feature
- Bi-directional/easy to install Groomer, Dethatcher & Brush
- Higher Bench Setting (.020 up to .050)
- Mow and Dethatch at the same time

Call Us Today to find out how
Baroness is the Best Mower for Your Greens.
Richard Lavine, CGCS (510)215-2111
order@baroness.us

BARONESS
Quality on Demand

See the Baroness Difference.
www.baroness.us

ren·o·vate *vb.*
1: to make like new again
2: put in good condition
3: to restore

DELTA BLUEGRASS CO.
SINCE 1978

*Rely on The Leader in
"Cutting Edge" Renovation
Technology Services*
FROM REDDING, CA TO BAKERSFIELD, CA

TEE OFF - The Koro Topmaker® is ideal for removing and leveling damaged or worn turf areas on your fairways, verticutting and dethatching your tee-tops and greens.

THE APPROACH - Install our Tifway 419 Hybrid Bermuda, 50-50 Blue Rye Blend, Bentgrass or our *exclusive* bermuda turf blends; Baby Bermuda, Celebration, and Princess 77. All varieties are offered on peat soil or sand with or without netting, ideal for all your golf course needs.

IN THE CUP - Our Sports Turf and Golf Specialists also offer a wide range of other services: Complimentary Consulting, Custom Laser Grading, Big Roll Installation, Bermuda Sprig Planting, Soil Reliever Aeration, Slit Seeding and Field Top-dressing.



KORO
TOPMAKER®

**Call Today
For the Tee-To-Green Success
Your Course Deserves!**
(800)637-8873

www.deltabluegrass.com • C-27 752734

IMAGES FROM THE 2014 CLIFFORD & MYRTLE WAGONER SCHOLARSHIP & RESEARCH TOURNAMENT



Rafael Barajas, CGCS, with former and current Del Rio superintendents Clifford Wagoner, CGCS, and Dave Bermudez.



Jim Bantrup, Steve Carlton, Clifford Wagoner, Corey Eastwood, Joe Rodriguez, Rod Kilcoyne & Emil Yapper

IMAGES FROM THE 2014 CLIFFORD & MYRTLE WAGONER SCHOLARSHIP & RESEARCH TOURNAMENT



Myrtle Wagoner and Jeff Shafer, CGCS, share a smile.



(L-R) Jeff Arneson, Redwood Empire Golf & CC, Steve Byrne, TMT Enterprises, Inc., Mike Garvale, Callippe Preserve Golf Course & Tyler Gillette, Pacific Seed Coast Seed accepting the Tri Chapter Trophy won this year by Nor Cal.



Every superintendent needs a good caddie.

Let us try out for the part. We can provide all the supplies you need to keep your course looking its best. And with our knowledgeable staff, we can help you make an ace.



JOHN DEERE
LANDSCAPES



800-347-4272
www.JohnDeereLandscapes.com

FRONTIERGOLF™

Build. Renovate. Innovate.

Proud contractor of the **NEW** Poppy Hills Golf Course

Public Debut April 2014



POPPY HILLS
PEBBLE BEACH, CA

ROBERT
TRENT JONES
Golf Course Architects

Hole #15 | Par 3 | 225 yds.

Photo by Joann Dost

475 Washington St., Suite D
Monterey, California 93940

www.frontiergolf.com

Corporate Office: 724.593.7491
Monterey Office: 831.333.6584

TMT ENTERPRISES, INC.

GCSANC Members Since 1976

Phone: 408-432-9040

IN BUSINESS SINCE 1961



Save water without sacrificing your turf!

Water shortages this year will surely mean irrigation cut-backs for golf courses throughout California. Incorporating AXIS or Profile into your top dressing program will help you get the most from your irrigation. These porous materials absorb water, releasing it as soil moisture levels drop. Add some to divot mix for better germination rates. Top dress high wear or dry patches for better recovery, and healthier turf.



Fall aeration will be here before you know it. Get your dry sand orders in early for the best delivery dates!

TMT serves all of Northern and Central California, as well as the Reno-Tahoe area with high quality top dressing materials, bunker sand, root zone and divot mix, organics, aggregates, and more.

Web: www.tmtenterprises.net

Email: info@tmtenterprises.net

COUNT ON US

Proudly Representing:

- **TORO** Equipment and Irrigation Systems • Pre-Owned Equipment
- Club Car • Harper • Express Dual • Turflite • Otterbine



800.585.8001
www.turfstar.com

Bermuda Dunes | Brea | Fresno
Hayward | Rancho Cordova | Vista

WHY BUSINESSES SHOULD RETHINK THE ANNUAL PERFORMANCE REVIEW

By **DONNA MORRIS**, SVP of People & Places, Adobe

*Forbes, New York Times, Fast Company and BusinessWeek feature Adobe's unique Check-In approach.
See more at: <http://blogs.adobe.com/adobelife/2014/01/08/just-checking-in/#sthash.hlkSTeuk.dpuf>*

For many business leaders, managers, and employees, the annual performance review season is as painful as tax season. And while taking time to review and reflect on performance is a valuable part of growing and stretching professionally, the traditional annual performance review can actually sabotage professional growth. According to Mercer's 2013 Global Performance Management Survey, only 3% of organizations say their performance management system delivers exceptional value, while almost half (48%) say their overall approach to performance management needs work. This process needs to be reinvented in order to propel people and business forward.

Starting at the end of 2011, Adobe's business was transforming to provide cloud-based software, real-time services and innovative digital marketing solutions, but the changes in our business model were not reflected in how we evaluated performance, supported employee growth, and cultivated a team environment. People are our most important asset, yet the way we were fostering their growth had become antiquated and not aligned to our new business model—we were stuck in a time warp. There were three things that needed to be disrupted:

1. The annual process
2. Evaluating past performance
3. Comparing employees against each other

The yearly process took an inordinate amount of time, was viewed as a dreaded dental appointment by managers and employees alike, and resulted in a spike in voluntary attrition in the months after review time. It focused on past performance, looking in the rear-view mirror, rather than focusing on a person's progress forward. Finally, the ranking and rating system—where employees are put in competition with each other for rewards (salary increases, bonuses, equity)—was antithetical to Adobe's collaborative, team oriented and creative environment.

We needed an approach that would inspire our people to do their best work. In 2012, after months of brainstorming and soliciting feedback from employees, we made the decision to abolish the annual performance review and introduce what we call Check-in at Adobe. Our new Check-in approach revolves around setting clear expectations and goals between the manager and employee and facilitating frequent feedback based on the expectations. Check-in provides a disciplined framework for managers and employees to continuously share genuine feedback, while being flexible so people can tailor it based on their style. We have effectively eliminated obstacles—like rigorous process and forms—that inhibit continuous feedback.

With this approach, feedback and recognition are given in real-time, which we believe shapes people's success. Employees are evaluated on the basis of what they achieved against their goals, not compared to their peers. Managers make their own decisions about salary increases and are trained on the most effective ways to make those decisions. And we are empowering managers and em-

ployees to be successful with Check-in through training, resources and tools.

While making the decision to abolish the annual performance review was bold, it was the right decision for Adobe, where our people are our greatest asset. Our managers are now having ongoing, genuine conversations with their team members; employees are engaged in feedback; we are saving approximately 80,000 hours of our manager's time in the annual review process; and our voluntary attrition continues to trend downward suggesting that employees feel valued.

Introducing Check-in was an iterative approach with many key insights along the way. What started out as a progressive initiative in 2012, has evolved today into a performance management approach that is embraced across the company globally and has piqued interest from other industry leaders. As business leaders we need to constantly re-evaluate our processes and have the courage to disrupt a process that might no longer provide our people or the company with value.

Reprinted with permission of Donna Morris, Adobe Systems

SIERRA PACIFIC TURF SUPPLY

INDEPENDENTLY OWNED & OPERATED
SINCE 1982

Sparks - (888) 460-8873
Rocklin - (800) 652-8721
Campbell - (800) 827-8873

**Sierra Pacific Turf Supply has
3 locations to serve you:**
Campbell: 510 Salmar Avenue • Campbell, CA 95008
Rocklin: 1175 Tara Court • Rocklin, CA 95765
Sparks: 535 Vista Blvd., Sparks, NV 89434
dkinney@sierrapacificturf.com

By Simplot

PRODUCT • PERFORMANCE • PROMISE



FROM THE FIELD

By **JEFF JENSEN**, GCSAA Field Staff, Southwest Region

By the time you are reading this column, many of you who volunteered to serve as a GCSAA Grassroots Ambassador will have received your welcome kit and participated in your initial training session.

For those of you who are not aware of the program, it was established at the 2014 Golf Industry Show and matches a GCSAA member with all 535 members of Congress (by 2018) allowing them to establish strong and beneficial relationships with our elected policymakers and represent golf on issues that are important to the industry.

Class A, SM and C members are eligible to serve as an ambassador and appointments are for a two-year period. Ambassadors are required to perform the following activities during the two-year period:

- Attend more than 50% of events on Ambassador Engagement Calendar.
- Build and maintain positive relationships with assigned policymaker, and keep abreast of, and advocate, GCSAA policy statements and initiatives.
- Regularly review GCSAA publications, action alerts and updates on GCSAA Government Relations Online.
- Respond to GCSAA action alerts in a timely manner and engage colleagues to participate in such efforts to the extent required or necessary. In this role, a GCSAA Grassroots Ambassador must be able to represent GCSAA as a whole and the advancement of its members and the golf industry in general.
- Meet personally with assigned policymaker or his or her key staff at least twice each year using these options:

- ~ Attend one August recess activity while policymaker is in the district.
- ~ Visit policymaker in his or her district office.
- ~ Visit policymaker in his or her Capitol Hill office.
- ~ Host the policymaker at a golf course.
- ~ Invite assigned policymaker to attend chapter meeting or other GCSAA affiliated function.
- Attend GCSAA Advocacy Bootcamp if attending the Golf Industry Show, if it fits in with personal schedule.
- Promptly report to the GCSAA government relations department all actions and outcomes tied to ongoing advocacy efforts.
- Include government relations and advocacy information in your chapter newsletter or chapter websites as appropriate.
- Provide bi-annual government relations updates at chapter meetings.

There are a number of Congressional Districts in California still in need of ambassadors. You may only represent the district in which your facility is located. All GCSAA Ambassadors will receive the training and resources needed to become a successful advocate for the game.

For more information on the program or to check on availability in your area, please contact me at jjensen@gcsaa.org, Kaelyn Seymour at kseymour@gcsaa.org or visit the website at <http://cqrcengage.com/gcsaa/Ambassadors>.

Becoming a Grassroots Ambassador is a great way for you to enhance your overall skill set and advocate on behalf of the game you love. I look forward to hearing from those who are interested in serving and enjoy the rest of summer!

A smooth transition.



Transition™ HC

High Concentrate Dark Turf Colorant

Transition™ HC turf colorant helps manage turf color throughout fall and spring transitions of overseeding programs. The high concentrate formulation allows for flexibility in application rates, with color lasting up to 30 days.

Find out more by contacting Greg Wahl at greg.wahl@basf.com, 925-519-2193.

BASF
The Chemical Company

Always read and follow label directions. Transition is a trademark of BASF. © 2013 BASF Corporation. All rights reserved. APN 13-BU-TO-006



SUPERINTENDENT PROFILE: JAY NEUNSINGER, TILDEN PARK GOLF COURSE

Jay's parents originally resided on a farm in South Dakota during his early years. The Neunsingers then moved further west to Boulder, Colorado. Jay's first exposure to golf was playing and learning the game with his father on nearby links.

Jay later attended Colorado State University in Fort Collins, Colorado. He received a bachelor of science degree in Landscape Horticulture with the Turf Grass Management Option. Jay's first Assistant Superintendent position was at Troon North in Phoenix, Arizona. Jay then left the desert to the much cooler climate of McCall, Idaho where he was the Assistant at Whitetail club and was soon promoted to his first Superintendent position. Following his stint at Whitetail, Jay moved to San Diego for the Superintendent position at Grand Del Mar. Jay then became a member of GCSANC as the Superintendent at Franklin Canyon in Hercules.

Jay is currently the Superintendent at Tilden Park Golf Course in the beautiful hills of Berkeley. Jay's biggest challenge at Tilden is managing the course with only a seven man crew. Due to wage restraints, he often loses valuable employees to other courses who offer higher compensation and then the training cycle begins all over again with new employees. Jay is currently a director on the

GCSANC board and serves on the membership and education committee. He has also been a member of the Idaho and San Diego GCSA as well as being active with the GCSAA Grass Roots Ambassador Program.

When Jay finds time to get away from the course, he enjoys travelling and is an avid sports fan. His favorite teams are the Minnesota Vikings, Denver Broncos and the Colorado State Rams. He is also friends with Jessie Crain who hurls for the Houston Astros. You may also find Jay trying to supplement his income playing in poker tournaments.

Jay is currently in a relationship of four years with his girl friend, Shelley, who also happens to keep an eye on Gary Ingram as she is the General Manager at Metropolitan Golf Links. Jay's favorite courses are Whitetail club and the Sanctuary in Castle Rock, Colorado. His dream golf foursome would be Jack Nicklaus, Mark Cuban, his father, and Jay at Cypress Point Golf Club. Jay's daily companion is Mullie a border collie/mcnabb mix who loves to chase anything that moves.

Submitted by Tim Sedgley CGCS

Bentgrass
Ryegrass
Bluegrass
Bandera Bermuda
Rye-Blue
Fine Fescue
Tall Fescue
Tifway II

SOD

GREG DUNN
209/993-3329
www.westcoastturf.com

Installation available

Find us on Facebook 

Seashore Paspalum

or your custom grown variety!

LOCALLY GROWN

WEST COAST TURF

Life is short. Sod it!

IN THE WORLD OF GOLF, WE'RE YOUR CADDY.

We know what drives a successful golf course: Beautiful, healthy grass. That's why John Deere Golf & Turf equipment is made for PGA Tour-precision cuts, easier service, quieter mowing and lower emissions. Call the Belkorp Golf & Turf today, and we'll help you upgrade your fleet with the right equipment to keep your courses pristine.



Ask about John Deere Financial
for great savings on the
highest-quality equipment.

One team, one goal: *Your satisfaction.*

**BELKORP
GOLF & TURF**
belkorpag.com

Sal Sorbello
Golf Sales Manager
sal@belkorpag.com
(209) 944-5714

Stockton, CA
1120 W. Charter Way
Modesto, CA
2413 Crows Landing Rd.

Calistoga, CA
1856 Lincoln Ave.

Merced, CA
1486 S. Highway 59

Patterson, CA
1181 N. 2nd St.

Santa Rosa, CA
4101 S. Moorland Ave.

Ukiah, CA
247 E. Perkins St.

Walnut Grove, CA
14470 Walnut Grove-Thornton Rd.

E-Cut™ Hybrid Mowers • Fairway Mowers • Riding Green Mowers • Front Mowers • Walking Green Mowers • Bunker Rakes • and Much More

