

MEMORANDUM

TO: GCSAA Executive Committee
FROM: Dick Hale, Director of Communications
Re: March, 1981 - Supervisor's Report
GOLF COURSE MANAGEMENT: The 124-page issue was 16 pages larger than any previous March issue. The 57 pages of editorial also represented a large increase. The issue marked the beginning of several changes in format which were approved by the Executive Committee in January. The President's Message was returned to the front of the book. Government Briefs typography was changed to give a more open, readable appearance. Additional changes will be incorporated into the next several issues. The April issue will focus on several important and timely topics. In addition to the important presentation of President Bavier of the GCSAA "Water Impact Paper" and a question from the floor by Palmer Maples concerning gathering preliminary data to prepare for possible water cutbacks, there will be: a report on the study of the problems with C-15 in the Chicago area; mole cricket control; recovering from desiccation; relieving compaction on turfgrass; and effects of slow release N in the northwest. These highlight regional and universal turf management topics.
THE COMMUNICATIONS DEPT. STAFF will be complete again in April, with Andrea Warren joining the staff as Associate Editor on at least a half-time basis April 1, full-time by May 1. We are pleased to also report the expanded role and change in title which better defines the duties of Larry Goldsmith who now has the title, "Manager: Informational Services".
PRINTING PROJECTS such as ForeFront, Bi-monthly Newsletter, production of the re-designed GCSAA stationery, and news release paper have been com-

pleted. A continuing study of word processing as it will impact the department in conjunction with "in-house" typesetting has advanced to the stage where specific cost-saving and time saving assessments can be made. Of equal importance to the Communications Department would be the shorter "turnaround" time for production, which would ease some deadline pressure and allow for more meaningful input from all departments.

The 1981 University of Illinois Turfgrass Research Field Day will be held on August 12 at the Ornamental Horticulture Research Center on the University of Illinois campus in Urbana. Field day is being scheduled earlier this year to allow the participants to view the various experiments at the research center under summer stress conditions. We believe this will provide a greater insight for turf managers into the cultural practices necessary to control these stress related problems.

1981 ILLINOIS TURFGRASS CONFERENCE AND REGIONAL SHOW

The Prairie Capital Convention Center in Springfield, IL will again be the site for the Annual Turfgrass Conference and Regional Show. The Conference will begin on Tuesday, December 15 and continue through noon, December 17. Response to the 1980 Conference was excellent with a record number of exhibitors (99) and a record number of attendees (677). This years Conference should be bigger and better. We hope you plan to attend.

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