

REGULATION**Canada bans some esters of 2,4-D, wants no dioxins**

Steps taken by Canada to make sure any 2,4-D sold in the country is free of TCDD, a highly poisonous dioxin, include an immediate ban on the sale of technical esters that have been shown to contain dioxins, a phase-out of all sales of the volatile butyl ester of 2,4-D, and action to ensure that all 2,4-D material is free of dioxin contamination by 1982.

In a telegram to EPA, Canada's Agriculture Minister Eugene Whelon said that studies had identified concerns about rapid evaporation and drift of butyl ester products. In response, EPA said that it feels there is no justification for action in the U.S. because products tested are either dioxin free or the concentrations do not appear to pose a health hazard. EPA will continue to assess the safety of 2,4-D, but reports that current data indicate the dioxins found in 2,4-D are significantly less toxic than TCDD found in 2,4,5-T.

DAILY FEE COURSES**Illinois public course owners/operators organize**

The Illinois Association of Public Golf Courses was formally organized at a recent meeting of daily fee golf course owners and operators from throughout the state. Urban Hills CC in Richton Park was the site of the organizational meeting.

Elected to the Board of Directors for 1981 were: John W. Urban, Richton Park, President; Frank Jemsek, West Chicago, Vice president; Ben F. Brubaker, Washington, Secretary-treasurer; and Directors-at-Large Tracy Christ of Washburn and John R. Coghill, Jr. of Orland Park.

The first two programs initiated by the IAPGC were a membership drive and the publication of an association newsletter.

Among the goals and projects that the IAPGC intends to pursue are the development of an annual workshop, a tax committee, an insurance program, trade shows, idea-sharing sessions and other programs to keep members informed of trends in the industry.

OWNERSHIP CHANGES**Firestone CC is sold to Akron Management Corp.**

The Firestone Tire & Rubber Company has signed an agreement to sell its 36-hole Firestone Country Club in Akron, Ohio, to Akron Management Corporation, a subsidiary of Dallas-based Club Corporation of America (CCA), a development and management company operating 95 country and city clubs in the United States. The announcement was made by Frank A. LePage, Firestone's executive vice president for corporate planning and administration, and James E. Maser, president of CCA. No purchase price is being disclosed, however, local newspapers quoted an appraised value of \$5.4 million from sources familiar with the property, with the selling price as less than that.

The club will continue to be known as Firestone Country Club and the World Series of Golf, to be played August 27-30, will not be affected by the change in ownership.

REGULATION**EPA freezes Public Awareness publications**

All publications, pamphlets and most press releases from the EPA's Office of Public Awareness (OPA) have been frozen by EPA acting managers. The stated reason is excessive printing and mailing costs.

EPA has been accused of "irresponsibly misrepresenting forest herbicide use to the public" according to William McCredie, Director of the Forest Environment Program of the National Forest Products Association. An OPA publication, "Consider the Connections", gave credence to a highly controversial and scientifically disputed study linking dioxin to "a heavy incidence of miscarriages, birth abnormalities and cancers among women".

OWNERSHIP CHANGES**Top management may buy Harley-Davidson from AMF**

AMF has signed a letter of intent to sell the Harley-Davidson Motor

Publisher's
Point**Are there too many turf conferences?**

The first week of March marked the conclusion of another turf conference season; the sixth such season for me. I decided to finish the season by attending the Midwest Regional Turf Conference at Purdue though I could have gone to Iowa, Pennsylvania, Massachusetts, or Canada; each of which was holding a turf conference at the same time as the Midwest. As I have traveled the country, a question that is increasingly being asked is, "Are there too many turf conferences and trade shows?" It is an important question, whether we are a superintendent, supplier, or conference planner.

The basic educational mission of the regional turf conference is not in question. Rather, it is a question of numbers; particularly when several conferences are held in the same geographical area. One northeastern state held three separate conferences, with exhibits, during the past season. I question the practicality and need for such a concentration. I recommend combining several of the

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Company to a group of key Harley-Davidson management personnel. This group, under the leadership of Vaughn Beals, Jr., AMF Corporate V.P. & Motorcycle Products Group Executive, includes John A. Davidson, H-D Chairman of the Board and Golf Car President.

Any such sale would be subject to further discussions and the execution of a definitive agreement which would then require approval by the Boards of Directors of both AMF and the new company being formed.

conferences that are held in close proximity to one another. The sites could be rotated and earned revenues shared by the sponsoring organizations.

Let's face it. The cost to industry of supporting this huge number of trade shows is considerable. Suppliers are weighing the cost-benefit ratio of attending and supporting the smaller regional conferences. The turf industry, in my opinion, has always been strong in its support and contributions to regional conferences; but its resources are limited. As the number of conferences increase, supplier participation will become more selective; a simple matter of economics rather than lack of interest in support. If attendance is low because of too many conferences in the area, then the cost-benefit ratio will not warrant exhibiting.

I also maintain that conferences encompassing a larger area on a less frequent basis will bring better

attendance and allow wider options in securing speakers. The continual need to secure revenue support for the worthwhile programs at the several colleges and universities is recognized and appreciated, but is increasing the number of regional trade shows the only revenue alternative? I think not. Are there too many turf conferences? I believe there are.

At the risk of offending some of the conference planners and sponsoring organizations, I want to offer some constructive comments and suggestions before plans are finalized for next year's conferences. More consideration must be given to planning a conference format that encourages optimal attendance in the educational sessions and the exhibit areas. The New Jersey Expo conference has the best format I've seen. Educational sessions and exhibit hours do not run concurrently. There is an appropriate amount of time set aside

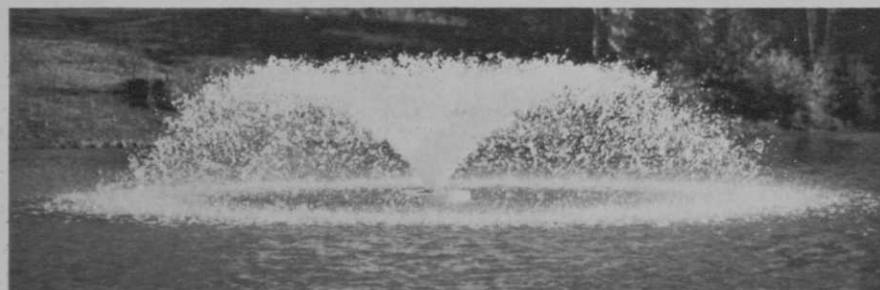
for both activities, creating no quandary of choice for the conference attendees. Such a format is also advantageous to the exhibitors who would like to attend the educational sessions or carry on other business.

"Appropriate" is a key word in determining satisfactory time periods for each activity of the conference. GOLF BUSINESS exhibited at one regional conference last year where the designated exhibitor hours coincided with the breakfast, lunch, and dinner hours. Like most people, my stomach dictates where I'll spend my time during such hours, and it is seldom in the exhibit booths. Even when food and drink are available in the exhibit area, the concession stands win the award for the most traffic; not the exhibits. In my judgement, unless a conference anticipates an attendance of 15,000, separate and appropriate blocks of time should be set aside for educational and trade show activities; neither coinciding with the traditional mealtime.

If the suggested format is followed, with sufficient blocks of time, two days are sufficient for the trade show. The GCSAA's national trade show is open only two and one-half days for conference attendees. If more time is necessary to bring the educational program to a successful conclusion, plan an extra day without the exhibits.

Timely and more frequent promotions of the regional turf conferences is needed to build attendance. In my opinion, less than 50 percent of potential attendees ever register. I am continually amazed at the number of people who claim to be unaware of the conference in their area. Conference planners should ask more suppliers and trade publications to assist them with conference promotions. Most suppliers are willing to help, but too often are never asked. GOLF BUSINESS carries regional conference advertisements at no charge during the season.

Limited resources and high costs have forced most of us to reorder priorities and find new approaches to problems and concerns in recent years. The industry that supplies us is a limited resource. . . and we must re-think our priorities and programs to accommodate this fact. Regional turf conferences are no exception. There are too many turf conferences. **GB**



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