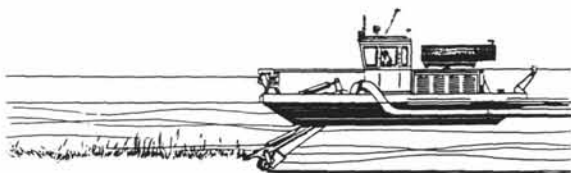




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CS-192

## New GCSAA poster campaign to educate golfers

**LAWRENCE, Kan., May 8, 1993** — A new campaign to educate golfers has been developed by the Golf Course Superintendents Association of America (GCSAA).

The campaign, composed of a three-poster set, was developed to assist golf course superintendents in educating and informing golfers about three commonly misunderstood aspects of course maintenance: aeration, application of fertilizers and pesticides, and golf car restrictions. The poster series explains why these procedures are necessary for proper golf course management.

"In developing these posters to communicate to golfers, we picked three of the most important, but least understood, phases of golf course maintenance," said GCSAA President Randy Nichols, CGCS. "Effective communication with golfers is extremely vital to the success of a superintendent's operation. This poster series will be an important tool in achieving that success."

Each poster includes an explanation of the topic, and is UV-coated so that the superintendent may write in a specific schedule or other information, and wipe it off for re-use. GCSAA's new poster series was designed for use in the pro shop and/or locker room.

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