

GCSANC, Novartis Announce Sponsorship Agreement

In an historic move, Novartis Chemical Company has agreed to a one year sponsorship of the Golf Course Superintendent Institute beginning this November. "We're obviously quite excited" said Institute cochairman, Bob Costa. "The idea of a sponsor for the Institute first arose two years ago. This past spring when the committee gathered we began to discuss the possibility of a sponsor more seriously." What this agreement demonstrates is that the Institute has developed into a quality educational event that has attracted the attention of industry leaders such as Novartis.

The partnership agreement allows Novartis to act as the sponsor of the golf event and the educational program. "The committee developed some strict guidelines for a partnership agreement," continued Costa. "We certainly want to provide Novartis with the exposure and recognition they deserve, without compromising the integrity of the event. We think we have accomplished that."

Novartis, Turf and Ornamental Products is the result of a merger between Ciby Turf and Ornamental and Sandoz Agro Inc. Both have been major contributors to the Turf Industry. Novartis offers a complete product line of turf and ornamental products including; Banner Maxx, Subdue Maxx, Primo, Barricade, Alamo and Pennant.

Institute Registration Is On It's Way

The 1998 Golf Course Superintendent Institute registration brochure is on it's way. The program, entitled, "Managing Your Way To Success," will feature presentations on leadership, communication, time management and conflict resolution.

This year's event gets underway November 9th with an informal golf outing at DeLaveaga Golf Course located in Santa Cruz. The educational session follows on the 10th, at the popular Coconut Grove.

For those planning to spend the night, lodging has been arranged at the West Coast Santa Cruz Hotel, formerly the Dream Inn. Reservations should be made directly with the hotel, but don't delay, room rates are guaranteed only through October 11th. See your registration form for details.

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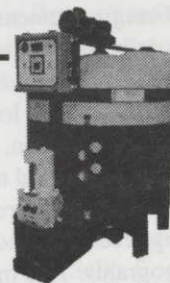
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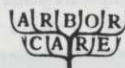
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