golf business
1978 calendar
roster of national, regional and international associations

AMERICAN SEED TRADE ASSOCIATION
Turfgrass Division
1030 15th St. NW.
Washington, DC 20005
202/223-4080
Dr. Harold D. Loden, Executive Vice President

AMERICAN SOCIETY OF GOLF COURSE ARCHITECTS
221 N. LaSalle St.
Chicago, IL 60601
312/372-7090
Paul Fullmer, Executive Secretary

AMERICAN SOD PRODUCERS ASSOCIATION
Association Bldg.
9th & Minnesota
Hastings, NE 68901
402/463-5691
Bob Carey, Executive Director

CANADIAN GOLF SUPERINTENDENTS ASSOCIATION
698 Weston Rd., Suite 32
Toronto M6N 3R9 Canada
416/776-2550

CANADIAN PROFESSIONAL GOLFERS’ ASSOCIATION
59 Berkeley St.
Toronto M5A 2W5 Canada
416/368-6104
Dave Zink, Executive Director

CENTRAL PLAINS TURFGRASS FOUNDATION
Kansas State University
Manhattan, KS 66506
913/532-6011

CLUB MANAGERS ASSOCIATION OF AMERICA
7615 Winterberry Pl.
Washington, DC 20034
301/229-3600
Horace Duncan, Executive Director

FLORIDA TURFGRASS ASSOCIATION
903 Lee Rd.
Orlando, FL 32810
305/425-1581
Mrs. Nona Murphy, Executive Secretary

GOLF BALL MANUFACTURERS ASSOCIATION
200 Castlewood Dr.
North Palm Beach, FL 33408
305/842-4100

GOLF COURSE BUILDERS OF AMERICA
725 15th St., NW.
Washington, DC 20005
202/638-2555
Harry J. Lambeth, Executive Director

GOLF COURSE SUPERINTENDENTS ASSOCIATION OF AMERICA
1617 St. Andrews Dr.
Lawrence, KS 66044
913/641-2240
Conrad L. Scheetz, Executive Director

GOLF PRODUCT MANUFACTURERS ASSOCIATION
200 Castlewood Dr.
North Palm Beach, FL 33408
305/842-4100

GOLF WRITERS ASSOCIATION OF AMERICA
1720 Section Rd., Suite 210
Cincinnati, OH 45237
513/861-4400
Bob Rickey, Secretary

THE INTERNATIONAL TURFGRASS RESEARCH SOCIETY
Dept. of Crops & Soils
Texas A&M University
College Station, TX 77840
Dr. J. B. Beard

THE IRRIGATION ASSOCIATION
13075 Connecticut Ave.
Silver Spring, MD 20906
301/871-2000
Walter D. Anderson, Executive Secretary

LADIES PROFESSIONAL GOLF ASSOCIATION
919 Third Ave.
New York, NY 10022
212/751-8181
Ray Volpe, Commissioner

MIDWEST REGIONAL TURF FOUNDATION
Dept. of Agronomy
Purdue University
West Lafayette, IN 47907
765/49-2891
William H. Daniel, Executive Secretary

NATIONAL ASSOCIATION OF GOLF CLUB MANUFACTURERS
200 Castlewood Dr.
North Palm Beach, FL 33408
305/842-4100

NATIONAL ASSOCIATION OF PUBLIC GOLF COURSES
c/o Don Rossi
200 Castlewood Dr.
North Palm Beach, FL 33408
305/844-2500
roster of national, regional and international associations

NATIONAL CLUB ASSOCIATION
1129 20th St., NW.
Washington, DC 20036
202/466-8424
Gerald Hurley, Executive Director

NATIONAL GOLF FOUNDATION
200 Castlewood Dr.
North Palm Beach, FL 33408
305/844-2500
Don A. Rossi, Executive Director

NATIONAL RECREATION & PARKS ASSOCIATION
1601 N. Kent St.
Arlington, VA 22209
703/525-0606
John Davis, Executive Director

NATIONAL RESTAURANT ASSOCIATION
One IBM Plaza
Suite 2600
Chicago, IL 60611
312/787-2525

NATIONAL SPORTING GOODS ASSOCIATION
717 North Michigan Ave.
Chicago, IL 60611
312/944-0205
G. M. Shutt, Executive Director

NATIONAL SWIMMING POOL INSTITUTE
2000 K St. NW.
Washington, DC 20006
202/331-8844
Robert H. Steel, Executive Director

PROFESSIONAL GOLFERS' ASSOCIATION OF AMERICA
804 Federal Hwy.
P.O. Box 12458
Lake Park, FL 33403
305/849-3481
Mark Cox, Executive Director

PGA TOURNEMENT PLAYERS' DIVISION
5101 River Rd.
Washington, DC 20016
301/996-1550
Deane R. Beman, Commissioner

SOUTHERN TURFGRASS ASSOCIATION, INC.
Mississippi State University
State College, MS 35782
601/325-6161
Dr. Euel Coats

SPORTING GOODS MANUFACTURERS ASSOCIATION
200 Castlewood Dr.
North Palm Beach, FL 33408
305/844-4100
Arthur W. Goettler, Executive Secretary

TURFGRASS RESEARCH FOUNDATION
101 Park Ave.
New York, NY 10017
Arden Jacklin, President

UNITED STATES GOLF ASSOCIATION
Golf House
Far Hills, NJ 07931
201/234-2300
P. J. Boatwright, Jr., Executive Director

USGA GREEN SECTION
P.O. Box 1237
Highland Park, NJ 08904
201/572-0456
Alexander M. Radko, National Director

NATIONAL GOLF FOUNDATION REGIONAL DIRECTORS

David B. Hueber
3343 Ridgeway Square
Memphis, TN 38139
901/365-6909

Joe Much
938 Alberta Ave., East
Monmouth, OR 97361
503/838-0136

E. J. Palmer
9103 East Bay Village
Middleton, RI 02840
401/849-5045

Larry Smith
2413 Timbercrest Circle, West
Clearwater, FL 33515
813/793-5714

Fred Stewart
3563 Canterbury Lane East
Lafayette, IN 47905
317/474-0027

Syl Wagasky
527 Williamsburg Lane
Odenton, MD 21113
301/674-6098

Club Management Consultant
Gerald V. Marlatt
435 Deerfield Rd.
Deerfield, IL 60015
312/945-5182

USGA GREEN SECTION REGIONAL OFFICES

Northeastern Region
Stanley J. Zontek
P.O. Box 1237
Highland Park, NJ 08904
201/572-0440

Southern Region
James B. Moncrief
P.O. Box 4213, Campus Station
Athens, GA 30601
404/548-2741

Mid-Atlantic Region
William G. Buchanan
7124 Forest Hills Ave.
Suite M
Richmond, VA 23225
804/272-5553

Mid-Continent Region
Carl Schwartzkopf
P.O. Box 592
Crystal Lake, IL 60014
815/459-3731

Western Region
William H. Bengayfield
222 Fashion Ln.
Suite 107
Tustin, CA 92680
714/544-4411
# January 1978 Calendar

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<td>3-4</td>
<td>Tennessee Turfgrass Conference, Music City Radway Inn, Nashville</td>
<td>6-9</td>
<td>PGA Workshop, USGA Rules &amp; Tournament Management, Orlando</td>
<td>5-8</td>
<td>Joe Garagiola Tucson Open, Tucson (Ariz.) National GC</td>
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<td>9-13</td>
<td>PGA Private Club Pro Seminar, San Diego</td>
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<td>16th Annual North Carolina Turfgrass Conference, Wilmington</td>
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<td>PGA Workshop, Teaching &amp; Playing, Orlando</td>
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<td>Bing Crosby National Pro-Am, Pebble Beach GC, Spyglass Hill GC. Cypress Point GC, Pebble Beach, Calif.</td>
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<td>15-19</td>
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<td>United States Golf Association, Annual Meeting, Mark Hopkins Hotel, San Francisco</td>
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<td>26-29</td>
<td>Andy Williams San Diego Open, Torrey Pines CC, San Diego</td>
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<td>Colgate Trojan Classic, Mission Hills CC, Palm Springs</td>
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<td>PGA Business School II, Galloway Gardens</td>
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<td>29-29</td>
<td>National Sporting Goods Association, Astrodome, Houston</td>
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<td>PGA Workshop, Club Repair &amp; Custom Fitting, Orlando</td>
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<td>Southern Turfgrass Conference &amp; Show, Broadwater Beach Hotel, Biloxi-Gulfport, Miss.</td>
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- **December 1977**
  - January 1978 Calendar

- **February 1978**
  - Standard Golf Palmedo

- **Advertisements**
  - Velsicol
  - Titleist
  - Mastercard
  - Tretorn Golf
  - Do Fini
  - Moody Batteries
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<td>2 — Golf Course Superintendents Association of America, 49th International Turfgrass Conference &amp; Show, Convention Center, San Antonio</td>
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<td>3 — Club Managers Association of America, 51st Annual Conference &amp; 1st Annual Exposition, Century Plaza, Los Angeles</td>
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<td>4 — Golf Course Builders of America, Annual President's Dinner, Hilton Hotel, San Antonio</td>
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<td>5 — Bob Hope Desert Classic, Bermuda Dunes CC, La Quinta CC, Indian Wells CC, Palm Springs</td>
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<td>6 — PGA Workshop, Club Repair &amp; Custom Fitting, San Antonio</td>
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<td>7 — PGA Seminar for Daily Fee Facility Pros., Sacramento</td>
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<td>8 — PGA Seminar, General Club &amp; Course Management, Columbus, Ohio</td>
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<td>9 — Bob Hope Desert Classic, Bermuda Dunes CC, La Quinta CC, Indian Wells CC, Palm Springs</td>
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<td>10 — American Cancer Society Classic, Kendale Lakes CC, Miami</td>
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<td>11 — PGA Business School, Dallas, Texas</td>
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<td>12 — American Soc. Producers Association, Mid-Winter Conference, Nassau Beach Hotel, Bahamas</td>
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**January 1978 Calendar**

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**February 1978 Calendar**

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# March 1978 Calendar

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<td>Feb. 26-Mar. 3 — American Society of Golf Course Architects, Annual Meeting, Carefree Inn, Phoenix</td>
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<td>2-5 — Florida Citrus Open, Rio Piner CC, Orlando</td>
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<td>Feb. 26-Mar. 3 — PGA Business School 1, Milwaukee</td>
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<td>Feb. 27-Mar. 1 — Iowa Turfgrass Conference, Des Moines</td>
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<td>Feb. 27-Mar. 2 — Canadian Professional Golfers Association, Annual Executive Management Seminar, Humber College, Toronto</td>
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<td>Feb. 27-Mar. 3 — PGA Seminar for Daily Fee Facility Pros, Indianapolis</td>
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<td>5-10 — PGA Business School 1, Syracuse</td>
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<td>9-12 — Doral-Eastern Open, Doral CC (Blue C), Miami</td>
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<td>6-8 — Canadian Golf Superintendents Association, 29th Annual Canadian Turfgrass Show, Hotel Toronto, Toronto</td>
<td>6-9 — PGA Workshop, USGA Rules &amp; Tournament Management, Houston</td>
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<td>9-12 — Suncoast Classic, Rancho Park GC, Los Angeles</td>
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<td>27-Apr. 1 — PGA Business School II, Cypress Creek, Fla.</td>
<td>28-Apr. 2 — PGA Business School 1, Orlando</td>
<td>28-30 — The Irrigation Association, Turf Short Courses, Management Education Center, Troy, Mich.</td>
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<td>30-Apr. 2 — Greater Greensboro Open, Forest Oaks CC, Greensboro, N.C.</td>
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**February 1978**

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**April 1978**

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4-7 — Byron Nelson Golf Classic, Preston Trail GC, Dallas.
4-7 — Women’s International, Moss Creek Plantation, Hilton Head Island, S.C.

11-14 — Colonial National Invitational, Colonial CC, Fort Worth, Tex.
12-14 — Greater Baltimore Golf Classic, Pine Ridge CC, Lutherville, Md.

16-21 — Memorial Tournament, Muirfield Village GC, Dublin, Ohio.
18-21 — 78 LPGA Coca-Cola Classic, Fortgate CC, Jamestown, N.D.

21-24 — National Restaurant Association, Restaurant Hotel/Motel Show, McCormick Place, Chicago

25-28 — Atlanta Classic, Atlanta CC.
June 1978

1-4 — Kemper Open, Quail Hollow CC, Charlotte, N.C.
1-4 — Peter Jackson Classic, St. Georges GC, Toronto, Canada

8-11 — Danny Thomas Classic, Colonial CC, Memphis
8-11 — LPGA Championship, Jack Nicklaus Golf Center, Kings Island, Ohio

15-18 — U.S. Open, Cherry Hills CC, Denver
16-18 — Bankers Trust Classic, Locust Hill CC, Rochester, NY

22-25 — Canadian Open, Glen Abbey CC, Oakville, Ontario

25-29 — American Seed Trade Association, Annual Convention, Crown Center Hotel, Kansas City, Mo.

29-Jul. 3 — Western Open, Butler National GC, Oak Brook, Ill.

17-20—American Express-Westchester Classic, Westchester CC, Harrison, N.Y.
13-16—World Fertilizer Conference, St. Francis Hotel, San Francisco


28-Oct. 1—World Series of Golf, Firestone CC (South Course), Akron, Ohio
October 1978

15-16—Michigan Section PGA, Merchandise Show, Long's Convention Center, Lansing
15-18—Florida Turfgrass Association, Conference & Show, Sheraton Towers, Orlando
15-19—National Recreation & Parks Association, Annual Meeting, Convention Center, Miami Beach

29-Nov. 1—The Irrigation Association, Annual Meeting, Cave Creek Hotel, Palm Springs, Calif.
5-7—Ohio Turfgrass Conference & Show, Columbus

11-14—Professional Golfers' Association of America, Annual Business Meeting, The Omni, Atlanta