GOLF UPDATE

Prusa is new GCSAA education director

Jim Prusa, superintendent of buildings and grounds and acting general manager of Pasatiempo Country Club in Santa Cruz, California, has been named to the position of Educational Director of the Golf Course Superintendents Association of America to replace Palmer Maples who left in June. Prusa’s father is superintendent of Aquamarine Golf Course in Avon Lake, Ohio.

After a stint in the Navy, Jim attended Orange Coast Community College in Costa Mesa and California State Polytechnic Institute in Pomona. He was Kent Kurtz’s turf technician at Cal Poly and was awarded the GCSAA student scholarship in 1973. He was also president of the Cal Poly Horticultural Alumni Association.

Prusa first served as superintendent to China Lake Golf Course and then moved to Pasatiempo. He is currently working on an MBA under a scholarship from the Club Management Association at the University of Santa Clara.

Attendance record for 1982 GCSAA Show

With nearly 8000 attendees already registered, the Golf Course Superintendent Association of America’s 53 International Turfgrass Conference and Show in New Orleans [January 28-February 5] is set for a record turnout.

“Managing Change, with GCSAA at the helm,” is the theme of the show. Along those lines, the educational program has been bolstered. Six preconference seminars are scheduled for Saturday and Sunday. Optional examinations with points towards certification renewal will be offered. A water symposium is scheduled for Monday and Tuesday afternoon, while the USGA Green Section’s educational program will be held on Wednesday. GCSAA’s educational program will wrap up with a full day of seminars on Thursday.

The 1982 GCSAA Golf Championships will be held January 28-29 at Walt Disney World in Orlando, FL. The men will compete on the Palm and Magnolia courses and the women will play on the Lake Buena Vista links. Jim McKay, ABC TV sports commentator, will deliver the keynote address to kick off the show.

Over 200 exhibiting companies have “sold-out” the Rivergate Convention Center. The 1982 show also marks the first use of a computerized registration and inquiry system. This system allows exhibitors to send additional information to attendees via their badge number. As an added service to its members, GCSAA has scheduled various New Orleans-style social events during show week.

Golf leaders agree to increased promotion

In an effort to stem the decrease in the number of players, courses, and rounds of golf, 142 industry leaders attended the Forum Of Golf at the Amfac Hotel and Resort, Dallas, TX. The consensus of the meeting, sponsored by the National Golf Foundation, was that golf needs increased marketing and promotion via a unified industry voice.

“Over the last 20 years the golf industry has taken the same market and cut it up—at each other expense,” said Deane Beman, commissioner of the PGA Tour. “We need to expand our market.” Ray Volpe, commissioner of the LPGA, said, “If anybody is going to help the game of golf, it is the people in this room. The NFL, NBA and NHL all have their own marketing departments to promote themselves. What golf needs is a single voice, a coordinating action point. I believe that the National Golf Foundation should be that voice.”

The forum was attended by representatives from nearly every major golf organization and related manufacturing companies. NGF added the Club Managers Association, American Society of Golf Course Architects, Touring Professionals Association, Golf Course Superintendents Association of America, Professional Golfers Association and Ladies Professional Golfers Association to its board of governors.