



Mike Bavier, C.G.C.S., Superintendent at Inverness C.C. and G.C.S.A.A. director and chairman of the golf tournament displays his wares promoting the conference.

ATLANTA CONFERENCE WILL OFFER NUMEROUS EDUCATIONAL OPPORTUNITIES

More than 70 turfgrass experts have been confirmed as instructors, speakers and session chairmen for GCSAA's 50th International Turfgrass Conference and Show, Feb. 4-9, 1979, in Atlanta. Educational opportunities begin with preconference seminars, Feb. 3-4, when eight optional seminars will be available: Landscape I, Nutrition I, Management II, Irrigation II, Pesticide III, Pesticide IV, Cardiopulmonary Resuscitation (CPR) Training and Turf Disease Identification. All seminars except CPR Training and Turf Disease Identification are two-day sessions, followed by an optional examination. Successful completion of the examination is worth two of the six points necessary for certification renewal.

Regular education sessions begin Monday morning, Feb. 5. Monday afternoon, two concurrent sessions will be held; **The Way of Change** and **Water--What's the Future?** Tuesday afternoon concentrates on **Turf Management**, divided into separate sections for southern and northern turf managers. On Wednesday morning, conferees will have three sessions to choose from; **Public Course Management--New Directions**, **Research--Appraising Discoveries**, and **Are You an Executive? An Appraisal**.

Course Management--Applying Our Discoveries will be presented Thursday morning, followed by a **Thinking Superintendents** session on green construction, sand topdressing and flood repair Thursday afternoon. Conference-goers may also elect to attend **Conflict Management** in either the morning or afternoon.

Friday morning marks the end of conference, when superintendents may tour three of the Atlanta area's golf courses: Northwood Golf and Country Club, Lawrenceville; the Atlanta Athletic Club, Duluth; and Horseshoe Bend Country Club, Roswell. Tour buses will pick participants up at the convention center and drive them on a circuit of the courses.

BEING AN EFFECTIVE PUBLIC SPEAKER

Most of us view an invitation to speak to a group with less than overwhelming enthusiasm - the first thing that usually comes to our minds is a thousand and one reasons why we can't possibly accept the invitation. Strange as it may seem, however, public speaking can actually be enjoyable if you remember that **knowledge** and **simplicity** are what make a good speaker.

Golf course superintendents are actually in an enviable situation - you know a great deal about a number of topics that interest many people. Almost any group you might be asked to address will have an interest in something you know a lot about, including landscaping, turf care and golf. When you can talk with enthusiasm about a topic you know well, you have taken a giant step toward being an accomplished speaker.

Most audiences are sympathetic - they are listening to you, presumably, to get information, not to hear a polished or humorous speaker talk about nothing. They will remain sympathetic, too, as long as you don't talk down to them. Try to put yourself in their place - if you present your material in a simple sincere way, using non-technical terms, you're sure to be a hit.

You may find it useful to take along visual aids, such as slides or maps, to illustrate your talk. Not only do pictures make your explanations clearer, but they provide interest and variety to your listeners.

By projecting an image of yourself as an expert, you are contributing greatly to the public's understanding of golf course superintendents and the profession. Consider offering your services as a speaker to other organizations that you are associated with. You'll be surprised at the number of groups who would be delighted to have you as a speaker. For starters, think about garden clubs, your own golf club's membership, service organizations, special interest groups organized by your county agent or extension services and church and school groups.

Once you have established yourself as a willing and able speaker, you will probably have more invitations than you have time for. Sandwich in as many as you can, for you are doing both yourself and your profession a great service.

reprint - GCSAA "Fore Front"

NATIONAL CHEMSEARCH CORP.

222 South Central Ave.
St. Louis, Missouri 63105

Roger La Rochelle resigns as Super from Flossmoor C.C. and has taken a position with the Chicago Toro in the Consumer's Dept.

EDITORIAL NOTE

In case you find any mistakes in this magazine, please remember they were put there for a purpose. We try to offer something for everyone in this magazine. Some people are always looking for mistakes.