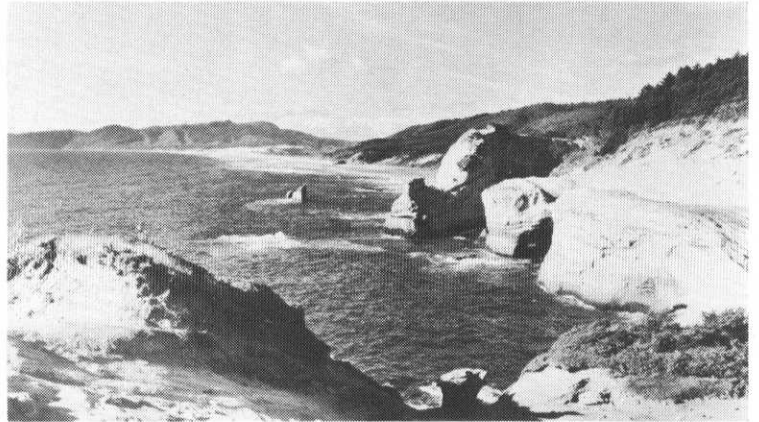


# GCSAA: North by northwest to Portland



*Superintendents at the GCSAA show will spend most of their time in the Memorial Coliseum (left), but the rugged Pacific Coast is an interesting and beautiful place to visit in the off-hours.*

Portland, Ore., in the scenic Pacific Northwest will host the 48th annual International Turfgrass Conference and Show, sponsored by the Golf Course Superintendents Association of America. More than 150 manufacturers and distributors will show their wares from 9:00 a.m. to 5:00 p.m. Tuesday and Wednesday, February 8 and 9, and from 9:00 a.m. to 4:00 p.m. on Thursday, February 10. Monday, February 7, is Distributors' Day; from noon to 5:00 p.m., manufacturers can show their exhibits to their dealers and distributors before the show is opened to the public.

More than 5,000 GCSAA members and others involved in turfgrass management are expected to attend the convention.

At this time, the biggest news about the show is that exhibitors will, for the first time, be allowed to sell their products or take orders on the floor of the exhibit hall. This has been made possible by the Tax Reform Bill recently signed into law by President Ford.

This year's exhibits of turfgrass equipment and supplies will occupy 100,000 square feet of floorspace at the modern Memorial Coliseum in downtown Portland. To locate individual manufacturers and suppliers, see the guide to GCSAA exhibitors on page 43 of this magazine. We hope you will stop at booths 238-239 and meet the staff of GOLF BUSINESS.

## Programs & Seminars

A strong program of educational seminars will augment the exhibits at the GCSAA meeting. Four pre-conference seminars will be offered on Saturday and Sunday, February 5 and 6: "Landscape I — Principles of landscape design," "Pesticide I — Principles of chemical usage," "Management II — Leadership, motivation, and employee relations," and "Turf nutrition I — Principles of fertilizer usage." Each will last the two days, and the \$50/member or \$70/nonmember price includes lectures, reference materials, optional examination, refreshment breaks, and two luncheons.

The CGCS (Certified Golf Course Superintendent) examination will be given on Sunday, February 6, to those who have already applied and qualified for it.

The formal conference program will open Monday morning with the keynote address by Heywood Hale Broun, CBS sports essayist. His topic will be "The role of big games in society."

The education program continues with a choice of from six to 18 speakers each session Monday and Tuesday afternoons, Wednesday morning, and both morning and afternoon on Thursday.

The annual business meeting is Wednesday afternoon.

photos courtesy Portland Chamber of Commerce



TOP: Portland skyline as seen from the east shore of the Willamette River. BOTTOM: Mt. Hood is visible from practically everywhere in and around Portland, including its many golf courses. Shown is the Hood River Golf Course.

### Tours

The Oregon Seed Council will sponsor a tour of area grass seed producers on Friday, February 11. Buses will leave the exhibit hall at 9:00 a.m. and return about 2:00 p.m. Stops on the tour will include seed fields and turf plots, a seed cleaning facility, and a barbeque lunch on a sod farm. The tour is free, but make reservations at the seed tour booth before 5:00 p.m. Wednesday, February 9.

Superintendents not going on the seed tour can, for the nominal fee of \$5.00, spend Friday morning touring four golf courses in the Portland area. The host superintendents, all GCSAA members (including 1976 president Richard W. Malpass), will point out the unique aspects of their courses and discuss their current and future plans. A limited number of tickets will be available. The courses to be visited are the Portland Golf Course, Waverly Country Club, Columbia-Edgewater Country Club, and Riverside Golf and Country Club. Each offers a unique history and/or features of interest to other superintendents.

### Annual banquet

The formal conference will climax Thursday evening with the annual banquet at 7:30 p.m. in the ballroom of the Portland Hilton Hotel. It will feature entertainment by singer Cathy Johnson and comedian/singer/musician Glenn Ash, followed by dancing to the music of the Johnny Reitz Orchestra. Tickets are \$15.00 per person and can be purchased until noon Wednesday of the show.

### Ladies program

The ladies' program will begin at 11:00 a.m. Sunday morning with a slide presentation, "Here's the Northwest," in the Pavilion Room of the Hilton Hotel. The hospitality area will remain open from 8:00 a.m. to 5:00 p.m. all week.

Highlight of the program will be a day-long tour of the Oregon coast on Tuesday, including a full-course luncheon at the Inn at Otter Crest, overlooking the ocean.

# GCSAA

## GUIDE TO EXHIBITORS

| EXHIBITOR                                  | BOOTH              |
|--|--------------------|
| Advanced Drainage Systems, Inc.            | 410                |
| Advanced Engine Products                   | 166                |
| Alpine Mfg.                                | 409                |
| American Pelletizing Corp.                 | 203                |
| American Society of Golf Course Architects | 423                |
| Ametek, Inc./Plymouth Products Div.        | 208                |
| Applied Biochemists, Inc.                  | 441                |
| Aquatrols Corp. of America                 | 455                |
| Atwater Strong Div.                        | 169, 170           |
| Batrow Inc.                                | 451                |
| Bogue Electric Mfg. Co.                    | 233                |
| Briggs & Stratton Corp.                    | 236, 237           |
| Broyhill Co.                               | 321, 322           |
| Bunton Co.                                 | island 340         |
| E. F. Burlingham & Sons                    | 471, 472           |
| Causco, Inc.                               | 408                |
| Central Texas GCSA                         | main concourse     |
| Certified Laboratories, Inc.               | 356                |
| Champion Co.                               | 341, 342           |
| Ciba-Geigy Corp.                           | 306                |
| W. A. Cleary Chemical Corp.                | 142, 143           |
| Coursigns, Inc.                            | 172                |
| Cushman/OMC-Lincoln                        | island 338         |
| Dedoes Industries, Inc.                    | island 355         |
| Diamond Shamrock Corp.                     | 432, 433, 434      |
| Dotech, Inc.                               | 430                |
| Dow Chemical U.S.A.                        | 439, 440           |
| Du Pont Co.                                | 102, 103           |
| Eagle-Picher Industries                    | 135                |
| Elanco Products Co.                        | 460, 461, 462      |
| Jack Erhardt & Associates                  | 475                |
| Excel Industries, Inc.                     | island 365         |
| E-Z-Go Car/Textron Inc.                    | island 318         |
| FMC Corp.                                  | 323, 324, 325, 326 |
| Foley Manufacturing Co.                    | 335, 336           |
| Ford Motor Co.                             | island 159         |
| Fore-Par, Inc.                             | 242                |
| Gandy Co.                                  | 227                |
| GCSAA Membership & Scholarship & Research  | main concourse     |
| Giant-Vac Mfg. Inc.                        | island 156         |
| Glenmac Inc.                               | 133, 134           |
| GOLF BUSINESS                              | 238, 239           |
| Golf Course Builders of America            | 407                |
| Great Lakes Biochemical Co.                | 370                |
| Griswold Controls                          | 213, 137           |

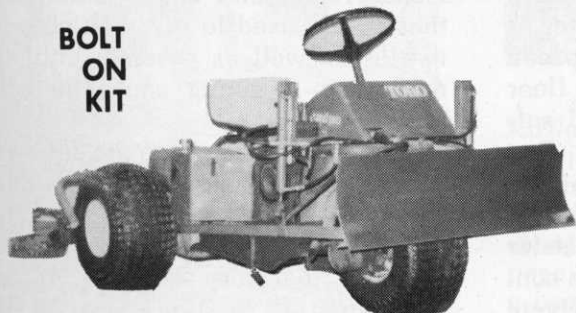
|   |                    |
|---|--------------------|
| Hahn Inc./Turf Ag Div.                          | island 160         |
| Hancor, Inc.                                    | 223                |
| AMF Harley-Davidson Motor Co.                   | island 369         |
| Harvest Business Publications                   | 238, 239           |
| Heckendorn Mfg. Co.                             | 476, 477           |
| Hercules Inc.                                   | 343, 344           |
| HMC   | 235, 248           |
| Howard Commercial Turf Equip., Inc.             | 177, 178           |
| Howard Rotavator Co.                            | 165                |
| H. D. Hudson Manufacturing Co.                  | 225                |
| ICI United States Inc.                          | 164                |
| International Harvester                         | island 339         |
| International Seeds Inc.                        | 211, 212           |
| International Spike, Inc.                       | 141                |
| Jacobsen Mfg. Co.                               | island 158         |
| Johns-Manville                                  | island 150         |
| Kay-Fries Chemicals, Inc.                       | 224                |
| Kohler Co.                                      | 215, 216/445, 446  |
| Lakeshore Equipment & Supply Co.                | 201, 202           |
| Lawnmower Parts Manufacturing Co.               | 245, 246           |
| Lebanon Chemical Corp. (Agrico)                 | 349, 350           |
| Lely Pacific Inc.                               | 119, 120           |
| LEWISystems/Menasha Corp.                       | 316                |
| Lindig Manufacturing Corp.                      | 364                |
| Linn-Benton Community College                   | 243                |
| Little Giant Industries, Inc.                   | 425                |
| Locke Manufacturing Co./div. Stellar Inds. Inc. | 175, 176           |
| Lofts Pedigreed Seed, Inc.                      | 207                |
| Mallinckrodt, Inc.                              | 453                |
| Manhattan Ryegrass Association                  | island 320         |
| Milorganite Div./Milwaukee Sewerage Commission  | 449, 450           |
| Monsanto Agricultural Products Co.              | 232                |
| Montco Products Corp.                           | 163                |
| Moody Sprinkler Co.                             | island 219         |
| Moridge Mfg., Inc.                              | 139, 140           |
| Mott Corp.                                      | 104, 105, 106      |
| F. E. Myers Co.                                 | 347, 348, 351, 352 |
| National Chemsearch                             | 167                |
| National Golf Foundation                        | 244                |
| National Mower Co.                              | 456, 457, 458, 459 |
| L. R. Nelson Corp.                              | 435, 436           |
| Northrup King & Co.                             | 362, 363           |
| Nursery Specialty Products                      | 138                |
| Occidental Chemical Co./Best Prods. Div.        | 466, 467, 468      |
| Oil Capital Valve Co.                           | 168                |
| Oil-Dri Corp. of America                        | 346                |
| Olathe Mfg. Inc.                                | 317                |
| Onan/div. of Onan Corp.                         | 437, 438           |
| Onex Industries, Ltd.                           | 251, 252           |
| Oregon Fine Fescue Commission                   | 247                |

|                                      |                    |
|--------------------------------------|--------------------|
| Oregon GCSA                          | main concourse     |
| Oregon Ryegrass/Highland Bentgrass   | 228                |
| Par Aide Products Co.                | 109, 110, 111      |
| Pargo, Inc.                          | 478, 479           |
| Penn-Gro Sales Corp.                 | 214, island 221    |
| Plant Marvel Distr. Co.              | 429                |
| Portland Community College           | 428                |
| Pumping Systems Inc.                 | 173, 174           |
| R & R Products, Inc.                 | 469, 470           |
| Rain Bird                            | island 157         |
| Rain-O-Mat Sprinklers, Inc.          | 108                |
| Rhodia Inc./Agricultural Div.        | 116, 117, 118      |
| Richway Products, Inc.               | 226                |
| Roseman Mower Corp.                  | island 368         |
| Royal Coach Sprinklers, Inc.         | 209, 210           |
| Royer Foundry & Machine Co.          | 332, 333, 334      |
| Ryan Turf Equipment/OMC-Lincoln      | island 338         |
| Safe-T-Lawn Inc.                     | island 374         |
| O. M. Scott & Sons Co.               | island 154         |
| Sioux Steam Cleaner Corp.            | 359, 360           |
| Smithco Inc.                         | island 315         |
| Snow Co.                             | 357, 358           |
| Southern Golf/Turf-Grass Times       | 171                |
| Standard Golf Co.                    | island 144         |
| Stauffer Chemical Co.                | 474                |
| Sto-Cote Products, Inc.              | 240, 241           |
| Swift Agricultural Chemicals Corp.   | 327, 328           |
| Taylor-Dunn Mfg. Co.                 | 411, 412           |
| Tee-2-Green Corp.                    | island 320         |
| Teledyne Wisconsin Motor             | 162, 206           |
| Texas Refinery Corp.                 | 107                |
| The Golf Superintendent              | 179                |
| Thompson Manufacturing Co.           | 448                |
| The Toro Co./Turf Products           | island 153         |
| The Toro Co./Irrigation Div.         | 112, 113, 114, 115 |
| Tuco/div. of The Upjohn Co.          | 329, 330, 331      |
| Turf Vac Corp.                       | 403, 404           |
| Universal Sign Systems, Inc.         | 463                |
| U.S. Golf Association Green Section  | 229                |
| USS Agri-Chemicals                   | 447                |
| Vandermolen Corp.                    | 101                |
| Vaughan-Jacklin Corp.                | 405                |
| Velsicol Chemical Corp.              | 311, 312           |
| Vermeer Manufacturing Co.            | 345                |
| Warren's Turf Nursery                | 121                |
| Weather-Matic Div./Telsco Industries | 464, 465           |
| Weather Tec Corp.                    | 406                |
| WEEDS TREES & TURF                   | 238, 239           |
| Whitney-Dickinson Seeds, Inc.        | island 320         |
| Wisconsin Marine Inc.                | 307, 308, 309, 310 |
| Yankee Engineering Co.               | 431                |
| Yazoo Mfg. Co.                       | 442, 443, 444      |
| Yeats Appliance Dolly Co.            | 473                |

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