



As we enter November and the start of the holiday season, I want to remind Northern California members that next year's GCSAA Education Conference and Golf Industry Show are going to be hosted by your neighbor to the south.

The 2013 event will take place at the San Diego Convention Center. The Education Conference is scheduled for Feb. 4-8 with the Golf Industry Show taking place Feb. 6-7.

This year's Education Conference will feature over 100 seminars providing you the in-depth education you need to meet today's challenges and prepare for tomorrow. 16 new seminars have been added featuring a variety of topics including turfgrass management, communications, finance, leadership and technology. Led by the industry's most renowned researchers, industry experts and superintendents, seminars are available in full-day, six-hour, half-day and two-hour formats. Education points are offered for completing the seminars and enrollment is limited, so register early.

The Golf Industry Show, presented by GCSAA and NCGOA is an innovative trade show designed for owners and operators of golf facilities and golf course management professionals. Featuring the largest exhibit floor in the industry, the event combines education, networking and solutions for golf course superintendents, equipment managers, owners/operators, general managers, chief operat-

ing officers, and architects and builders.

In addition, a number of networking events will be held during the conference and show including a Welcome Reception, Opening Session, General Session and the 19th Annual GCSAA Collegiate Turf Bowl.

Early conference and show registration for GCSAA members begins Nov. 1 and can be completed online at [www2.gcsaa.org/conference/registration](http://www2.gcsaa.org/conference/registration). We look forward to a big turnout from all of our California affiliated chapters and we appreciate your support of this event as it returns to the West Coast.

In closing, I would be remiss if I didn't mention the California GCSA "California Room" that will be held Wednesday, Feb. 6 during conference and show. The annual cocktail party and social will take place this year aboard the aircraft carrier USS Midway in San Diego Harbor. The Midway now serves as a naval aviation museum and will offer members and guests the opportunity to tour the carrier and participate in flight simulations and other activities. The event was attended by nearly 600 participants last year in Las Vegas and this year promises to be even bigger. More information will be forthcoming and registration will be available online at [www.californiagcsa.org](http://www.californiagcsa.org).

As always, if I can be of any assistance to you, please email me at [jjensen@gcsaa.org](mailto:jjensen@gcsaa.org) and make sure to follow me on Twitter @GCSAA\_SW.

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