

THRU THE GREEN

The Golf Course Superintendents Association of Northern California

January/February/March 2015



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Host course for 2015 GCSANC Annual Meeting



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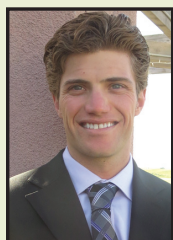


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On the Cover: Metropolitan Golf Links in Oakland, home of the Oakland Turfgrass Education Initiative (OTEI) and host facility for the 2015 GCSANC Annual Meeting.

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

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Executive Director's Report

By **MARC CONNERLY**, *GCSANC Executive Director*

It is an honor to communicate with you for the first time in *Thru The Green* as your Executive Director. I am a passionate advocate for all that the game of golf does for our communities, the environment, the economy, and individual well-being, and I greatly appreciate and respect the vital role that the superintendent plays in presenting a golf course that meets the expectations of its golfing customers. The vast majority of the public likely has little idea how varied a set of skills the superintendent possesses or how many challenges must be tackled on a daily basis, and one of my objectives is to shed greater light on the tremendous job that superintendents do, and the appeal of golf course superintendent as a career path.

I am a passionate advocate for all that the game of golf does for our communities, our environment, our economy, and our individual well-being. I greatly appreciate and respect the vital role that the superintendent plays in presenting a golf course that meets the expectations of its golfing customers. Simone Youngblood will handle financial matters and all association communications; Julie Cisneros will assist with planning and implementation of GCSANC events; Rebecca Keeley is Administrative Assistant; and Ilene Connerly handles overall administrative supervision and assistance with event planning. You can count on a team approach to management of GCSANC.

In the three months since assuming management duties, we have been involved in the planning and execution of regional events, a Board meeting and budgeting process, the 2014 annual holiday party, and an affiliates breakfast. We are in the process of working with the Board to revamp the

GCSANC sponsorship program, working with the Board on a master event calendar for 2015, including the expansion of social activities, and recently finalized scheduling of the 2015 holiday party for Friday, December 4, at the Hyatt Regency Monterey.

I would be remiss if I didn't acknowledge the incredible support and assistance of outgoing Executive Director Barbara Mikel during the transition process. Barb was an organized, efficient and knowledgeable leader for this organization for more than two decades, and she was an invaluable source of knowledge and information as the new staff worked to get up to full speed as quickly as possible. Barb left the organization in very good condition both financially and functionally, and we are sincerely grateful for her professionalism during the "changing of the guard."

We also greatly appreciate the confidence that the GCSANC Board placed in us by selecting Connerly & Associates, Inc. to lead the association moving forward. The many hours of volunteer effort and the dedication that the Board shows to this organization reflects how important GCSANC is in the hearts and minds of your Board. We are committed as a staff to honor that dedication by working our hardest to further the mission of GCSANC and implement the wishes of the Board to the best of our abilities.

We look forward to meeting each of you at a GCSANC event in the near future, and we're enthusiastic about expanding and enhancing membership and sponsorship benefits, developing new events and activities, and furthering the mission of GCSANC to advance the profession of the golf course superintendent.

Here's wishing you a prosperous and successful 2015!

NORCALENDAR

April 16

**USGA NCGA GCSANC
Regional Conference**

Poppy Hills, Pebble Beach

May 6

Regional Meeting

*The Links at Bodega Harbour,
Bodega Bay*

July 13

**Clifford & Myrtle Wagoner
Scholarship and Research
Tournament**

*Palo Alto Golf & Country Club,
Palo Alto*

August 10

Tri-Chapter Meeting

Coyote Creek, Morgan Hill

October 27

Institute

*Fountaingrove Country Club,
Santa Rosa*

December 4

Holiday Party

Hyatt Regency Monterey



Delegates Meeting

By **TIM SEDGLEY, CGCS** *Poplar Creek Golf Course*

The GCSAA Board Of Directors, 2015 Board Candidates, and 87 delegates representing 91 of the GCSAA's 98 affiliated chapters, convened at the Oread Hotel and GCSAA headquarters on October 14-15 for the 22nd annual Chapter Delegates Meeting. Thirty of the delegates were first-time attendees.

KEY OUTCOMES:

- The membership will vote on adding an equipment manager classification to the GCSAA Bylaws at the Annual Meeting in San Antonio
- The membership dues increase will move forward as written and the membership will vote on it in San Antonio (\$10 Class A/SM and \$5 Class C increase)
- The GCSAA Board of Directors will continue to refine the new membership standards proposal and bring it before the delegates at the 2015 Chapter Delegates Meeting
- The GCSAA Board of Directors has decided not to move forward with altering the current Board Terms of Service.
- The 87 delegates spent a considerable amount of time discussing the proposed model to update both member classifications and member standards. The proposal:
- Is still centered on education
- Maintains CGCS as the pinnacle of continual education attainment
- Provides tools for members to market themselves and their individual attainment
- Allows for the association to promote the profession.

The proposed membership model has five classifications and, while education will remain a cornerstone of GCSAA membership, emphasis within the classifications will be placed on experience. The proposed model does not affect the current certification process or its individual components. The board of directors will work with staff and appropriate task groups to collect additional feedback over the next year before a formal proposal will be put to membership vote at the 2016 Golf industry show.

The delegates were receptive to the proposal and look forward to it being fine tuned for further discussion in 2015. The delegates also spent time discussing the importance and value of promoting the golf course superintendent profession as a whole and provided input on ways to best accomplish this goal.

CANDIDATE PRESENTATIONS:

Chapter delegates had an opportunity to listen to presentations from candidates running for elected office. After the presentations, delegates participated in the "Meet The Candidates" session where they answered questions of the delegates in breakout groups. The 2015 GCSAA Board candidates are:

- Office of President
John J. O'Keefe, CGCS
- Office of Vice President
Peter J. Grass CGCS
- Office of Secretary/ Treasurer
Rafael Barajas, CGCS and Bill Maynard, CGCS

- Director (electing 3)
Kevin P. Breen, CGCS; Darren J. Davis, CGCS;
John R. Fulling, Jr., CGCS; Mark F. Jordan, CGCS;
Jeffrey F. Millies, CGCS; Rory Van Poucke,
and John Walker.

Kevin Breen, GCSANC member, did an excellent job on presenting his views on assorted topics and representing our chapter and its needs.

PRESIDENT'S ASSOCIATION BRIEFING:

Also representing our chapter, Patrick R. Finlen, CGCS, GCSAA Immediate Past President, delivered the President's Association Briefing for President Keith A. Ihms, CGCS, whose arrival was delayed due to unexpected circumstances at his golf course. Mr. Finlen focused his presentation on GCSAA's mission, vision and organizational priorities. He emphasized that while GCSAA's Mission hasn't changed much in 90 years, the vision to be the global leader in golf course management is relatively new. The board has set organizational priorities to ensure GCSAA is able to achieve its mission and vision. Part of these priorities is to stay unified and focused (only by working together will we be able to be successful in the future).

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Past President's Message

By **GARY INGRAM, CGCS** 2015 GCSANC Past President, Metropolitan Golf Links

Editor's Note: The following article was prepared by outgoing GCSANC President immediately prior to the transition to new President Jim Abate. As a result, we have included messages from both GCSANC Presidents in this issue of Thru The Green.

We're finally getting a little rain!

Hopefully we get enough to fill up our reservoirs and help revitalize our aquifers. In the last Thru the Green I discussed Proposition 1, the California Water Bond. As you know it passed and now we will see how \$7.5 billion will be collected and distributed by our legislators. It is imperative that our industry gets involved with these upcoming state water issues, and make sure we are included in the discussions and the decision-making process.

Our regional meetings this year have been very successful by focusing on water issues and the current drought. We invited water district representatives to speak and provide information about the current water situation within their district and how they plan to facilitate any needed drought restrictions. Our goal was to learn about their plans and to help build and strengthen our relationships with our water providers. Many of us have a good working relationship with these entities, but it is important that we do not become complacent since many of the decision-making parties are politically motivated because they are often elected officials.

The current perception of the golf industry is that we are water guzzlers without too much respect for our communities' needs. It is important that we change these negative perceptions. This will take strong outreach efforts from not only our association, but also all of our individual members. Numerous regional water task forces have been developed in recent years throughout California due to the current drought situation. These working groups are purposed with developing better working relationships with local water providers and proactively establishing dialog that will lead to water conservation guidelines that are sensitive to the needs of golf courses.

A number of superintendents in the Sacramento area got together with these goals in mind. The Coachella Valley, whose primary industry is golf, set up a water task force to address their regional water concerns. They have been very successful in developing lines of communication between the superintendents and the water districts. They just hired a firm to develop an economic study that will confirm that the golf industry plays a major role in the economic vitality of that area. Similar coalitions have enjoyed notable success in Los Angeles and San Diego Counties.

It is important that we learn from their efforts and provide support if necessary since we will all face similar challenges. I believe we can address these issues more effectively and efficiently together than apart.

The water situation in California is very complex and affects all our members so dramatically that the GCSANC is investigating the development of a BMP/Water committee. This committee would be tasked to evaluate whether regional task committees are necessary or if this committee can help develop and facilitate the necessary relationships with water providers and policy makers. Please contact GCSANC if you're interested in joining this group or would like to provide some input. It is our responsibility to make sure our voices are heard and our extensive experience in water management are part of the decision process when it comes to monitoring and distribution this precious resource that is so critical to the success of our business and our communities.

I assume many of you now know that Marc Connerly is our new Executive Director, with his team at Connerly & Associates to provide support. Barb Mikel retired after 24 years with the GCSANC. She successfully led us into the 21st century and kept us financially viable where many organizations floundered. She integrated numerous new technologies that were available in financial management, communication, and information dissemination. We knew we couldn't replace her, but felt confident that we could find someone that could help provide the support and guidance we needed. Marc and his team have now successfully managed several regional meetings, our holiday event, a board meeting, and the 2015-16 budget process, and have also contributed some fresh ideas. We are excited with what Marc and his team will bring to GCSANC. Please don't hesitate to contact them with any ideas.

Even though we have had numerous challenges to overcome, notwithstanding finding a successor to Barb and the drought, I think 2014 was very rewarding. The USGA event, Field Day, Scholarship Tournament, regional events, Tri-Chapter, and holiday events provided educational and networking opportunities along with a lot of fun. I hope you were able to join us and if not, I hope you have a chance in 2015!

I wish you and your families a prosperous and successful year, and look forward to seeing you soon.



From the Past to the Future...

By **JIM ABATE**, 2015 GCSANC President, PGA Tour Agronomy

As we embark on the calendar year 2015 I wish all of you happy and prosperous times. 2014 was a year of change with the retirement of our esteemed colleague Barbara Mikel and the hiring of Connerly and Associates to manage our organization. Marc Connerly and his team currently manage the California Golf Course Owners Association and came very highly recommended. After a thorough interview process in which we had many qualified applicants, Connerly and Associates was clearly the best option. I do want to give special thanks to Jon Christenson for his leadership of the search committee; he handled everything in a timely and professional manner.

I would also like to thank our immediate Past President, Gary Ingram. Gary has been a great leader and exemplifies what members of our profession should be. The amount of time he spends giving back to our organization and to his community through the Oakland Turfgrass Education Initiative (OTEI) truly makes a difference.

And Barbara Mikel deserves all of our most sincere thanks for keeping us in line and moving in the right direction for over two decades. You will be missed, Barb; may your retirement treat you well.

Moving forward, I hold the utmost excitement for the year. With the incredibly diligent efforts of our Board Members, we have established an exciting list of meetings and events. We have done our best to create a calendar with varied geographic meeting locations. We have a large membership that covers a vast region. Our membership of over 400 covers more than 30,000 square miles. This large area makes it difficult for us as an organization to attend events. Everyone's time is precious and extended travel periods can be the difference between attending and not attending an event. I feel that the Board has done a terrific job in creating a schedule that has meetings in the North Bay, East Bay, Peninsula, and Monterey.

We start off the year in Monterey, hosted by Matt Muhlenbruch and Manny Sousa, with the excitement

surrounding the NCGA's renovation at Poppy Hills. This meeting will be the traditional pairing of the GCSANC, USGA and NCGA. As an industry, it is very important to create and maintain relationships with members of our allied associations.

From there, we go north to the Links at Bodega Harbour, hosted by Fernando Villagran-Costello; then south to Palo Alto Hills Golf and Country Club for the Scholarship and Research Tournament, hosted by Andrew Morgan; then to the South Bay and Coyote Creek for the Tri-Chapter hosted by Chad Twaddle; and finally, back to the North Bay for a single day Institute at Fountaingrove Golf Club hosted by Luke Bennett.

We wrap up the year back in Monterey for the Holiday Party. We are still working on an event in the East Bay, which we hope will be a Field Day type of event.

I give my sincere thanks to the Superintendents where we are holding meetings. It has become more difficult in recent years to host meetings and we as a Board greatly appreciate it.

A second item which we are going to do our best to improve upon is the sponsor program. Our affiliates are integral in our profession and our association. The program was established a few years ago, and with the input of our Affiliate members on the board we are working through the process of a new and improved sponsorship program. We are in a relationship-driven business and anything the GCSANC can do to further promote increased interactions amongst our members I stand fully behind.

We as a Board also want to improve the participation of our Assistant Superintendents. We are in the process of exploring pricing options to greater involve the Assistants and other members of the industry.

Outreach and Social Media – we are creating a new Committee this year to solely focus on the state of water use in our industry. The more facts we can communicate with the public the better. We will be using social media outlets to reach a broad and diverse audience. Hopefully we can partner with our allied associations in this respect.

I am looking forward to a wonderful year serving one of the best Superintendent Associations in America! •



From the Field

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

I hope this finds all of our valued members doing well. I had the opportunity to visit San Antonio recently for pre-convention meetings for the upcoming Golf Industry Show that will take place Feb. 21-26, 2015.

I can assure you that this is a show you won't want to miss. The Henry B. Gonzalez Convention Center will provide a terrific setting for the trade show and education with the world famous River Walk in downtown San Antonio providing everything you need to stay, play and dine.

All 14 hotels that are featured through GCSAA Housing are located within an easy 11-minute walk of the Convention Center and many are located right on the River Walk itself. Hundreds of great restaurants (with a heavy focus on Mexican, Texas BBQ and the traditional steakhouse), shops and nightlife dot the landscape and should make the venue terrific for networking and entertaining.

Additionally, the GCSAA Golf Championships are being played at four outstanding golf facilities including Cordillera Ranch, The Palmer Course at La Cantera, The Quarry and TPC San Antonio which plays host to the PGA Tour's Texas Open. The host hotel for the Golf Championships is the JW Marriott San Antonio Hill Country Resort & Spa.

Early registration for both the Golf Industry Show and the GCSAA Golf Championships opened Nov. 4.

Early full pack registration cost (before Feb. 2, 2015) for the Golf Industry Show is \$395 for GCSAA members. A \$245 trade show only package is available as well. Seminars are \$180 for a full-day, \$155 for six-hours, \$105 for a half-day and \$70 for two-hours. Registration is available online at <http://www.golfindustryshow.com/registration>

The GCSAA Golf Championship will feature the National Championship, Golf Classic, Four-Ball and Shamble. The various events are scheduled for Feb. 21-23.

The National Championship (open to the first 100 superintendents with a handicap index of 5.0 and below) and the Golf Classic (flighted by handicap, using a point

quota scoring system) are \$475 per player (\$575 for affiliates participating in the Golf Classic). Entry fee for the Four-Ball and Shamble are \$175 per player (\$275 for affiliates).

Registration for the GCSAA Golf Championships is available at <http://www.golfindustryshow.com/gcsaa-golf-championships/registration-information>.

If you have any questions concerning the Golf Industry Show, the GCSAA Golf Championships or need any information about the area, please don't hesitate to call me at 785-840-7879, email me at jjensen@gcsaa.org or visit the website at <http://www.golfindustryshow.com>.

We appreciate your continued support of these two great events and look forward to seeing you in San Antonio in February. •

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Ingram Heads List

2014 Environmental Leaders in Golf named by Golf Course Superintendents Association of America

(Following provided courtesy of GCSAA)

Sixteen winners recognized at the national and regional levels for environmental stewardship

Lawrence, Kan. (Dec. 9, 2014) – Gary Ingram, a certified golf course superintendent (CGCS) at Metropolitan Golf Links in Oakland, Calif., is the overall winner of the prestigious 2014 Environmental Leaders in Golf Awards presented jointly by the Golf Course Superintendents Association of America (GCSAA) and Golf Digest. Overall, 16 superintendents were recognized at the national and regional levels for a proven commitment to environmental stewardship.

The awards recognize golf course superintendents and their courses for overall course management excellence and best management practices in the areas of water conservation, water quality management, energy conservation, pollution prevention, waste management, wildlife and habitat conservation, communication and outreach, and leadership.

All the winners will be formally recognized Feb. 25 at the Opening Session of the Golf Industry Show in San Antonio. Winners will also be featured in upcoming issues of Golf Digest and GCSAA's official monthly publication, Golf Course Management magazine.

The winner in the national private category is Mike Crawford, CGCS at TPC Sugarloaf in Duluth, Ga.; while the national resort category winner is Rocky Ebelhar, assistant superintendent at TPC Louisiana in Avondale, La.

However, Ingram, director of agronomy for Metropolitan Golf Links since the course opened 12 years ago and a 34-year member of GCSAA, claimed top overall honors, including the national public listing, for all he has accomplished on a modest budget. He trimmed annual water usage on the course by more than 17 million gallons by eliminating 18.5 acres of maintained turf and creating target greens on the practice range in lieu of wall-to-wall turf. He also got high marks for adhering to written best management practices in the areas of water pollution prevention and pest management. Ingram has also cut landfill waste at his facility, one of more than 20 courses managed by Course Co. Inc., by 30 percent.

"It's nice to know that so many appreciate the work that you do," said Ingram, a native of nearby Berkeley, Calif. "I feel lucky. I am blessed to have the opportunity to make a difference and help others in this community enjoy this golf facility."

"Awards like this help confirm that the golf industry is passionate about doing what is right, and it is an honor to be recognized for environmental leadership. We are walking the walk. It's not only good for business, but it's about sustainability and the benefits for our community."

Ingram is president of the Golf Course Superintendents Association of Northern California. He also heads a non-profit Oakland Turfgrass Education Initiative that teaches

environmental science to inner-city Oakland high school students and introduces them to the game of golf through free study tours. In addition, he has offered nearly 50 student summer internships, some of which have led to related careers.

Crawford, a 34-year member of GCSAA who has served as superintendent at TPC Sugarloaf for 19 years, has kept his course certified by the Audubon Cooperative Sanctuary Program since 1997. Sugarloaf also has closely followed established best management practices for water conservation and water quality since 2007. In addition, Crawford has adopted strict recycling and composting programs to save on waste.

In contrast to most winners, Ebelhar has had to deal effectively with too much water at TPC Avondale, a course that sits six feet below sea level along the coastal swamplands of Louisiana and gets more than 65 inches of rain annually. Ebelhar walks a fine line in measuring for harmful salt content in the lakes he uses for hand watering. He also uses best management techniques to closely monitor groundwater runoff and has installed bulkheads along banks and bunkers to prevent erosion and leaching into the delicate ecosystem.

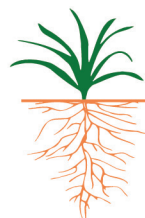
An independent panel of judges representing national environmental groups, turfgrass experts, university researchers, and valued members of the golf industry conducted the award selection.

"Our environmental leaders are the best examples for GCSAA and the profession as a whole," said Keith Ihms, CGCS, president of GCSAA. "When golfers think of superintendents, we want them to think of us in terms of our terrific environmental stewardship, as well as being golf course managers."

In addition to the national winners, 11 chapter winners and two merit winners were chosen from GCSAA's 98 affiliated chapters.

Continued on page 12

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IMAGES FROM 2014 Annual Holiday Party and Golf Outing

**L to R
Ryan Smith,
Josh Clevenger,
Scott Stambaugh,
Adrian Meyer**



L to R: Phil Brown; Don Allen; Gary Carls, CGCS; Adrian Bertens



**Ric Stone,
Danny Mahoney,
Mike Phillips**

**Marc Connerly and
Supattra Straw enjoy a
moment with Santa at
the 2014 Holiday Party.**





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ELGA chapter winners for private facilities (facility, location, chapter)

- Brian J. Stiehler, CGCS, Highlands (N.C.) Country Club, Carolinas GCSA
- Marc Weston, CGCS, Indian Hill Country Club, Newington, Conn., Connecticut Association of GCS
- Timothy Connolly, TPC Jasna Polona, Princeton, N.J., GCSA of New Jersey
- Dale Hahn, CGCS, TPC Summerlin, Las Vegas, Nev., Southern Nevada GCSA
- Sean O'Brien, The Ritz-Carlton Member's Golf Club, Bradenton, Fla., Sun Coast GCSA

ELGA chapter winners for public facilities (facility, location, chapter)

- Andrew J. Jorgensen, CGCS, Candler Hills Golf Club, Ocala, Fla., Florida CGCS
- Jay Neunsinger, Tilden Park Golf Course, Berkley, Calif., GCSA of Northern California
- Alex Stuedemann, TPC Deere Run, Moline, Ill., Northwestern Illinois GCSA
- Mark Krick, CGCS, The Homestead Golf Course, Lakewood, Colo., Rocky Mountain GCSA
- Jeff Clouthier, CGCS, Golf Courses at Incline Village, Incline Village, Nev., Sierra Nevada GCSA

ELGA chapter winner for resort facility (facility, location, chapter)

- Tom Vlach, CGCS, TPC Sawgrass, Ponte Vedra Beach, Fla., North Florida GCSA

ELGA merit winner for private facility (facility, location, chapter)

- David Davies, CGCS, TPC Stonebrae, Hayward, Calif., GCSA of Northern California

ELGA merit winner for public facility (facility, location, chapter)

- Thomas Doyle, Callippe Preserve Golf Course, Pleasanton, Calif., CGSA of Northern California

About GCSAA and the EIFG

The Golf Course Superintendents Association of America (GCSAA) is a leading golf organization in the United States. Its focus is on golf course management, and since 1926 GCSAA has been the top professional association for the men and women who manage golf courses in the U.S. and worldwide. From its headquarters in Lawrence, Kan., the association provides education, information and representation to nearly 18,000 members in more than 78 countries. The association's mission is to serve its members, advance their profession and enhance the enjoyment, growth and vitality of the game of golf. Visit GCSAA at www.gcsaa.org or find us on Facebook or Twitter.

The Environmental Institute for Golf is the philanthropic organization of the GCSAA. Its mission is to foster sustainability through research, awareness, education, programs and scholarships for the benefit of golf course management professionals, golf facilities and the game. Visit EIFG at www.eifg.org or find us on Facebook or Twitter. •

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GCSAA Member Standards Classification Proposal

By **TIM SEDGLEY, CGCS** *Poplar Creek Golf Course*

The Member Standards Classification Proposal consolidates the thirteen current member classifications to five. The proposed classifications are Class A Superintendent, Class B Superintendent, Assistant Superintendent, Equipment Manager, and Member. The consolidated classifications would enable the golf industry to more readily recognize member status. Members of the eliminated classifications would retain all their current rights and privileges of the GCSAA Association.

The new Class A eligibility would require the same combination of formal education and Superintendent experience. No educational or serviced points would be required. A pesticide license or IPM exam would no longer be prerequisite. In addition, there would be no renewal cycles for Class A members. Education certificates would be offered for all members for continuing education purposes. This would

enable the golf industry to more readily recognize GCSAA member status. The intent of this proposal is to make the association more inclusive by increasing the number of Class A Superintendents to grow the association.

The CGCS program would remain the same. Certified Superintendents would still be required to go through the renewal process every five years by taking CEU courses and acquiring service points. Certified Golf Course Superintendent status would remain the educational pinnacle of the industry.

Please feel free to contact your GCSANC or GCSAA Board members with your concerns and suggestions regarding the Member Standards Classification proposal. This proposal is currently an ongoing work in progress. There will be a discussion forum regarding this proposal at the conference in San Antonio, Texas this month. •

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



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California Golf Industry Pursuing Landmark Initiative

By **MARC CONNERLY**, *GCSANC Executive Director*

California golf industry leaders are in the very early stages of an initiative that could have huge upside for the industry if followed through to a successful conclusion.

Representatives of the California Alliance for Golf, the California Golf Course Owners Association, Southern California Golf Association, GCSANC, Sierra Nevada GCSA, and the Southern California Municipal Golf Association recently convened to discuss formation of an industry-funded entity charged with raising and administering funds for the purposes of marketing California golf, turf research, and statewide golf industry advocacy.

Similar initiatives have been successful in a variety of California industries, including approximately 20 agricultural “commissions” (e.g., almonds, blueberries, avocados, dairy, etc.), the California Travel and Tourism Commission, the California Film Commission, and more. The structure, purpose and funding of each entity is as varied as the industries themselves, but the mission is generally to support each industry broadly through a small surcharge added to the sale of the industry’s service or product.

In the case of golf, the initial plan would be to establish

an entity funded entirely (or to the greatest extent possible) without any cost to the state. Although details are still to be worked out, it is likely that funds would derive from a very minimal surcharge on each round of golf played in the state.

Similarly, the Almond Commission, for example, derives its funding from the sale of almonds, enabling the industry to run its “A can a week is all we ask” campaign. The dairy industry began running its “Got Milk” campaign in 1993 with the help of a 3 cent per gallon surcharge on the sale of milk in the state.

Creation of the “California Golf Commission” would ultimately require legislative approval, a process which likely will not commence until early next year, after industry leaders have had the opportunity to earn buy-in from key industry stakeholders and fine tune details such as funding logistics and allocation of funds raised. As a result, it is reasonable to assume that it will be a minimum of two years before the initiative could see a successful conclusion.

If successful, the initiative could bear significant benefits for superintendents, including money for much-needed turf research, funding of best management practices, and more.

I look forward to keeping you updated as this process unfolds in the coming months. •



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Is Golf a Game or a Sport?

By **Sean Tully**, *Meadow Club*

The following is reprinted from the September 1925 Issue of The Fairway magazine. The Fairway magazine was published in San Francisco and focused heavily on Bay Area golf. The first photo is representative of the work done to the San Francisco Golf Club following the renovation work drawn up by A.W. Tillinghast. The second photo shows the same hole after the bunkering work that was completed by William Bell Sr. in 1929-30.

Interesting how golfers haven't changed over the years. The editor of the original article leaves some clues as to the original author, but stops short of giving his name. For those interested, it was Max Behr, a noted golf course architect!

(There is an ever-increasing number of golfers who believe that the fairway should be a bowling alley and the putting green a billiard table. In other words, they never want to encounter anything but a good lie and a smooth putting surface. For such, the true joy of golf was never intended. The following article was written by one who is a great golfer, but also a great sportsman; who believes in playing the ball as it lies and who is always happiest when confronted with a difficult problem to solve. Would that there were more like him.—Editor, The Fairway magazine)

How often have you heard your opponent say, "That was a good shot, and I don't deserve this punishment"? The number of times you have heard that remark is only exceeded by the times you yourself have said it.

It cannot be gainsaid that there is nothing more maddening than to have a shot played properly, and one that you would not take over again, end up in a divot hole or bounce at right angles in the deepest trap on the course; yet with complacency we regard and forget immediately the shot that lands in the bunker in front of the green and runs both to within a few feet of the pin.

This leads to the observation that there is a growing and unchecked tendency on the part of the average golfer for standardization. By that I mean a belief that a well-played shot must be rewarded always as it should be, or per contra treated as it deserved, and that something must be done to bring this heavenly (or hellish) state of affairs about.

Perhaps this feeling is in accord with the spirit of the day, as evidenced by the attempts made by congress, state legislatures and city councils to establish the millennium by statute. Something devotedly to be desired—but—is it worthwhile?



ANOTHER BEAUTIFULLY CONTOURED GREEN, THE 11TH,—ON THIS SAME COURSE AT SAN FRANCISCO

Golf A Game or a Sport? *Continued from page 16*

Consider life; does a righteous life ensure riches and material comfort? Does a crook always land in San Quentin? Doesn't it sometimes seem as if He who put us here lets justice wander far from the path it commonly is supposed to follow?

Now a fellow-golfer, you will admit that golf is a subject to as many human influences as any game or sport you know, and until humanity rests on a bed of roses, why aim to put your golf ball there.

Getting down to the mundane and bringing the eleventh hole of the San Francisco Golf and Country Club into view—a 170-yard iron of some description to a green unusually wide horizontally, but not so much in depth; the green built with a slope rising from front to back, trapped well in front and to one side and rough behind, with a putting surface much keener than the average. On the right back quarter a mound molded into the green where a ball well pitched will roll to the lower level.

Now a ball well struck will stick, and if it lands near the cup, unless on the short side, leaves a ticklish putt to hole. But the player who reaches the green and is wide of the cup, say, thirty or forty feet, has a problem; to stay within holing distance on a second putt he has got to get the exact line, hit with the right speed, and if he knows how, hit with a drag. The usual

remark here after this shot is played and the ball ends is, "It's impossible to stay anywhere near that cup."

Of course, it is impossible when the player fails to borrow by fifty per cent what he should, and hits with the usual overspin. What's the aftermath? A wail to anyone and everyone and particularly to the chairman of the green committee—"Why don't you rebuild that green?"

Does it ever occur to that golfer, when he steps on that green again and finds that thirty-foot side hill putt to make, to "cue" himself along these lines—"Well, here is something out of the ordinary—something real difficult to overcome—my opponent confidently expects to witness three, possibly four putts—let's fool the beggar." Why not strive to cultivate that spirit for all problems that face you on the links, rejoice in the number and variety of shots you can develop from different lies and stop this moaning cry that it is the duty of the golf architect and the green committee to create the links of the Golden Fleece.

Let us turn to Kipling and repeat with him—

"And only ourselves shall praise us, and only ourselves shall blame, and all shall shoot for distance, striving for putts of fame. And each for the joy of playing, and each for a separate par, shall play the shot as he sees it, for the Gods of Golf as they are." •

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