THRU THE GREEN

The Golf Course Superintendents Association of Northern California Northern California Chapter **April-August 2021** Join us at Meadow Club for the 2021 GCSANC USGA Regional Conference on August 23 **FEATURED IN THIS ISSUE** • Simplot Turf & Horticulture, 75 years and growing **Get to Know our Silver Preferred Partners**

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The Golf Course Superintendents Association of Northern California



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COVER PHOTO: Meadow Club

NORCALENDAR

August 23 GCSANC USGA Regional Conference

Meadow Club

Monday, September 13 GCSANC/CGCOA/NCPGA Joint Meeting

Baylands Golf Links

Monday, November 15 Annual Meeting Pebble Beach Resort

December Holiday Meeting *Location TBD*

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The Golf Course Superintendents Association of Northern California

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EDITOR BRIAN BOYER 408-921-3007

bboyer@cinnabarhills.com

PUBLICATION MANAGER
MARC CONNERLY
916-214-6495

MConnerly@connerlyandassociates.com

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To order a copy, to be shipped to you via mail, submit your name, address and payment information to mconnerly@connerlyandassociates.com.

To pay by check, send payment and contact information to GCSANC, 2235 Park Towne Cir., 2nd Floor, Sacramento, CA 95825.



Executive Director's Report

By MARC CONNERLY, GCSANC Executive Director

A trade association can be characterized as a four-legged stool, with The Board of Directors, members, vendors or sponsors, and staff each serving as a leg supporting the organization.

The Board of Directors is responsible for providing direction and setting policy for the association; the members effectively serve as the consumers of the association's services and programs; the vendors or sponsors provide financial support in exchange for the opportunity to meet and interact with potential customers (members); and the staff implements Board policies and provides customer service to the members and vendors. If any leg of the stool is compromised, the association will in turn be less effective than it could be and potentially face dire circumstances.

When the pandemic occurred, and live events were postponed or cancelled soon thereafter, eliminating or drastically reducing the opportunities for providers of goods and services to the golf business to interact face to face with potential customers, it cast a very dark cloud over the short-term future of most, if not all, trade associations across the country. Associations rely heavily on live events to educate members, fundraise, provide networking, and show their value, and the elimination of those face to face meetings created a massive void in the association business model, put a sizeable dent in many association annual budgets, and left a great deal of doubt about how things would look "after things returned to normal."

For GCSANC, we held the USGA Regional Conference at Presidio Golf Course in early March of 2020, and just days later the world turned upside down when the World Health Organization declared a pandemic, and all things began shutting down almost immediately thereafter. Outside of some webinars and an atypical S & R tournament, the rest of the year was essentially void of any get togethers or events.

We made the effort to replace these face to face networking opportunities with additional promotion and acknowledgment of our annual sponsors through email blasts, and providing them electronic "signage" during our online events. These efforts did not go unnoticed, as many sponsors indicated how much they liked and appreciated the email blasts. As a result, that practice has continued in 2021.

Still, a big question as we headed into the new year was whether Preferred Partners would return at the same sponsorship levels. Without hesitation, the answer has been a resounding "YES," our Preferred Partners have continued to participate in the GCSANC annual program, with close to 100% retention plus several new partner companies.

The result of this loyal support from the companies who provide goods and services to superintendents is that we can continue to contribute significantly to turf research, offer scholarships, deliver important online content via webinars, email and social media, enhance and improve Thru The Green, and focus on quality, affordable events

Continued on page 6

Executive Director's Report

By MARC CONNERLY, GCSANC Executive Director

at the many exceptional golf courses in the Northern California region. Additionally, the Board is looking at ways to fund an intern housing assistance program and to provide more benevolent opportunities for members in need.

So, this issue of Thru The Green is really a tribute to the Preferred Partners of the Golf Course Superintendents Association of Northern California, without whose support the association could have been impacted much more dramatically from the fallout of the pandemic.

In this first ever "Preferred Partner Issue," we have asked our Preferred Partners to share a little extra about their products and services, about their sales reps and other team members, and about their knowledge and experience with turf management. In some cases, they provided additional graphical content, in others they offered a detailed article, and some provided a photograph and answered a few questions about themselves and their top-selling products.

We hope you enjoy this issue of Thru The Green, and we encourage you to take just a moment to thank the suppliers to our industry, who help support this association and work hard to assist you in fulfilling your obligations to deliver a high-quality golf environment!

A big thank you to all of our very loyal partners!

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Brandon Williams
Director of Agronomy
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Ambassador Justin Mandon with Rep. Jimmy Pannetta



Ambassador Jim Ferrin, CGCS at California Golf Day in Sacramento, CA



Ambassador Mike Williams, GCSAA Southwest Region Representative Jensen with Rep. Pete Aguilar staffer

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- Advocating improves professional development which can advance your career
- Network and learn form others who have positively impacted public policy through advocacy
- Receive the training and resources you need to communicate with club members, committee members, and policymakers





From the Field

By JEFF JENSEN, GCSAA Field Staff, Southwest Region

At GCSAA, our goal is to make your membership experience more efficient allowing you to access information when and where you need it.

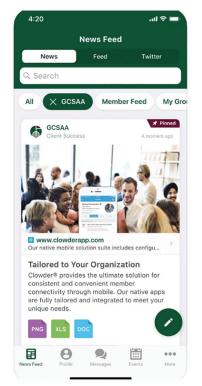
GCSAA recently launched its revised app "GCSAA Now" in the Apple Store as well as on Google Play. GCSAA Now gives you GCSAA news and information in the palm of your hands. Download documents, interact with fellow members, update your membership info and more.

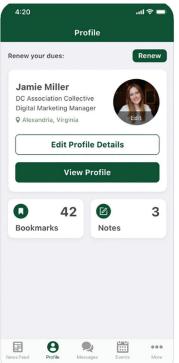
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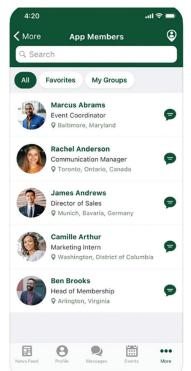
- Login once, and you are in. Simple and easy to access!
- Relevant, up to date GCSAA news and content.
 Includes an RSS Feed to GCSAA news and a direct link to GCSAA's Twitter account. Stay up to date on government relations and public policy, GCSAA programs, special events and much more.

- Interact with other members through the discussions and private messaging features.
- Find other members in your geographic proximity with the Near Me feature.
- Keep track of national and local GCSAA happenings with the Events feature. Includes an up-to-date calendar of chapter events and functions. The My Schedule feature allows you to add GCSAA related functions you want to attend to your app scheduler or phone calendar.
- Have easy access to membership documents and other information in the resources section.
 COVID-19 assistance, First Green, education, certification and disaster resources are all available on the app. Even submit your GCSAA points!

Continued on page 14









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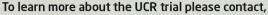
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effect of four BRANDT programs on the salinity, drought and heat tolerance of annual bluegrass. Results showed that using BRANDT and GRIGG rotational programs demonstrated the most consistent positive effects throughout the study.



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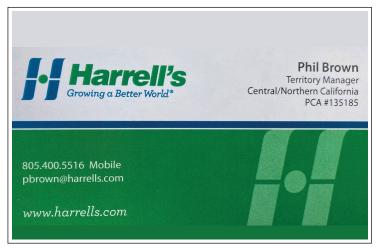






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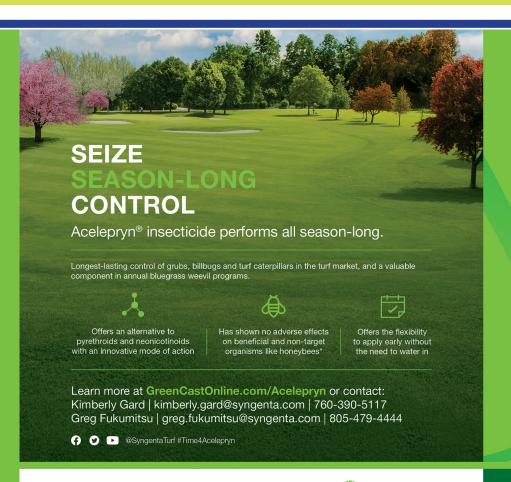
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*Jonathan L. Larson, Carl T. Redmond and Daniel A. Potter, SCI. September 2011

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From the Field

By JEFF JENSEN, GCSAA Field Staff, Southwest Region

To make the most of your experience, if you previously used the GCSAA Mobile app, delete that before downloading the new version. Once you have downloaded the app, just use your current GCSAA login and password to access it. The apps are available free of charge.

If you need assistance with your login and password credentials, simply call our Members Services Department at 800-472-7878 and they can assist you on the spot.

Additionally, GCSAA is offering a chapter competition for members downloading the app by July 30. The chapter with the most downloads as well as the chapter

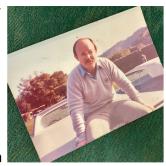
with the highest percentage of members downloading the app will each win \$500. It's automatically tracked, so nothing additional to do!

I hope that you enjoy the new app and find it a useful tool for improving your membership experience. If you have any questions, please don't hesitate to contact me at jjensen@gcsaa.org and make sure to visit my regional webpage at https://www.gcsaa.org/resources/regional-resources/southwest for update information from around the Southwest.

Jeff

Sierra Pacific Turf Supply was born in the back of owner Don Naumann's pick-up truck in August of 1982. With 5 years' experience and a handful of customers, Don launched what has become the leading supplier of turfgrass products in Northern California and Northern Nevada. He quickly picked up some distributorships, and 9 months later his wife Becky left her job and joined him.

From the first facility in Campbell of 1300 square feet, Sierra Pacific has grown to 3 locations including a 21,000 square foot warehouse in Campbell, an 8,000 square foot facility in



Rocklin and a 12,000 square foot facility in Sparks, NV. The number of employees has grown as well. From the early days of Don selling and Becky running the office and one delivery person, they've grown to 30 employees, including 7 salespeople. Sierra Pacific's product line includes a wide selection of golf accessories in addition to grass seed, fertilizers, and chemicals. They are the leading RainBird Golf Irrigation distributor in Northern California and Northern Nevada. Services include irrigation system service and technical support, and turfgrass management consulting.

Sierra Pacific services the Bay Area south to Monterey; and from Fresno north to the Oregon border and northeast to the Lake Tahoe and Reno area. Sierra Pacific's employees have built strong customer relationships throughout these areas and are committed to giving excellent customer service – providing top quality products at fair prices.

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Simplot T&H understands the importance of growing and maintaining healthy plants. Having the right product is as important as having it in the right place at the right time. And you can count on the dependability of the Simplot T&H team, backed by the global resources of Simplot.

Consultative

The Simplot Turf & Horticulture approach is simple and straightforward. Representatives operate as an

extension of your team, focused on understanding the total picture of your needs and bringing innovative solutions to your operations. Advanced agronomic training and a culture of caring for customers is the cornerstone of Simplot employees. Specialists at Simplot Turf & Horticulture average more than 20 years of experience in the industry and are respected for their impartial approach to helping solve customer problems.

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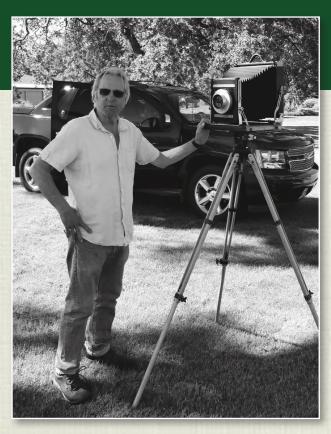
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Thru The Green Silver Feature



Peter Galea
Farmload Distributors

Where did you grow up? Hudson Valley, Upstate New York

What's your top selling product or best project to date? Floratine Protesyn

Where's the last golf course you played? The Links at Bodega Harbor



Don Barrett

Granite Rock

Where did you grow up?
I was born on the East Coast and was an Army brat.
We moved all over the US
Including three years in Alaska, finally settling in Santa Cruz, CA.

What's your top selling product or best project to date? Top Dressing Sand, we have worked on many projects, renovations and Delivering Graniterock Top Dressing, Bunker, and Root Zone Sands as well as Diviot and Greens Mixes for on-going yearly course maintenance needs.

Where's the last golf course you played? Pasatiempo



Jordan Holcomb

Where did you grow up? Ionia, Michigan (About 30 minutes East of Grand Rapids)

What's your top selling product or best project to date?

Insignia Fungicide

Where's the last golf course you played? Torrey Pines



Stephen Goldman, Owner and John Martin, Superintendent

SSB Construction

Stephen works with SSB clients on the construction side of the business and John on the roof coating and maintenance side. Both grew up on the Monterey Peninsula (Steve in Salinas and John in Castroville). Steve is the third generation run SSB Construction and John has been with the company for almost 20 years. Steve last played Carmel Valley Ranch and John at Blackhorse for a tournament. We are proud to have been able to provide essential maintenance and repair to the bay area and the local counties during the last year. We are here for our community's needs.



Marty Giovanetti

Assured Aggregates Co., Inc.

Where did you grow up? Salinas, CA





What's your top selling product or best project to date? I have been the GM at Assured Aggregates Co., Inc. for 28 years. Our washed USGA Sand is our best-selling product and we have had many great projects, but the Poppy Hills GC and Monterey Peninsula CC Dunes Course remodels were both very satisfying, based on the restrictions we dealt with going in and out of Pebble Beach.

Where's the last golf course you played? I am a member at Corral De Tierra CC, but the last course I played was Quail Lodge

Gordon Vosti

Bayer

BAYER E R

Where did you grow up? Salinas Valley, California

What's your top selling product or best project to date? StressGard Fungicide's

Where's the last golf course you played? Visalia Country Club

Joy and Danny Ramos

D.H.R. Construction

Where did you grow up? Danny and I grew up in Argentina

What's your top selling product or best project to date? I'd say our most in demand services are bunker renovations and cart path construction.

Where's the last golf course you played? Last course played was Vintners Golf Course in Yountville.



Don Mulcahy

Simplot

Where did you grow up? Oakhurst, New Jersey on the Jersey Shore.

What's your top selling product or best project to date? Any BEST® products with homogenous NPK's, and patented FUSN® or GAL-Xe® technologies in them.

Where's the last golf course you played? Spring Creek Country Club in Ripon, CA at the Sierra Nevada GCSA Research & Scholarship tournament.

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Contact Brian Daum - 510-340-0697

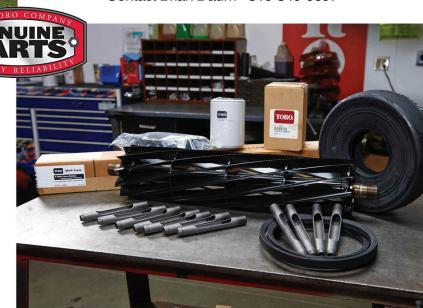
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Turf Star Western is committed to providing the best customer service in the industry and we have recently expanded our service staff in order to meet that expectation.



From left to right: Trevor, **Ryan Jensen**, **Robert Potter**, **Paul Zorzi**, Rick, Walt, Jesse & Brian In addition to Ryan, Robert & Paul (shown above), we have hired two new mobile techs. See all of their bios below.



Tod Spicher: I got into golf mechanics at the age of 16 and have been in the industry ever since. I love to hunt, fish and hike with my dog Blue.



Bill Foley: I have 22 years of experience in small engines, with the last 8 directly involved with turf equipment. I enjoy time at home with my wife and two girls.

Ryan Jensen: I've spent much of my time in the landscaping and painting business, and look forward to my new role at TSW. In my personal life I enjoy electronics and am excited to move into my new home with my wife.

Robert Potter: I previously worked in the automotive industry for 10 years and am relishing expanding my knowledge into the turf equipment world. In my spare time I enjoy home improvement and prepping the house for our first child due later this year.

Paul Zorzi: I have been around electrical systems and engines my entire life and spent many years working as a Mercedes Benz mechanic. I enjoy learning new things and spending quality time with my wife and children.

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Press 1 - Parts • Press 2 - Service







