

—to see how they are affected by chemical use. Along with the university, he regularly works with environmental groups, whether it is coordinating joint speaking engagements or donating his staff to support a local event.

Gehrisch says most people he speaks with are relieved once they learn the chemicals he uses are similar to everyday household products.

“I have found that using common medications as examples is the most effective way to demonstrate why they do not need to fear the products we use,” Gehrisch said. “I read a list of side effects and lead them to believe it is a chemical I am using to treat turf disease when, in reality, it is aspirin.”

Communicating with the public falls under the many day-to-day responsibilities of a superintendent, and more of them are taking it upon themselves to go above and beyond that duty. At a minimum, superintendents should be able to confidently explain the parallels between plant and human disease, and how science helps alleviate damage in both cases.

“We talk a lot within our inner circle about what needs to be done, but as an industry, we tend to be slower in responding to the public than we should,” Gehrisch said. “For any change to happen, supers need to leave their desks and get out in front of their communities.”


Despite the fact that pesticides are useful tools that can provide significant benefits to our communities, the debate over whether to use them will undoubtedly continue. By basing communications on science instead of emotion, superintendents can help community members appreciate the time, labor and money-saving benefits of environmentally-sound chemicals.


Delivering Value

## Developing Great Relationships

Target Specialty Products has delivered value to golf course superintendents for over 35 years. We deliver value in the form of:

- Complete Product Line including:
  - Fertilizers
  - Herbicides
  - Fungicides
  - Insecticides
  - Spraying Equipment
  - Safety Equipment
  - Soil Conditioners & Amendments
- Seminars & Training
- Written Recommendations





Call Target Specialty Products for all your turf/pest management needs.

Target Specialty Products

---

San Jose, CA	W. Sacramento, CA
800-767-0315	800-533-0315

View us on the Web at [www.target-specialty.com](http://www.target-specialty.com)

## Cut water use by 15 to 25 percent



Aqua-PhyD's in-line water and soil treatment system uses resonant frequency technology to reduce soil compaction and harmful Na levels

Works with all water sources including brackish and reclaimed water

Increase root growth and nutrient uptake



Installation at a Southern California Golf Course

# 888-288-AQUA (2782)

Call toll-free for more information or email [info@aqua-phyd.com](mailto:info@aqua-phyd.com)

## Satisfaction Guaranteed!

[www.aqua-phyd.com](http://www.aqua-phyd.com)

## Q & A WITH MIKE GARVALE, CGCS



**Q:** Wow, the years are starting to fly by, how long have you been in the golf business now?

**A:** Yeah they are, it's 36 years now. I came to Palo Alto Hills back in 1984, following Tim Sedgely.

**Q:** How's your new position going with Kemper Sports? What are your responsibilities?

**A:** The position is going great. I started in July of 2007 and I'm technically an Agronomist working for Kemper Sports at Harding Park. Kemper runs the clubhouse and tee sheet. The City of San Francisco handles the course operations. I'm there to help Superintendent Wayne Kappleman in any way I can plus act as a mediator between Kemper, the City, and the PGA Tour.

**Q:** What are your biggest challenges?

**A:** It took a while for me to earn Wayne's trust and for him to realize I was really here to help and not after his position. Wayne's doing a remarkable job considering he has his hands full with the five different unions of City workers employed at Harding. I've tried to help the whole staff improve in their daily approach, while still respecting Wayne and his authority.

**Q:** Did working at a private club for so long help you prepare for your current position?

**A:** A private club teaches you to be respectful of everyone and how to use a tactful approach to getting things done. I think it actually has helped with all that is going on here.

**Q:** It is great to see Harding Park and the City of San Francisco hosting the President's Cup in 2009. That is a world class event. How are things shaping up? Have there been any changes to the course since the Tour Championship?

**A:** Things are going well and we're sort of in the home stretch working towards the October 2009 event. We've rebuilt all of the green side bunkers and have reshaped and sodded the collars around the greens. We've done a heavy seeding of perennial ryegrass into the fairways and are starting that process in the roughs. Beyond the President's Cup, we'll also be hosting the Charles Schwab Cup in 2010 and 2011, and a World Golf Championships event in 2013 or 2014.

**Q:** Can you talk about the advance personnel of the PGA Tour and their roles?

**A:** We now have Paul Vermeulen and Cal Roth of the PGA Tour visiting monthly to check on preparations and course conditions. They've made it clear what they are expecting for the event. They would like all preparations to be completely set, well in advance of tournament week. The Tour has been through this many times before and is simply looking to avoid surprises.

**Q:** Is going from "Municipal" to a PGA Tour quality attainable?

**A:** It is and has been done before. Everyone just has to come together and work toward that goal. The City and especially Sean Sweeney have worked hard at getting us the resources we need. One of the best things we have done is to minimize play before the event. We will start reducing the amount of play after August, then completely close the course a week before the event.

**Q:** Does the match play format of the event bring special challenges?

**A:** The one big challenge is getting the galleries around the course. There will be approximately 30,000 people following just six matches on Thursday, Friday and Saturday. Sunday's play will consist of 12 individual matches. But as far as maintenance goes it

will be a pretty friendly event. Play doesn't begin until 1:00 P.M. on both Thursday and Friday. One interesting factor is that the course will be re-routed to make sure the signature 18<sup>th</sup> hole comes into play. The 18<sup>th</sup> hole is where most of the hospitality pavilions will be located. Since most matches end before the 18<sup>th</sup> hole, the 18<sup>th</sup> will become the 15<sup>th</sup> in the re-routing.

**Q:** I heard you went back to Montreal for the last President's Cup. Not a bad destination for a big hockey fan, eh?

**A:** Yes, Wayne and I went back to observe the matches, and it was NHL pre-season (smiles.) We also went up to Sonoma last month to observe the Champions Tour's Charles Schwab Cup.

**Q:** Do you have any requests for volunteers or help from the affiliates?

**A:** That's something I'm working on right now. We will definitely need some volunteer help. I'm just trying to determine what our best staffing levels will be. It is comforting to know some of the affiliates have already offered assistance.

**Q:** Sounds like you'll have a busy 10 months! Any vacation plans in mind afterwards?

**A:** We actually do. My wife and I are planning a trip to Switzerland and Italy. We are going to visit distant relatives and re-visit places we both lived when we were younger. It should be a great trip and some great time away. Because before we know it we'll be working toward the 2010 Charles Schwab Cup Championship!

### Sometimes, not seeing is believing!



Contec<sup>®</sup>DG is a patented dispersing granule technology. This unique granular product "melts" into the turf within minutes of contact with water, such as irrigation or rain.

The dispersing feature transfers valuable nutrients almost immediately into the turf, providing these important benefits:

- No nutrient loss from mower pick up
- No shoe or ball pick up
- No particle visibility
- No particle run-off from heavy rain
- Virtually eliminates player downtime

**Contec DG**  
www.ContecDG.com



To find out more, contact your Distributor, or call Bob Miller, Andersons Territory Manager 916-837-6436

## COMPARING BUDGETS BY BRIAN WHITLARK

In travels throughout the Southwest Region, from time to time the question is raised with regards to what the course down the street is spending with hopes of making an argument for more money or labor for their own course. While this update will provide a few methods used to compare golf course operations, it is important to point out that the validity of such comparisons is questionable. The difficulty associated with comparing course operations can be attributed to such items as:

- Greens size, method of construction and turfgrass variety varies from course to course.
- Public, private and semi-private courses vary significantly with regards to golfer expectations.
- The number of bunkers and bunker design on the golf course play a significant role in the budget and labor hours spent in maintenance.
- Water and soil quality can have a big impact on the products and labor hours dedicated to growing turf in challenging conditions.

Clearly, this list is not comprehensive, but it gives a few examples of why comparisons from course to course are difficult at best.

Comparisons may be useful in certain circumstances. The list below provides a few indicators that can potentially be used to compare and contrast courses:

- Maintenance cost per acre. As an example, figures from the Florida GCSA report high values of \$56,000, \$75,000 and \$125,000 maintenance cost per acre, with median values of \$15,000, \$13,000 and \$10,000/acre from three different regional areas, respectively.
- Labor hours per week. Based on recent visits in New England, high end clubs in the region typically use approximately 1,000

man hours per week (excluding the superintendent and mechanic), with an average closer to 600-700 man hours per week.

- Labor hours per hole. At one time, the rule-of-thumb as reported by the GCSAA was to use one laborer per hole (excluding the superintendent, assistant superintendent and mechanic) for higher tier courses.
- Maintenance budget dollars per golf round. For example, if the maintenance budget is 1 million dollars and the total number of rounds for the year is 15,000, then the maintenance budget dollars per round would be \$66 (\$1,000,000/15,000 rounds).

Across the board, most superintendents in the Southwest Region have had their budgets frozen or reduced in recent years, which is likely why some look to compare course operations with hopes of increasing resources.

Rather than focusing on resources you don't have, use this opportunity to educate golfers and course officials that in some cases golfer expectations and the related course maintenance to satisfy those expectations have gotten out of hand, and it is time to scale back on such items as bunker maintenance and out of play areas. The key is to document and communicate changes needed to sustain a healthy bottom line during difficult economic times.

As always, the Green Section staff is here for you and your golf course to provide the best possible playing conditions, especially during adverse economic conditions.

*Brian Whitlark is an Agronomist with the Southwest Region of the USGA Green Section located in Phoenix, Arizona.*

"Service is Our Business"



### Providing Quality Golf Products:

- USGA Spec
- Bunker Sand
- Kiln Dried Sand
- Dakota Peat Blends
- Fairway Top Dressing Sand
- USGA Spec Gravel
- Stabilized DG
- StaLok Bunker Liner
- Western Pozzolan/In -organic
- Topsoil
- Planters Mix
- Bark Products
- Construction Aggregates

Northern California  
800.734.3053 - [www.wcsg.com](http://www.wcsg.com)



## FEATURE COURSE

### San Francisco's Presidio Golf Course



*The rich-in-tradition Presidio Golf Course is the site for the 2009 GCSANC Annual Meeting.*

*The day includes golf, a membership meeting, an inspirational speaker and awards.*

Mark your calendar now for the upcoming GCSANC Annual Meeting and Awards Ceremony set for Tuesday, January 13, 2009 at the Presidio Golf Course in San Francisco, CA. The day will kick off with morning golf on a course known for its narrow fairways and its strategically-positioned bunkers. The tournament will be followed by a luncheon meeting and awards ceremony held on site at the historic member's club.

Adding additional interest to the event will be keynote speaker Sergeant Major Jon R. Cavaiani (Ret.) a former prisoner of war, and recipient of the U.S. military's highest decoration--the Medal of Honor, presented for his brave action during the Vietnam War.

"You can expect our keynote speaker to be both informative and inspirational," stated GCSANC president and host superintendent Brian Netz, CGCS. "Mr. Cavaiani will share details on how he overcame adversity throughout his military career, persevered well, and grew personally and professionally from the experience." According to Netz, besides the prestigious Army Medal of Honor, Cavaiani has received the Legion of Valor, Legion of Merit, Bronze Star Medal (Valor) and Purple Heart. Cavaiani is also an experienced freefall and static line jumpmaster having completed more than 5,000 jumps spanning the globe.

The day will culminate with an awards ceremony where GCSANC members will be honored for their contributions within the association, turfcare industry, and local community. Plan to join awards chairman Brian Bagley and his committee as they recognize the following individuals for exceptional service: **GOLF COURSE SUPERINTENDENT OF THE YEAR: Steve Byrne** (*Mira Vista Golf & Country Club*); **DISTINGUISHED SERVICE AWARD: David Sexton**, CGCS (*The Meadow Club*); **BERT GRAVES MEMORIAL AFFILI-**



**ATE AWARD:** Pete Bowman, CGCS (*Target Specialty Products*);  
**TURFGRASS EXCELLENCE, PRIVATE CATEGORY:** Scott Lewis,  
CGCS (*Menlo Country Club*) and **TURFGRASS EXCELLENCE,**  
**PUBLIC CATEGORY:** Brian Boyer (*Cinnabar Hills Golf Club*).

Under the business portion of the meeting, GCSANC leadership will provide a brief year-in-review. Topics will include an update on chapter activities, finances, upcoming educational opportunities, as well as a status report on the golf tax recently “proposed” by the governor.

The meeting will also serve as an opportunity to publicly thank chapter sponsors/affiliate members who serve as the lifeline for the organization. Outgoing directors will be recognized for their service and an election will be held for new directors. We hope you’ll join us, as the day will be quite informative on a variety of levels, yet with plenty of time for camaraderie and celebration too. We want you there...so sign up now!

For more information about the 2009 GCSANC Annual Meeting and Golf Tournament contact Association Manager Barbara Mikel at (530) 626-0931 or via e-mail at [gcsanc@e-easi.net](mailto:gcsanc@e-easi.net).

You can also register online by visiting:  
[www.californiagcsa.org/GCSANC1.htm](http://www.californiagcsa.org/GCSANC1.htm).



# SAND-BASED

**Bentgrass  
Ryegrass  
Bluegrass  
Rye-Blue  
Fine Fescue  
Tall Fescue  
Tifway II**

# SOD

GREG DUNN  
209/993-3329

RYAN FLAHERTY  
209/993-5449  
[www.westcoastturf.com](http://www.westcoastturf.com)

Installation available

**Seashore  
Paspalum**

**or your  
custom  
grown  
variety!**

LOCALLY GROWN

**WEST COAST  
TURF**

*Life is short. Sod it!*