

TradeShow Week Compiles Rankings, Recognizes GCSAA's 2001 Conference and Show

The Golf Course Superintendents Association of America's (GCSAA) 2001 International Golf Course Conference and Show has received a top-100 ranking by the industry publication TradeShow Week magazine. Each year, the publication reports the top 200 trade shows in the United States, with the GCSAA event ranked no. 94 last year.

The *TradeShow Week* 200 is a year-long process of compiling and analyzing data on more than 4,700 shows in the United States and Canada for the 2001 year. The rankings are determined by net square footage of exhibit space, number of exhibiting firms and professional attendance.

Show management receives a show report form approximately two weeks after its show closes. Statistics are compared with the previous year's figures, and *TradeShow Week* editors check any discrepancies or incomplete data directly with the show manager. *TradeShow Week* requires every show ranked in this year's *TradeShow Week*

200 to submit a signed document confirming 2001 figures. *TradeShow Week* also requests a show program from each ranked show to help verify statistics.

As the largest trade show in the golf course management industry, GCSAA's trade show has risen in the rankings for the past several years. The ranking for the 2002 show in Orlando will not be available until spring 2003. The following is a list of previous rankings: 1997—Las Vegas, no. 123; 1998—Anaheim, no. 115; 1999—Orlando, no. 111; 2000—New Orleans, no. 101; 2001—Dallas, no. 94.

"This is an outstanding accomplishment for the staff and exhibitors of the GCSAA Conference and Show," says GCSAA president Michael Wallace, CGCS. "It shows how dedicated our membership is to becoming educated and staying current. The hard work and effort by everyone involved is rightfully recognized."

"It is reassuring to know that during uncertain economic times, GCSAA's show gained ground compared with other shows held in 2001," notes GCSAA CEO Steve Mona, CAE.



GCSAA Publications Earn Eight TOCA Awards

The GCSAA's publications department has been honored with eight awards for writing, design and photography by the Turf and Ornamental Communicators Association (TOCA). Winners were announced during TOCA's annual May meeting held this year in San Antonio, Texas.

The association's magazine, *Golf Course Management* (GCM), received the first place award in overall magazine design for its special September 2001 issue commemorating the association's 75th anniversary. Roger Billings and Becky Drager make up GCM's design team.

Billings also took a first place in the Best Use of Photography—Printed Magazines category for "Front and Center," the preview story for the 2002 GCSAA Golf Championship in the October 2001 issue of GCM. He received a merit award for Best Use of Photography—Printed Cover for the October 2001 issue of GCM, and a merit award in the Printed Magazines—Two-Plus Page Design, Editorial category.

Bunny Smith, GCM managing editor, won a first place in Special Projects—Writing and a Best-in-Show writing award for "Icon in Bronze" in the September 2001 issue of GCM.

Amy Bird, editor of *Newsline*, GCSAA's monthly members-only publication, won a merit award in the Writing for Commercial Publications—Column category for "Golf Connections Open Doors," an article published in the January 2001 issue of GCM.

Jim McCabe, a golf writer for the *Boston Globe*, also received a first-place recognition in the Writing for Commercial Publications—Turf Feature Article category for "Trial by

Ice," published in the October 2001 issue of GCM.

"It comes as no surprise that the GCSAA publications team received such lofty awards from TOCA," says GCSAA CEO Steve Mona, CAE. "Their efforts have always been outstanding in representing the association and the golf course superintendent profession."

The GCM staff includes editor-in-chief Ed Hiscock, editor Scott Hollister, senior associate editor Angela Nitz, science editor Teresa Carson, associate editors Seth Jones and Scott Wogomon, and coordinator Alicia Meyer.

