

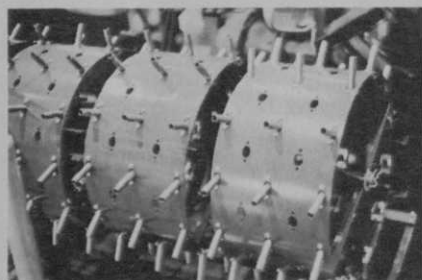
Superintendents Talk Business



Will Oller (left), general sales manager for Container Development Corp., with John Legrand, regional sales manager.



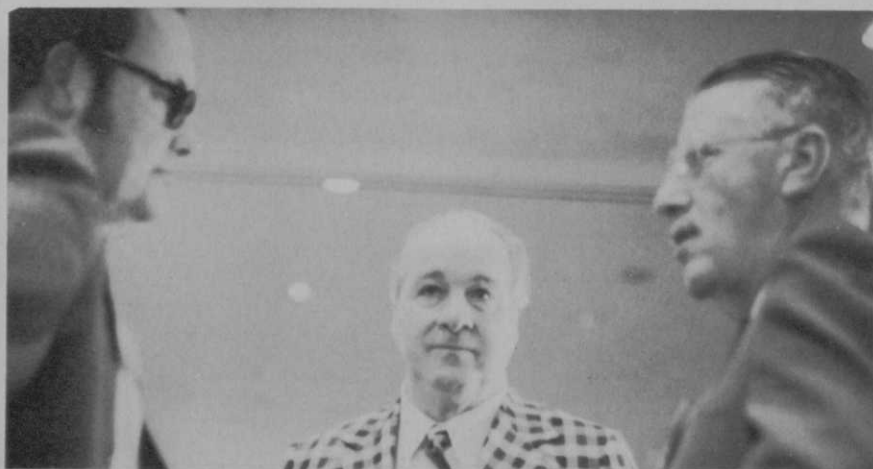
The 1975 GCSAA Executive Committee — Back row, from left, Theodore W. Woehrl, Oakland Hills Country Club, Birmingham, Mich.; L. D. Haines, Denver Country Club; Charles Baskin, Country Club of Waterbury, Conn.; Gordon Witteveen, Board of Trade Country Club, Woodridge, Ontario, Canada; Charles H. Tadge, Mayfield Country Club, South Euclid, Ohio; Richard W. Malpass, new vice president, Riverside Golf and Country Club, Portland, Ore.; front row, Melvin B. Lucas, Jr., Garden City Golf Club, Garden City, N.Y.; Palmer Maples, Jr., The Standard Club, Atlanta, new president; and George Cleaver, Chestnut Ridge Country Club, Lutherville, Md.



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Practice green hole markers from Par Alde Products Co.



Michigan State's James Beard (left), with Hugh Swink of Kalo Labs, and Ted Lewton of PBI-Gordon Corp.

A revamped educational program and one of the most complete equipment displays ever highlighted the 46th Annual Golf Course Superintendents Assn. of America International Turfgrass Conference and Show held last month in New Orleans.

Total attendance for the show was 4,899, as compared to last year's totals of 5,086. However, there were more superintendents this year, 1,384, as compared to 1,250 last year. The big drop was in number of exhibitors, from 1,762 to 1,317 this year. Palmer Maples Jr., of the Standard Club, Atlanta was elected president. New vice president is Richard W. Malpass, of Riverside Golf and Country Club, Portland, Ore., and continuing in the post of secretary-treasurer is George Cleaver, Chestnut Ridge Country Club, Lutherville, Md.

Biggest turnouts for the educational sessions were for the discussions on the general manager concept, and a look at the coming year's fertilizer situation. Speaking for the GCSAA on the fertilizer panel was outgoing president Charles Baskin. Baskin said the reconciliation of use of fertilizer for golf courses against hunger problems throughout the world is an emotionally charged issue, that needs an example, and

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that the golf course and its maintenance has become this.

George Osburn of Hercules, Inc. gave the fertilizer view from industry. He said prices will continue to rise, but there will be some leveling off, and rises of greater than 10 percent are not foreseen. He said the key for the superintendent is management of the fertilizer he does have — getting soil tests and using the minimum amount needed for the job. John Jackman, superintendent at Medinah Country Club in Illinois, suggested that superintendents might be doing less grooming in the coming years due to high fertilizer costs. Michigan State's Dr. James A. Beard said researchers are in the best position they have ever been — with better men and better funding — to handle development of better soil analysis and interpretation for the most judicious use of fertilizer.

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Top: Don Stinson (left) of Club Car with Bill Adams of Topeka; Bottom: Mike Riley (left) of Hahn, Inc.



Harley-Davidson national field sales manager Jerry Langlois with customers.



Jack Hanson, superintendent at Crystal Lake Country Club in Illinois, at the E-Z-Go exhibit.



Ray McMicken of B. Hayman Co., Inc., Santa Fe Springs, Calif., a leading distributor of turf maintenance equipment.

Easily the most spirited discussion of the conference took place at the session that dealt with the general manager concept. Jerry Claussen, National Golf Foundation consultant, explained different approaches to the concept. Bob Williams of Bob O'Link Golf Club in Highland Park, Ill., spoke against

the idea, and retired Dallas Country Club general manager John Outland spoke for the concept. In months to come, most agree that this will be an issue that will have more attention focused on it, and many superintendents got the background at this session they will need for a useful discussion of the issue. Many superintendents at the session spoke out for and against the

general manager concept — mostly against.

Tradition squeezed back into the show Wednesday morning as B. Hayman Co., Inc., distributors of turf maintenance equipment, sponsored its "Champagne Breakfast" for certain West Coast and Hawaiian users of Jacobsen equipment. Russ McMicken hosted 11 Hawaiian superintendents at the show. □



Clockwise, from upper left: Standard Golf Co. asst. sales manager Steve Burrell with Standard girl Barb; Royer Foundry and Machine Co.'s C. J. Otto (left) with Harold Croom; Bunton Co.'s Tom Jeffries (center) with a customer; Dr. D. B. Pfeleiderer (left), head of Country Club's Professional Div., with Curtis Overton; Mallinckrodt's Stan Frederiksen (third from left) with Art Martson (left) of Seattle, Tom Baltz, of Portland, and Robert Johnson, of Orland Park, Ill.; Jacobsen's Ned Brinkman (right), with James Selgfrelid of Cincinnati (left) and Peter Miller, superintendent at Firestone Country Club in Akron, Ohio; GOLFDOM's Joe Graffls (right) with Par Aide President J. S. Garske (center); Fore-Par's President Kelth A. Neal (right) with one of his representatives, Scott Gudmundson; Smithco's Wade Herren (right) with a customer; and Hercules' George Donahue at the Hercules exhibit.

