



ANNOUNCING

"MANAGERIAL PRODUCTIVITY"

a one-day educational seminar  
San Ramon, California

October 21, 1986

The GCSA of Northern California and Golf Course Superintendents Association of America will co-host one of GCSAA's most popular management seminars on Tuesday, October 21, 1986, at the Crow Canyon Country Club, San Ramon, California.

"MANAGERIAL PRODUCTIVITY" will be presented by Mr. Gerry Sweda, manager of corporate sales, training and career development, for O.M. Scott and Sons. Mr. Sweda is a former golf course superintendent, the author of several respected training manuals and an accomplished speaker on personnel management. The seminar focuses on techniques to identify and solve management problems, setting priorities, identifying values and reducing confusion in planning and organizing. Participants will evaluate their own and their employees' productivity and formulate a simple action plan for improving the performance of a problem employee. Former students comment:

"I went home with many positive ideas..."  
"The entire program was interesting, stimulating and relevant to my operation."  
"...definitely worthwhile. I learned management theories new to me."

Attendance at this seminar will earn participants one Continuing Education Unit (CEU) and a Certificate of Achievement from GCSAA. Space is limited and registrations will be confirmed on a first-come, first-served basis. Refunds will be allowed only for written cancellations received at GCSAA Headquarters two weeks in advance of the seminar.

REGISTER NOW!!

Complete the form enclosed,  
include your check or credit card information  
and return to:

GCSAA Regional Seminars  
1617 St. Andrews Drive  
Lawrence, Kansas 66046

NOTE: Seminar registrants are responsible for their own overnight accommodations if required. Rate information on hotels/motels in the immediate area will be forwarded upon receipt of registration in "MANAGERIAL PRODUCTIVITY."

REGISTER EARLY

Call 1-800-GSA-SUPT for more information.

Registration blanks are not in this newsletter. All GCSAA members should have received theirs in the mail.

REGISTRATION FORM (please print clearly!)

GCSAA MEMBER FEE \$70.00

NON-MEMBER FEE \$90.00

Please enroll me in the "MANAGERIAL PRODUCTIVITY" seminar in San Ramon, California, on October 21, 1986.

Name \_\_\_\_\_

GCSAA Member No. \_\_\_\_\_ Check if Certified (CGCS) \_\_\_\_\_

Mailing Address \_\_\_\_\_  
(Street Address)

Is this your  
home ( ) or  
business ( )? (City) \_\_\_\_\_ (State) \_\_\_\_\_ (ZIP Code) \_\_\_\_\_

Club/Company/Institution \_\_\_\_\_

Telephone ( ) \_\_\_\_\_ (work) ( ) \_\_\_\_\_ (home)

GCSAA accepts the following credit cards:

( ) American Express ( ) Mastercard ( ) Visa

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Your Signature \_\_\_\_\_

Mail to: GCSAA Regional Seminars  
1617 St. Andrews Drive  
Lawrence, Kansas 66046

For additional information, call 1-800-GSA-SUPT

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If you are not a member of GCSAA and would like to be, complete an application and get it to Myrtle as soon as possible with the \$145 membership fee. The seminar will only cost you \$70 (a savings of \$20), plus you will be admitted to the National Conference in Phoenix free, that's right your registration is "Free" to the annual Conference. Become a member of one of the finest organizations in the U.S. Its your profession - it benefits you!

Remember get you application and dues to Myrtle as soon as possible.