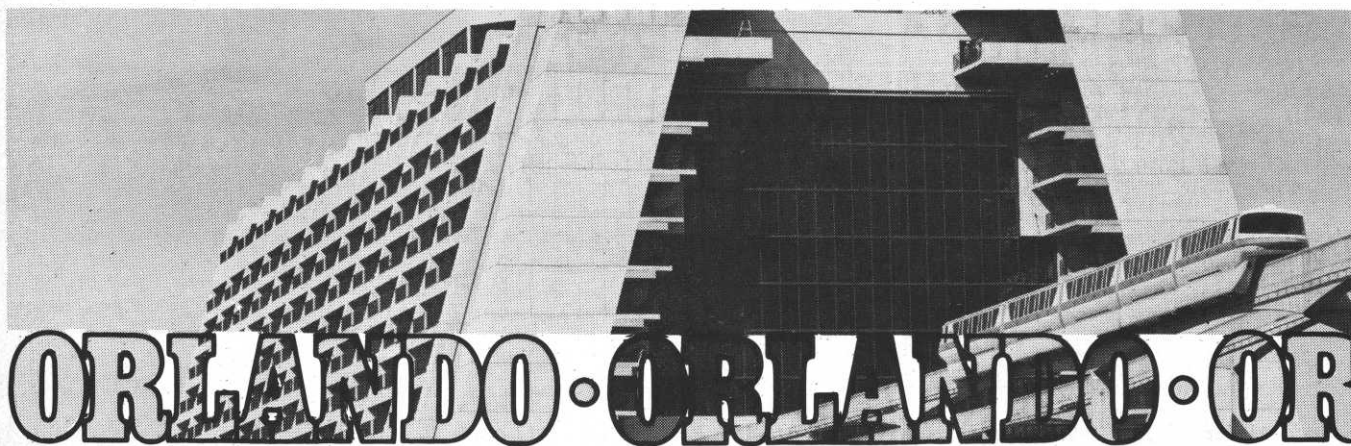


SHOW PREVIEWS



For the second year in a row, the PGA holds its annual Merchandise Show in what is becoming its permanent temporary home, the Contemporary Hotel at Disney World in Orlando, Fla.

The dates of Jan. 25-28 promise to bring forth a bigger show than a year ago and according to the PGA, things should run a lot smoother than the Orlando inaugural of '75. Nobody knows for sure how many professionals will show up in the sunshine this month and that might be the biggest surprise this outing might offer.

When the decision to return to Orlando again was made, there were some rumblings among the rank-and-file pros around the nation that having the show at Disney World for a second time was a mistake, but

no one seemed to have a viable alternative.

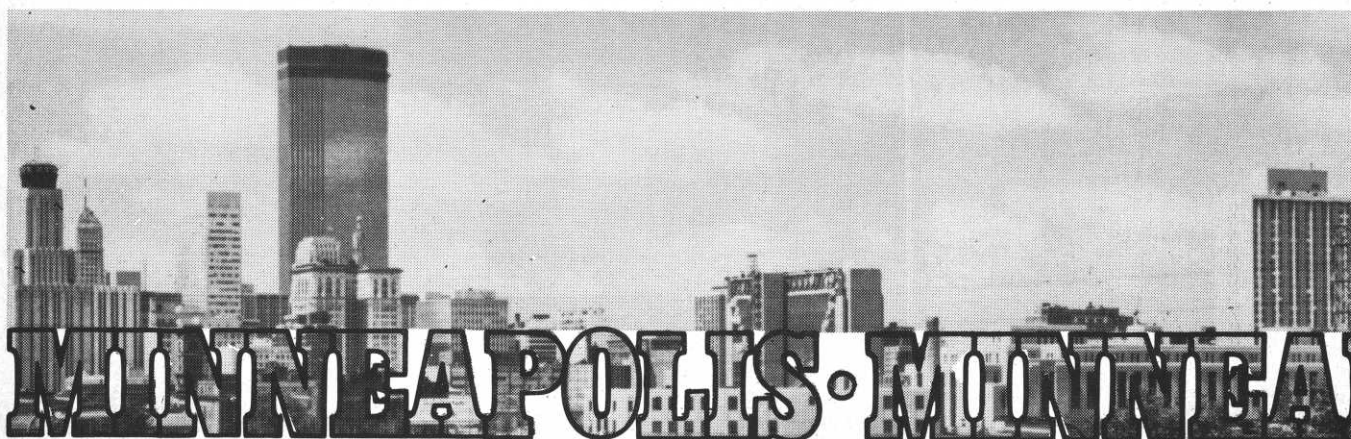
Affects on attendance this year will be measured after the show on whether there were many repeat professionals from the '75 show. With the high prices of Disney World still in evidence, many pros who came last year may not travel south again because the novelty of the Magic Kingdom has worn off for them and their families.

From the exhibitors' point of view, things look optimistic for the show no matter how many pros arrive in Orlando. According to Golf Manufacturers and Distributors Association president Wally Phillips, the Merchandise Show will run better this time around, since his group and the PGA members know

the territory a little better than they did a year ago.

The mild show controversy that reigned last winter was over the utilization of the north annex to the Contemporary and how smaller firms were assigned those positions out of the traffic flow of the main building. This year the PGA has changed the setup somewhat with adequate traffic plans through the annex and allowing those exhibitors extended hours till 7 p.m., two hours more than those in the main area.

Phillips also noted that the north annex would offer several "traffic builders" to that area with several special events including a style show, a Paul Hahn exhibition and a clinic conducted by top tour pros. Indications are that the PGA Show



will be a sell-out once again as far as exhibiting space is concerned.

If anything is certain about the GCSAA's 47th International Turfgrass Conference and Show Feb. 8-13, it's that the serious business of the nation's superintendents will be surrounded with the cold, winter air of Minneapolis.

The theme of this year's show is "A Spirit of Progress" and the GCSAA plans to follow the success of last season's New Orleans show through this one. As always, the emphasis will fall on education and the general betterment of the working superintendent through a number of comprehensive seminars. Nearly 70 speakers will handle topics ranging from the standard problems of turfgrass management to how to deal with a salesman.

Optimism is tuned toward an upswing in superintendents attending because of Minneapolis' central location, as opposed to last winter's southern site.

Election of officers and the annual membership meeting is set for Wednesday, Feb. 11, at 2 p.m. The organization's annual banquet and dance will be Thursday evening at 7:30 p.m. in the main ballroom of the Radisson Hotel, official GCSAA Headquarters during the show week.

Once again the conference is expected to have its usual international flair with registrants from England, South Africa, France, Sweden, New Zealand and West Germany coming to the midwest. Hosting the national conference will fall on the shoulders of the Minne-

be in front of the club managers in attendance. Only one executive position is up for a vote and with only one candidate. Richard Worthington of the Commerce Club of Atlanta is the lone name on the ballot for secretary-treasurer.

At least three and possibly four directors positions are up for grabs among: Donald Beaver, Philadelphia Country Club; George Burton, Oak Ridge Country Club, Hopkins, Minn.; Gene Gilmartin, Cleveland Yachting Club; Bob Hedges, Arlington Club, Portland; Thomas McDonough, Spokane Country Club; Fred Seitz, Jr., Oakmont Country Club, Pa.; C. C. "Doc" Watson, Sunset Ridge Country Club, Northbrook, Ill.; and Richard Welch, Turf Valley Country Club, Ellacott City, Md.



Featured as the keynote speaker on Feb. 9 will be Phillips Petroleum Company executive Jim Gillie on the positive aspects of the free enterprise system. A variety of comprehensive sessions on the business will be conducted throughout the span of the show. Included among the topics are: car paths and maintenance, landscaping, golf course buildings, course preparations, business management and the ever-popular "Thinking Superintendent" seminars.

With a floor in excess of 42,000 square feet, the Minneapolis Auditorium and Convention Hall will allow ample space for more than 115 exhibitors that will be showing their wares to the GCSAA membership.

GCSAA officers are hopeful that total attendance will increase over last February's disappointing 4,899 total, compared to 5,086 in '74.

sota GCSAA and its president, Rich Rannells and vice president, Dean Sime.

Hoping for a record crowd in excess of 1,600, the Club Managers Association of America opens its 49th annual conference at the Washington, D.C., Hilton Hotel, Feb. 11-14.

Paul Gomez, CMAA Director of Education, told GOLFDOM the conference emphasis will once again dwell heavily on education. Eight seminars are slated for the program including: "Keeping Pace with Tomorrow"; "How to Get Things Done Through People"; "Club Publications"; "Members Fragile: Handle With Care"; "Does Your Management Style Turn People Off?"; "Foods of America"; "Human Relations at Work" and "Party Themes".

The annual focus on election of new directors and officers will also

An extensive program for spouses and children of the managers will also be included, highlighted by a tour with a Bicentennial flavor available for the children. Included on the tour's stops are visits to the new Federal Bureau of Investigation, Mount Vernon, the Supreme Court, the Smithsonian Institute, the Tomb of the Unknown Soldier, a meeting with congressmen and a tribute to Abraham Lincoln.

Even with all the effort put into the Washington convention, CMAA plans are already underway for the 50th anniversary gathering in Chicago Feb. 6-13 at the Conrad Hilton Hotel. Along with the serious tone of the Washington conference, CMAA President John Simmons and his forces are already thinking about the approach of the organization's half century in operation. □