

## Oregon stays dry for GCSAA show

The golf course tour after the 48th annual GCSAA Turfgrass Conference had been billed as an opportunity to see firsthand the way Portland-area superintendents deal with dry summers "followed by a rainy winter," but visiting superintendents ended up seeing the results of a dry summer followed by a *dry* winter as the Northwest suffered through one of the worst droughts in its history.

The 1,200+ superintendents attending the Golf Course Superintendents Association of America conference and show didn't mind, however, as they were offered a combination of mild weather, interesting exhibits, and educational seminars.

Perhaps the most revolutionary of the 165 companies' exhibits were R & R Products' electric cup cutters and TransGlide's wheelless "golf car" system. One of the most popular was T-graphics, Inc., which displayed a new line of beautiful, but relatively inexpensive, sandblasted redwood golf course signs. Many of the larger manufacturers drew crowds as well, such as Toro with its mobile service lab and Cushman/Ryan with its new greens aerator.

Sports essayist and broadcaster Heywood Hale Broun keyed the opening session of the conference, telling his audience that golf is a great game, but it should not be taken too seriously. "The pursuit of perfection is painful because perfection is unattainable.

**SCENES FROM GCSAA**  
(clockwise from upper left): The show opened a half-day early for distributors, but the aisles were full of unopened crates and unsetup displays . . . once set up, the exhibits covered everything from the large to the small . . . from putting greens . . . to patios.

For instance," he quipped, "the perfect score in golf is 18." Instead, golfers should set appropriate personal goals and be pleased when they reach them.

Also part of the opening ceremonies at GCSAA was the presentation to Robert M. Williams, superintendent of Bob O'Link Golf Club in Highland Park, Ill., and a member of the GOLF BUSINESS advisory board, of the 1977 Distinguished Service Award — the highest award bestowed by the GCSAA. This was only the 28th time in 50 years it has been given.

The annual association business meeting was, as usual, closed to the press, but it was announced immediately afterward that the following national officers were elected: president — Theodore W. Woehrl, Oakland Hill Country Club, Birmingham, Mich.; vice president — George W. Cleaver, Chestnut Ridge Country Club, Lutherville, Md.; and directors — Michael R. Bavier, Inverness Golf Club, Palatine, Ill.; Hobart T. Burgan, Quail Creek Golf and Country Club, Oklahoma City; and Louis D. Haines, Denver (Colo.) Country Club.

Some 79 speakers addressed the superintendents during the 4-day program of educational seminars. One of the first was one of the best-attended. More than 200 management-minded superintendents filled the meeting room to

hear James McLoughlin, executive director of New York's Metropolitan Golf Association, discuss "opportunity and responsibility adjustments facing superintendents within a growing club industry." He told them that "the biggest problem facing superintendents is one they probably recognize the least and certainly cannot readily control or influence: the virtual absence of the opportunity for vertical job advancement."

However, he added, "For those who wish to consider breaking through the 'vertical job barrier,' a new set of options presents itself:

"First, assignment with a regional association as administrative, communication, and consulting capability is developed.

... "Second, preparation for a future career in club management.

"The final opportunity (is) to become more visible at his club, and to communicate more directly with the board and members."

Playing golf is one way, McLoughlin suggested, of accomplishing the latter. "I now realize probably only one out of 10 superintendents uses the game of golf as he might."

In another management session, consultant Ronald C. Frame pointed out that "people need to work" for value, satisfaction, and security. Talking about objectives, he said that the goals of an

pressures on managers and subordinates are basically the same — even though superintendents and workers rare always divided into "we" and "they."

In what was termed a "thinking superintendent" session, John H. Musto, operations manager at Morefar, Brewster, N.Y., told how his course had saved \$20,000 last year by doing less manicuring and, in effect, returning much of the course to its "natural beauty." Doing so, Musto contended, "Adds shapes, texture, and color while cutting costs and maintaining playability." Parts of the course most effected are the rough, bunkers, and slopes around tees, aprons, and traps.

The seminars were, of course, too numerous to report all of them here. But the cliché about "something for everybody" certainly fit the program in this instance.

Prior to the conference and show, many of the superintendents played in the GCSAA golf tournament at Spyglass Hill and the Monterey Country Club's Dunes Course. New GCSAA champion is Vaughn Barkert, who received the United States Golf Association trophy; he is superintendent at Gore Lakes Golf Club, Murray, Utah. Gary C. Panter of Leawood (Kan.) South Country Club was awarded the GOLF BUSINESS trophy.

