

Schedule of events for GCSAA Conference and Show

MONDAY, FEB. 10

6:30 a.m. - 6 p.m. Registration, Bookstore, Internet Café
 7:30 a.m. - 4:30 p.m. Certified Golf Irrigation Auditor (CGIA) Program
 8 a.m. - 5 p.m. One-Day and Half-Day Seminars

TUESDAY, FEB. 11

7 a.m. - 6 p.m. Registration, Bookstore, Internet Café
 8 a.m. - Noon Certified Golf Irrigation Auditor (CGIA) Program
 8 a.m. - 5 p.m. One-Day and Half-Day Seminars
 1 - 3:30 p.m. Certified Golf Irrigation Auditor (CGIA) Examination
 1 - 5 p.m. Computer Boot Camp - Getting Connected in the 21st Century
 Two-Day Seminars — Tues. & Wed., 8 a.m. - 5 p.m.

WEDNESDAY FEB. 12

7 a.m. - 6 p.m. Registration, Bookstore, Internet Café
 7:30 a.m. - 6 p.m. Voting Check-In
 8 a.m. - Noon Computer Boot Camp - Getting Connected in the 21st Century
 8 a.m. - 2:30 p.m. Certification Examination
 8 a.m. - 5 p.m. One-Day and Half-Day Seminars
 1 - 2:30 p.m. Understanding the Weather - Learn From the Experts: Presented by The Weather Channel
 1:30 - 3:30 p.m. First Tee Liaison Symposium and Facility Tour
 2:30 - 4:30 p.m. Current Issues in Golf: Taking Control of Green Speed

6:30 - 9 p.m. Opening Session/Reception

THURSDAY FEB. 13

6 - 7 a.m. Innovative Superintendent Breakfast
 6:30 - 7:30 a.m. Chapter Delegates Breakfast
 7 - 8:45 a.m. Innovative Superintendent Session I
 7 - 11 a.m. Half-Day Seminars
 7 a.m. - Noon GCSAA Dinner Show Voucher Exchange - Open to Early Bird Voucher Holders
 7:15 - 8:45 a.m. GCSAA/Golf Digest Environmental Leaders in Golf Awards Recognition Breakfast (by invitation)
 8 - 11 a.m. Distributor Preview
 8 a.m. - 5 p.m. Media Center; One-Day Seminars
 8 a.m. - 6 p.m. Merchandise Show, Bookstore
 9 - 10:30 a.m. Golf General Session
 10:30 a.m. - 2:30 p.m. Chapter Managers Session and Networking Lunch
 11 a.m. - 6 p.m. Trade Show, Silent Auction (online), Employment Center
 Noon - 6 p.m. GCSAA Dinner Show Voucher Exchange - Open to All Voucher Holders
 1 - 2 p.m. Communications Education Module - Media Relations and Hosting a Professional Golf Event
 2 - 3 p.m. Communications Education Module - Media Interviewing Strategies
 2:30 - 4:30 p.m. Current Issues in Golf: The Americans With Disabilities Act and Golf Courses: What You Need to Know
 3 - 4 p.m. Communications Education Module - Crisis Communications Strategies
 3 - 4:30 p.m. A Women-Led Forum About

Success: Carpe Diem - Seize the Day!
 3 - 5 p.m. Student Chapter Forum

FRIDAY FEB. 14

6 - 7 a.m. Innovative Superintendent Breakfast
 7 - 8:45 a.m. Innovative Superintendent Session II
 7 a.m. - 6 p.m. Registration, Internet Café, GCSAA Dinner Show Voucher Exchange - Open to All Voucher Holders
 8 - 10 a.m. Annual Meeting and Election
 Recovering from the Unexpected: Presented by the American Society of Golf Course Architects
 The Challenging Role of the Club General Manager: Presented by the Club Managers Association of America
 8 a.m. - 5 p.m. Media Center
 8:30 - 11:30 a.m. 9th Annual Collegiate Turf Bowl Competition
 9 - 5 p.m. Merchandise Store, Bookstore, Trade Show - All Registrants, Employment Center
 10 a.m. - Noon United States Golf Association Green Section Education Program: Fifty Years of Lessons Learned
 Noon - 1:30 p.m. Certification Luncheon and Business Meeting (by invitation)
 1 - 5 p.m. Exploring a Career as General Manager: Presented by the Club Managers Association of America
 Remodeling University: Presented By the American Society of Golf Course Architects; Student Seminar: Student Internships - Getting on the Course
 1:30 - 3:30 p.m. Career Development General Session - The Art and Science of Customer Service: How You Can Make an Impact at Your Golf Course
 2 - 3 p.m. Facing the 21st Century Chal-

lenges of Golf and the Environment: Presented by Audubon International; Golf Industry Key Indicators: Presented by the National Golf Foundation

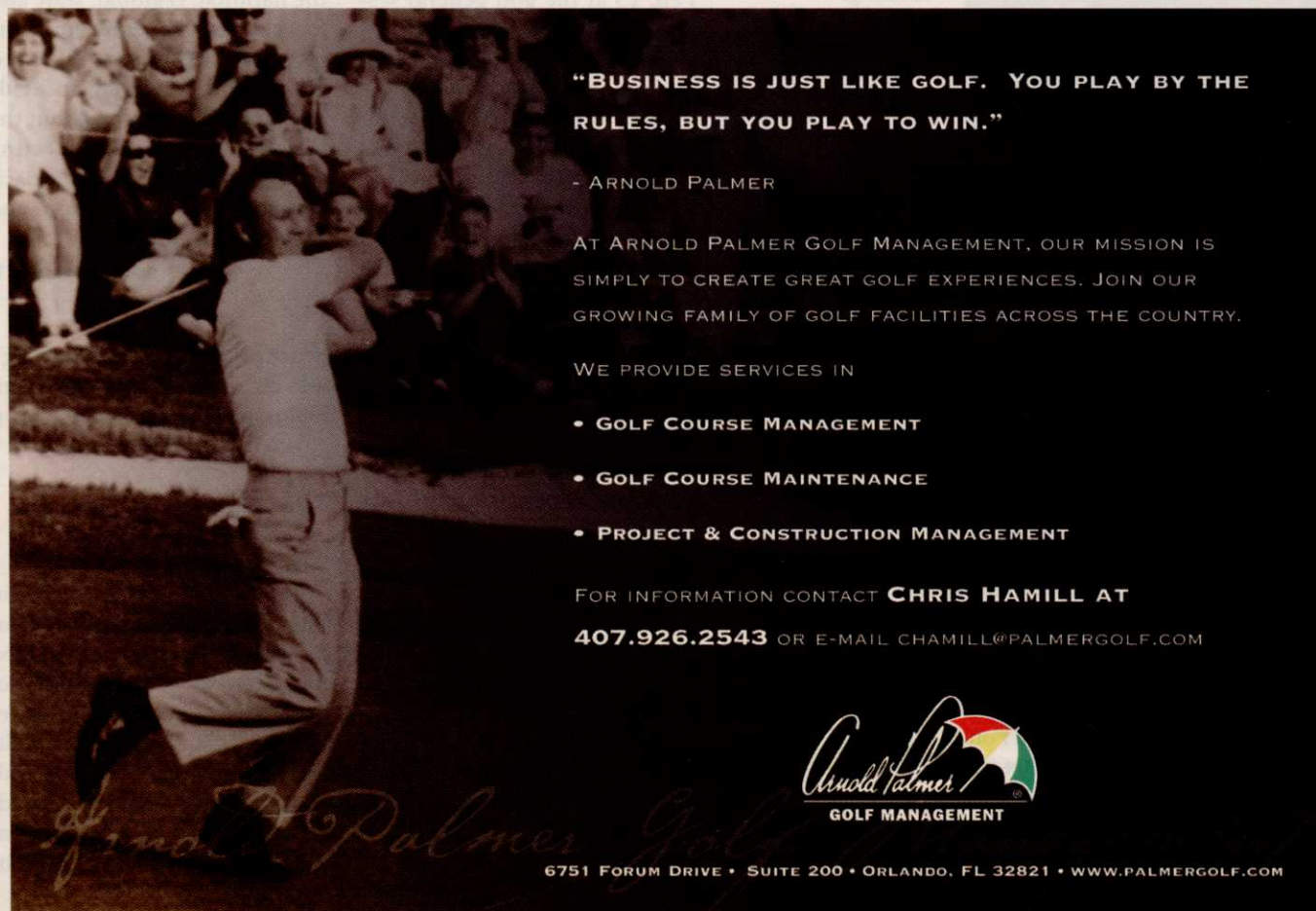
2 - 4 p.m. Chapter Newsletter Editors Session

12th Annual Zoysia Forum: Presented by the American Zoysiagrass Association
 Tree Care Tactics for the Golf Course Superintendent: Presented by The International Society of Arboriculture

Auditing Golf Course Irrigation Systems: Presented by the Irrigation Association
 Tips and Tricks to Help Achieve Ideal Agronomic and Technical Mower Setup
 5 - 6 p.m. Student Reception

SATURDAY FEB. 15

6:30 - 7 a.m. Research Breakfast
 7 - 9:30 a.m. Research Session - Science for the Golf Course: Making Your Job Easier
 8 - 9 a.m. Communications Education Module - Newsletter/Article Writing Strategies, Prayer Breakfast
 8 a.m. - 2 p.m. Media Center, Registration, Internet Café
 8 a.m. - 2:30 p.m. Certification Re-examination
 9 a.m. - 10 a.m. Communications Education Module - Public Speaking Strategies, Current Issues in Golf: Preparation for Major Golf Events
 9 a.m. - 2 p.m. Merchandise Store, Bookstore, Tradeshow (complimentary registration - today only), Employment Center, Silent Auction (online)
 10 a.m. - Noon Education Session - Golf Course Management I
 12:30 - 2:30 p.m. Education Session - Golf Course Management II
 1 - 5 p.m. Half-Day Seminar
 6 - 11 p.m. GCSAA Dinner Show



"BUSINESS IS JUST LIKE GOLF. YOU PLAY BY THE RULES, BUT YOU PLAY TO WIN."

- ARNOLD PALMER

AT ARNOLD PALMER GOLF MANAGEMENT, OUR MISSION IS SIMPLY TO CREATE GREAT GOLF EXPERIENCES. JOIN OUR GROWING FAMILY OF GOLF FACILITIES ACROSS THE COUNTRY.

WE PROVIDE SERVICES IN

- GOLF COURSE MANAGEMENT
- GOLF COURSE MAINTENANCE
- PROJECT & CONSTRUCTION MANAGEMENT

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What to do in Atlanta

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Atlanta Cyclorama
 800 Cherokee Ave.
 404-624-1071

There are only three surviving cycloramas, and this one, built in 1921, is said to be the best of them. The Atlanta Cyclorama depicts a painting of the Civil War's Battle of Atlanta, which cost 12,000 American lives. The Cyclorama also hosts a small museum of Civil War memorabilia.

Historic Oakland Cemetery
 248 Oakland Ave. SE
 404-688-2107

The Historic Oakland Cemetery, established in 1850, is Atlanta's oldest cemetery. The cemetery includes the graves of well-known names, such as Margaret Mitchell and Robert Tyre (Bobby) Jones, and a collection of artwork, from Victorian and Greek Revival to Neo-classical, Gothic and Egyptian. Since the cemetery was established when society was segregated, it's divided into several sections: African-American section, Confederate section and Jewish section.