

TEE TO GREEN

January/February 2013

The Official Publication of the South Texas Golf Course Superintendents Association



Meeting Schedule

January 9, 2013—Pesticide License Renewal Class (Bear Creek Texas AgriLife Extension Office)

[Map to Texas AgriLife Extension Office](#)

January 22, 2013—Stephen F. Austin GC

Membership Drive!

[Map to Stephen F Austin GC](#)

March 26, 2013—Scholarship Tournament and Live Auction

High Meadow Ranch Golf Club

[Map to High Meadow Ranch GC](#)

[Register Now for Any Meeting!](#)

HAPPY NEW YEAR

As the new year begins, there is a lot of business to take care of this first month of 2013!

* Please get your dues in by February 15th in order to be in the 2013 directory (also your sponsorship and advertising packages). No need to fill out the member application unless you have information that has changed.

* RSVP now for the Pesticide License Class on the 9th as well as the first meeting of the year on January 22nd at Stephen F Austin.

* Fill out the [donation form](#) for our scholarship tournament live auction (equipment, products, trips and rounds of golf). The tournament is a month earlier this year, so please get your forms in ASAP! Let's beat last years' collections and have an all time new high record!



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Welcome New Members

Erin Rucker—Specialty/Utilities Sales Representative - E-Z-Go

Brenda Moore—President - Megasand Enterprises, Inc.

Welcome back Joel Washburn—Supt. Northgate CC

[Click here for all job postings](#)

Auction Items Needed!!!

[Click for donation form](#)

Any and all items are welcome!

- ◆ Products
- ◆ Services
- ◆ Hunting Trips
- ◆ Fishing Trips
- ◆ Sports Tickets
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- ◆ Food and Cookouts
- ◆ Discounts/Gift Cards
- ◆ Rounds of Golf

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President's Message
By: Sean Wilson, CGCS



I hope everyone was able to take a little time off from work and spend some time with family and friends during the Holidays. It's always good to get away and enjoy being around those that matter the most.

Thanks again to Cody Spivey and High Meadow Ranch for hosting a wonderful Christmas party. Also thanks to all the sponsors and those that donate to the scholarship fund. Being able to reward deserving children of STGCSA members with a scholarship check at the Christmas party is always one of the highlights of the year and one of the many reasons I'm proud to have this opportunity to serve as President of STGCSA.

We added another fine individual to the list of outstanding recipients of the Sonny Dubose Superintendent of the Year award, Steven Chernosky.

Last year we tried some different things in our association, some worked and some didn't. The board of directors is always searching for new ways to increase participation and membership. Although we may not always succeed and please everyone, you can be assured we are always trying to do what is best for STGCSA. This year we will try some new things and bring some old things back. One change is that we will be going back to a full schedule of events instead of the limited one we had last year.

Once again we will be starting out our year at Stephen F. Austin Golf Club. The meeting is on January 22nd. We have Alli Jarrett from the USGA as our scheduled speaker. This has been one of our better-attended events, so be sure you're there and remember to bring a new member.

Thanks again, all of you, for the things you do that make us all proud to be STGCSA members.

Sean Wilson



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Attention all Members!

To all of you who golf at the monthly meetings and tournaments.....
-concerning all monies leftover from skins and prizes awarded at meetings -



Starting in 2013, if you win money at a golf event, the money must be picked up within two meetings after the prize was won or the money will be donated to the scholarship fund. This change is due to the tournament committee having to keep up with winnings for extended periods of time, sometimes over a year. Winners are posted online within a few days of the event so you can determine if you have prizes waiting for you well before the next event.

Prize and skin money will not be mailed.
Thank you for understanding this new policy!



Stephen F Austin—January 22, 2013

This meeting is dedicated to recruiting new members. We will hopefully have many guests from clubs that do not participate in STGCSA in an effort to recruit the club superintendent. Current members may bring a potential future member for free. If that person joins, your next regular meeting fee is on the house! Allison "Alli" Jarrett, USGA Director of the South Region will speak on "Rules of Golf & Making the Game More Fun"

Registration begins at 9 am (you must arrive by 10:15 to golf) ~ [Register for the meeting](#) ~

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Christmas Party Photos

Thank you, Cody Spivey and everyone at High Meadow Ranch for an awesome dinner and an even better time!!



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Social Media Tools for the Golf Course Superintendent

by Brian Cloud, Field Staff Representative – South Central Region
Golf Course Superintendents Association of America

If you are as new to the Social Media world as I was about a year ago, you may not know the difference between a “like” on Facebook, a “share” on YouTube, or a “tweet” on Twitter. I didn’t join kicking and screaming, but I must admit that I was pretty skeptical that I would ever enjoy this world or find it useful. A year and a half later, and I confess I use them every day in both my personal and professional life. If you have dipped your toe in the Facebook or Twitter waters, you know that many of your colleagues, industry professionals and the companies you do business with, use Social Media to communicate, share information, and of course, for fun. Some experts predict that folks not using Social Media in the future will be as about as common as golfers using wood Woods and wearing metal spikes. (Actually, I’m the only “expert” who predicts that.)

In my professional life, I use Twitter to communicate with members within the South Central region about the GCSAA and industry news and information. I also tweet about interesting things I see on the road while working with the chapters and members in the region. I have been told by some of my “followers” that the information is useful and keeps them better informed about the activities and progress of the Field Staff program in their region. You can find me on Twitter at @GCSAA_SoCentral. Signing up for twitter is free and painless. You can “follow” people if you have an interest in seeing everything they post, or just check out their tweets to see what they are up to periodically. Twitter has great support resources and tutorials at: <https://support.twitter.com>. I also found many videos posted on youtube.com that can help you get started.

GCSAA utilizes Twitter and Facebook extensively to communicate with members and share information. The GCSAA Facebook page can be found at: <http://www.facebook.com/GCSAAFB>. GCSAA TV at: <http://www.facebook.com/GCSAA.tv>. On Twitter, you can find these feeds:

GCSAA: @GCSAA

GCSAA TV: @GCSAATV

GCSAA Education Conference: @GCSAAConference

GCSAA Job Board: @GCSAA_JobBoard



You can also find Twitter feeds for my Field Staff colleagues from around the country by searching the term GCSAA.

Two South Central GCSAA Class A Members who also use Twitter extensively are Randy Samoff, Superintendent at Redstone Golf Club in Houston: @redstonesuper and Mark Semm Superintendent at Cordillera Ranch in Boerne: @Turf_Kid. Both of these progressive superintendents use Twitter very well to communicate course conditions and activities to their golfers and members on just about a daily basis. Their tweets are very informative and interesting to read.

Mark Semm suggests that it has helped him become a better Superintendent because he is able to communicate with golfers at Cordillera Ranch about conditions, challenges and issues. Mark says this about his use of social media, “I was hesitant at first to get a Facebook account and now I use multiple social media avenues to communicate both personally and professionally. I guess I’m just trying to keep with the times! They are a great resource for me.” He adds, “It can get sticky at times as I have only one Facebook and Twitter account. I’ll probably very soon create 2 more. I will probably maintain one account for personal stuff and one for business related items.”

Randy Samoff provides this insight, “I think more than anything, it helps me keep up with others across the country and what issues they are facing. If you have a question all you have to do is post it as a tweet and most guys are good enough about answering. Seeing pictures and videos of projects others are doing is invaluable to me.” He adds, “You can also use it to keep up with everyone involved in the industry. I follow associations like the GCSAA, USGA, PGA Tour, and First Tee to see how their workings affect my maintenance practices. I also follow PGA Tour stars and see what they are saying about conditions. I used this big time around the Shell Houston Open and found a lot of awesome comments about our course straight from the pro, and probably before the media could publish it.”

“You can follow other golf clubs, golf equipment manufacturers, architects, etc. – all designed to make you a better, well rounded superintendent that knows about more than just mowing grass, and maybe the most knowledgeable professional at your club. We (superintendents) are probably the single biggest and best resource we all have, and why not use the experiences of others in such an easy, simple format?” asks Samoff.

So, what are you waiting for? Upgrade those Woods, change out your clickity clack spikes, and join us on Twitter - @GCSAA_SOCENTRAL and Facebook – facebook.com/GCSAAFB. I think you will be glad you did.

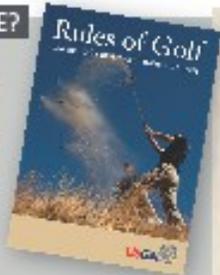
Brian Cloud is the GCSAA Field Staff Representative for the South Central Region. bcloud@gcsaa.org.

ANCHORING THE CLUB—UNDERSTANDING RULE 14-1b

The USGA and The R&A, golf's governing bodies, have proposed changes to Rule 14-1 of the Rules of Golf that would prohibit anchoring the club in making a stroke. The change would not go into effect for three years, giving golfers who use anchored strokes time to adjust their game.

WHAT WOULD CHANGE?

The proposed new entry—Rule 14-1b—would prohibit strokes made with the club or a hand gripping the club held directly against the player's body or with a forearm held against the body to establish an anchor point that indirectly anchors the club.



WHAT THE RULE SAYS

In making a stroke, the player must not anchor the club, either "directly" or by use of an "anchor point"

NOTE 1:

The club is anchored "directly" when the player intentionally holds the club or a gripping hand in contact with any part of his body, except that the player may hold the club or a gripping hand against a hand or forearm.

NOTE 2:

An "anchor point" exists when the player intentionally holds a forearm in contact with any part of his body to establish a gripping hand as a stable point around which the other hand may swing the club.

PERMITTED

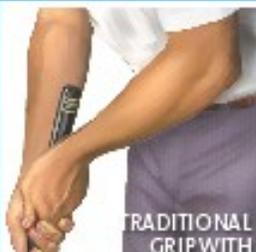
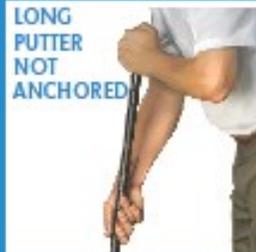
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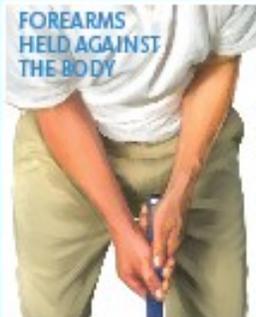
LONG PUTTER NOT ANCHORED



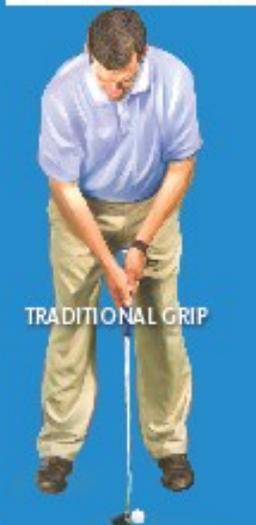
TRADITIONAL GRIP WITH MID-LENGTH PUTTER



GRIP RESTING AGAINST FOREARM



FOREARMS HELD AGAINST THE BODY



TRADITIONAL GRIP



ONE OR BOTH ELBOWS BRACED AGAINST BODY

PROHIBITED



BELLY PUTTER ANCHORED AGAINST STOMACH



ANCHORED LONG PUTTER



ANCHOR POINT CREATED BY FOREARM

Penalty
Anchoring the club in making a stroke would bring a two-stroke penalty in stroke play and loss of hole in match play (as with any other breach of Rule 14-1).



END OF CLUB ANCHORED AGAINST CHIN

THIS IS NOT AN EQUIPMENT RULE

Conforming equipment, including belly-length and long putters, would remain permissible provided they are not anchored.

REVIEW AND TIMETABLE



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~Quote of the Month~

I've spent most of my life golfing - the rest I've just wasted. ~Author Unknown



golf industry show

2013—SAN DIEGO Convention Center

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February 1-2

Golf Tournament Practice Rounds

February 3-5, 2013

Golf Tournament

February 4-8, 2013

Education Conference and Show

www.golfindustryshow.com

Lone Star GCSA Reception: Wednesday Feb. 6, 2013
Location: TBA

Congratulations



Steven Chernosky

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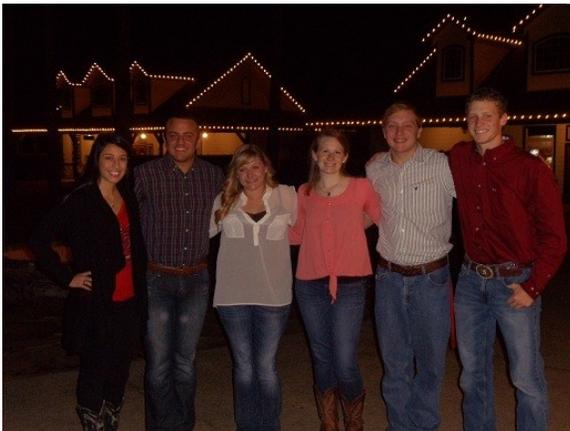
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STGCSA hands out \$17,000 in Scholarships to 16 recipients at the Annual Christmas Party and Awards Ceremony



From Left to Right: Heather Dailey, Johnny Dailey, Cassie Cincotta, Presley Wilson, Ryan Norris and Dylan Rhoden

Congratulations to Legacy Scholarship Winner Hunter Ratcliff (with parents Brent & Linda)



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2012 Scholarship Winners

Hunter Ratcliff-Legacy Scholarship Winner

- Hannah Browne
- Cassie Cincotta
- Heather Dailey
- Johnny Dailey
- Lauren Drabing
- Leigh Drabing
- Katherine Freeman
- Joseph Haven
- Sarah Johnston
- Ryan Norris
- Dylan Rhoden
- Colin Smith
- Sadie Snider
- Presley Wilson
- Kimberly Wisdom

Time to Renew Sponsorships/Avertising

We hope you find these new packages and rate sheets easier to understand and not so confusing as last year!

Regular Sponsorship Opportunities 2013

PLATINUM PACKAGE SPONSOR*

(Includes sponsorship for all meetings and tournaments, and Christmas Banquet attendance/sponsorship)

\$700 Sponsorship

Company Name displayed at each event
Company logo in 9 electronic issues of *Tee to Green* with live link to Company web page
Individual and a guest at the Christmas Banquet(85) with sponsorship of the Christmas Banquet (company recognition)

GOLD PACKAGE SPONSOR*

(Includes sponsorship for all meetings/tournaments
Including Christmas Banquet)

\$550 Sponsorship

Company Name displayed at each event including Christmas Banquet
Company logo in 9 electronic issues of *Tee to Green* with live link to Company web page

TOURNAMENT SPONSOR

\$200 Sponsorship

Company Name displayed at Scholarship and Supt/Pro Tournaments
Company logo on 9 electronic issues of *Tee to Green* with live link to Company web page

SINGLE MEETING SPONSOR

\$50 Sponsorship

Company Name displayed at meeting
Company logo on results page of *Tee to Green* with live link to company web page (must be prepaid within 2 weeks of the meeting to be sponsored)

CHRISTMAS BANQUET SPONSOR

\$200 Sponsorship

Individual and a guest at the Christmas/Awards Ceremony with Company Recognition at Event and in newsletter (linked to company website)

Regular Advertising Opportunities 2013 (same as 2012)

TEE TO GREEN ELECTRONIC ISSUE: FOUR COLOR (WITH HYPERLINK TO COMPANY WEBSITE)

SIZE	RATE PER ISSUE
FULL PAGE	\$295.00
1/2 PAGE	\$165.00
1/4 PAGE	\$95.00
1/8 PAGE	\$55.00

TEE TO GREEN PRINTED ISSUE (SEPTEMBER): (BLACK/WHITE)-Add 40% for 4 color

SIZE	RATE PER ISSUE
FULL PAGE	\$530.00(\$742 4 color)
1/2 PAGE	\$295.00(\$413 4 color)
1/4 PAGE	\$165.00(\$231 4 color)
1/8 PAGE	\$95.00(\$133 4 color)

MEMBERSHIP DIRECTORY (BLACK AND WHITE) ADVERTISING RATES:

FULL PAGE	\$795.00(\$1113 4 color cover page)
HALF PAGE	\$440.00 (\$616 4 color cover page)
EIGHTH PAGE	\$265 (4 color not available)

*Sponsorships are pre-packaged sponsorships. Additional opportunities may be available. Contact any board member with your ideas or for additional information.

Time to Renew Sponsorships/Advertising

We hope you find these new packages and rate sheets easier to understand and not so confusing as last year!



Pre Paid Advertising/ Sponsorship Packages 2013

*All Packages must be prepaid in full by February 15, 2013 in order to receive the package discount.

President's Special \$1745.00 (\$240.00 Savings)

Includes

Nine quarter page 4-color ads in the electronic *Tee to Green*
 One quarter page black/white ad in printed *Tee to Green*
 One 1/8 page black/white ad in *Membership Directory*
 Platinum Sponsorship

Half Works \$2725.00 (\$371.00 Savings)

Includes

Nine half page 4-color ads in the electronic *Tee to Green*
 One half page black/white ad in printed *September issue of Tee To Green*
 One half page 4 color ad in *Membership Directory* (front or back cover)
 Platinum Sponsorship

Mini Works \$1235.00 (\$170.00 Savings)

Includes

Nine Eighth page 4-color ads in the electronic *Tee to Green*
 One Eighth page black/white ad in printed *Tee to Green*
 One Eighth page black/white in *Directory*
 Gold Sponsorship

Pick Your Package

Combine at least 5 ads with at least \$200 in sponsorship

Example:

Four quarter page 4-color ads in the electronic <i>Tee to Green</i>	\$380
One eighth page 2 color ad in printed <i>Tee to Green</i>	\$ 95
Tournament Sponsorship	\$200

2012 Board of Directors

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If you would like to be featured in Tee To Green, please email a short biography along with 3-4 photos for our section, "Member Profiles"



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