Management is streamlined in new leadership lineup

LAWRENCE, Kan. — A new management structure for the Golf Course Superintendents Association of America (GCSAA) has been announced by officials of the organization.

The changes are need to allow GCSAA to reach its objective of becoming one of the finest service organizations in the nation by the end of the year, said GCSAA Chief Executive Officer Stephen F. Mona. The key changes include:

- Creation of three departments in the areas of chapter relations, career development and technical information services.
- Consolidation of public relations, government relations and publications and advertising sales functions into a single communications department.
- Merging marketing functions with management of the annual GCSAA trade show and golf championship.
- New departments

NEW DEPARTMENTS
Former manager of Pacific Rim operations Don Brethour and former Director of Education David Bishop have filled two of the three leadership roles for the new departments.

Brethour is manager of chapter/international relations, and Bishop is manager of technical information services.

A manager of career development will be named in coming months.

COMMUNICATIONS
Pat Jones, former director of development, has been appointed director of communications. He succeeds Clay Loyd, who has retired.

Christ Caldwell, former managing editor of GCSAA's Golf Course Management (GCM), has been named editor-in-chief. Terry Ostmeyer, former special projects editor for GCM, has been appointed managing editor. Marion Linsenben, former assistant editor, is associate editor.

Dr. Jeff Nus, technical editor for GCM, has assumed added duties of manager of research. Carol Hayes, former manager of communications, is manager of executive communications.

Watson to be presented Old Tom Morris Award

Watson was the recipient of the United States Golf Association (USGA) Green Section fellowship and studied under the famed Dr. Barton Musser. He returned to A&M to serve as an assistant agronomy professor and conduct turfgrass research.

In 1952, Watson left A&M to begin his career with The Toro Co. as director of agronomy. For over four decades with Toro, his research touched on nearly every aspect of turfgrass management.

Watson has received many awards, including the USGA Green Section Award (1976), the American Society of Agronomy's Agronomic Service Award (1977), GCSAA's Distinguished Service Award (1983) and the American Society of Golf Course Architects Donald Ross Award (1994).

He will be honored during the closing banquet of GCSAA's 66th International Golf Course Conference and Show, next Feb. 27, in San Francisco.

Association donates $25,000 to USGA

The Golf Course Superintendents Association of America (GCSAA) made a $25,000 contribution to the United States Golf Association's (USGA) Environmental Research Program.

During the donation presentation, GCSAA President Joseph G. Bailey said, "As we all know, golf is facing heightened environmental awareness from the media and the public."

"This awareness is creating concerns that influence the management of our existing courses and the development of new ones.

"The issue of golf and the environment is extremely vital to the future of the game," Bailey said. "The $25,000 the USGA's environmental research program should provide a better understanding of how golf courses can minimize their effects on the environment, as well as golf a solid foundation for future research. Through this donation, GCSAA is proud to be a part of these efforts."

COURSES OUTLASTING METAL GOLF SPIKES

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Yoder asked. "I don't think so. But it's sure easier on the greens. We no longer have spiked-up greens, which is tremendous."

"I saw a lot of guys' heat up last year with the wet conditions," Malloy said. "But I wore Softspikes in deplorable, wet conditions and couldn't damage the turf even if I tried. I went back to my mother ship and told my green committee, "I think I've got the trick for your spike-marked greens.""

Checking his greens one day after they had absorbed about 240 rounds, Malloy found they "looked like the they did when they were new.""They don't last as long, Malloy said, adding, ""I saw a lot of guys get beat up last year with metal spikes."" Metal spikes pull up the turfgrass runners."

"Manufacturers make their profits on the shoe, and they expect to grow, and even skyrocket if the golf shoe manufacturers climb onto the bandwagon. "Manufacturers make their profits on the shoe, not the spikes. They should have no qualms about changing over," Golden said. "I've been told by several manufacturers that they're interested and we should know more in the fall.""

Golden reported that 10 facilities now ban metal spikes, and he expects to grow, and even skyrocket if the golf shoe manufacturers climb onto the bandwagon. "Manufacturers make their profits on the shoe, not the spikes. They should have no qualms about changing over," Golden said. "I've been told by several manufacturers that they're interested and we should know more in the fall.""

Golden's group began operating Softspikes last October, and has aggressively been marketing the spikes since the end of January, he said. It began seeing success in April.

Softspikes, Inc. is located at 5800 Farrington Ave., Alexandria, Va. 22304. Telephone: 800-638-0075.