Among several invitations, including the GCSAA Banquet on the final day, a number of the UK visitors attended a reception by the Toro Organisation and the Jacobsen International Dinner. Jacobsen's event, comprising some sixty guests, was a truly cosmopolitan affair with representatives from every country where golf is played. What is more, despite the range of nationalities and many differing languages, there seemed to be no bar to communication.

The conference began with educational seminars - almost 400 hours were offered throughout the eight days of the conference - and ended with more educational seminars, sessions and special events. Among the highlights of the conference week activities were award presentations, personal appearances of famous speakers, a huge trade show, a gala banquet with big-name entertainment, allied golf association seminars and more educational programmes.

Record Attendance

The Trade Show opened on Saturday at the Phoenix Civic Plaza. Among the 331 exhibits were 81 new exhibitors, twice as many as were on display last year in San Francisco, 317 companies exhibited their products - 74 for the first time - and in Washington, D.C., the year before, 292 exhibits were on display. The attendance record was also broken with 12,508 registrants throughout the week. Additional Educational programs were also conducted by the USGA Green Section, the National Golf Foundation (NGF) and the Sports Turf Managers Association (STMA).

An international session was also held on the opening day of the Trade Show, with speakers from China, Sweden, Japan, Mexico, the Philippines and Britain. The Association Vice-Chairman, Jack McMillan, explained the problems besetting the British greenkeepers through their various Associations and the progress that had been done to unite the profession under the BIGGA banner.

Howard Swan took the audience through the traditions of the starting point of golf on the Scottish Links and its initial development inland on the heathlands of the home country.

Our third representative, Jim Arthur, headed his presentation 'Common Sense and Technology', but rather like the Member of Parliament who fell foul to the lashing from the Rt. Hon. Winston Spencer Churchill he was somewhat 'overcome by the exuberance of his own verbosity' and incurred the wrath of at least two members of his audience.

The first, an old protagonist, Jim Wylie, from the Bay View Golf and Country Club, Toronto and secondly from Richard Fry, a British Marketing Consultant, who at one time headed the Amenity Turf Chemical Sales Division of May & Baker. Howard Swan, in his introduction to the session that the Agro-Turf Industry since the banning of DDT had produced chemicals with an even greater degree of toxicity.

However, it was a lively session to end the proceedings, but perhaps unfortunate that the audience was somewhat sparse and dominated by a substantial representation from this side of the Atlantic.

Award for Trent Jones Snr.

The newly elected Association President Donald Hearn told a full house at the annual Banquet, "I am very honoured and humbled to assume the presidency of GCSAA. This is a great time for GCSAA and its membership to grow and expand its services."

Later in the programme, NBC golf commentator Jay Randolph presented GCSAA's highest honour - the Old Tom Morris Award - to Robert Trent Jones, Snr.

He described "Trent Jones as the Beethoven of the golf world, designing one masterpiece after another". Of Ballybunion's new course, also a creation of Trent Jones, Jay Randolph quoted Golf World's writer, Peter Dobereiner in proclaiming that "I have no hesitation in proclaiming this course a masterpiece, the greatest links course in the world, and by a clear margin". Jones accepted the Old Tom Morris Award and then shared personal thoughts and concerns about the future of the game he loves so much. He believed the design of courses will be hurt tremendously if the authorities don't do something about the ball. "It's too hot (long) nowadays. These top guys are driving past the natural and designed obstacles that make skill part of golf."

Following the banquet and award presentation, Marie Osmond and the Osmond Brothers entertained the audience with a blend of pop and country and western tunes.

The next GCSAA's International Golf Course Conference and Show will be held in Houston, Feb. 1-9, 1988.

INVENTOR OF INNOVATIVE GREENS CONDITIONER HONOURED DURING GCSAA SHOW

A plaque picturing the Turf Groomer™ and commemorating its inventor, her late husband Larry, was presented to Mrs. Barbara Lloyd by Jacobsen's President, John R. Dwyer, at a special ceremony in Phoenix.

An accomplished golf course superintendent, Larry Lloyd had identified a need for improvement in his greens, said Dwyer. "He turned this need into a concept for a product and then, through experimentation and hard work over a period of several years, he perfected the idea of the Turf Groomer™ greens conditioner.

Jacobsen have the exclusive manufacturing rights to Lloyd's patented invention, with proceeds from the sale of each Turf Groomer™ going to the Lloyd estate. "It is only fitting and proper that a man's family should benefit from his hard work and ingenuity in creating such a revolutionary new product as the Turf Groomer™," said John Dwyer.

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STOURBRIDGE GOLF CLUB

March 1987

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Fred Hawtree, Martin Hawtree
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Dennenmoos 5a, 8990 Lindau-Bad, Schachen, Germany
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