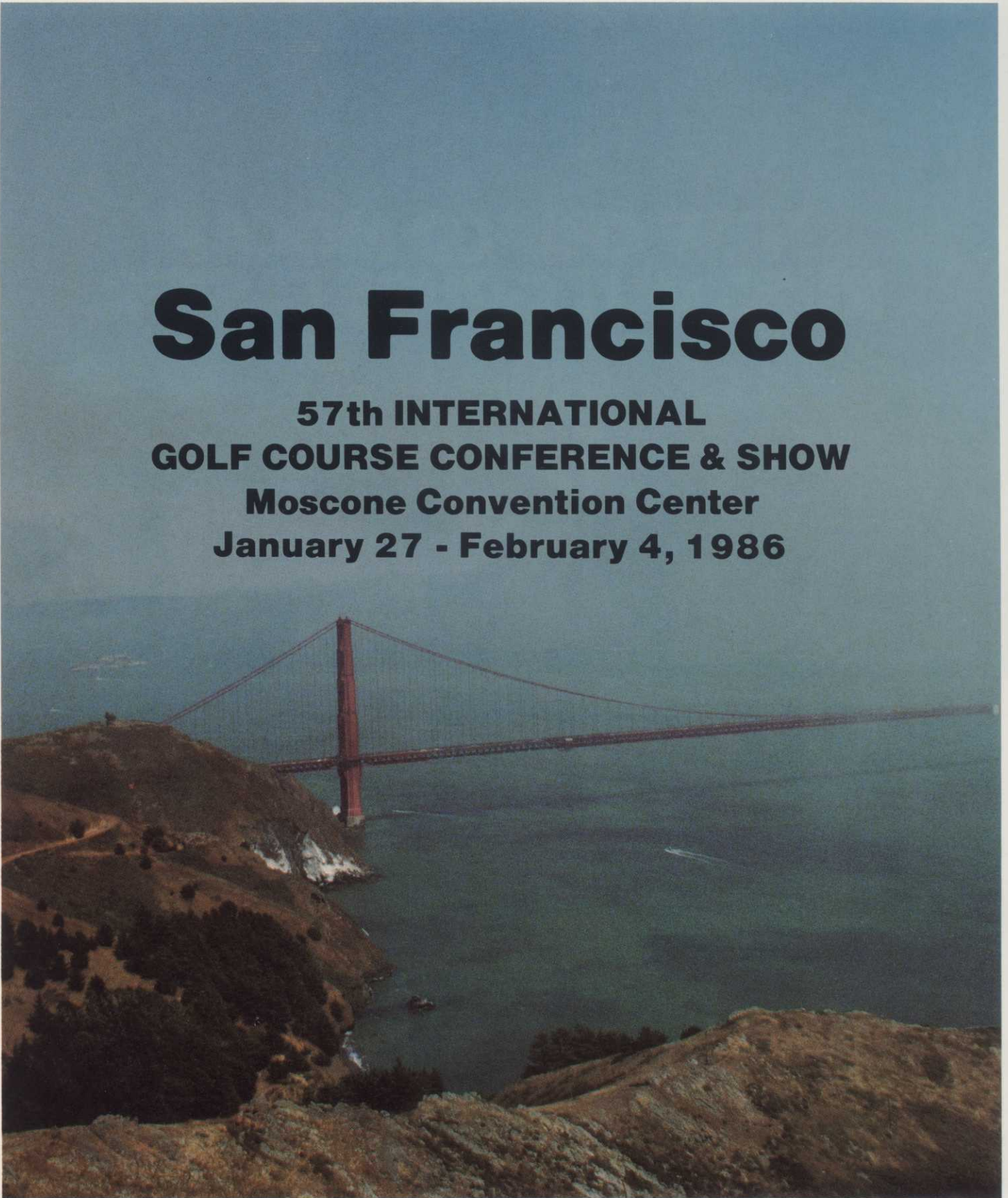


San Francisco

**57th INTERNATIONAL
GOLF COURSE CONFERENCE & SHOW
Moscone Convention Center
January 27 - February 4, 1986**



San Francisco — Here We Come

San Francisco, "Everybody's Favorite City," will lend flavor to GCSAA's International Golf Course conference & Show — another "favorite," January 27-February 4, 1986.

California hasn't been the site for GCSAA's Conference & Show since January 25-30, 1981, in Anaheim. California may not have changed much since then but the Conference & Show has! Over the years GCSAA has taken giant strides to improve and expand upon the educational opportunities for this week-long event.

Consider that 92 hours of seminars were offered in 1981 — 336 hours are planned for San Francisco. That's a 365 percent increase. The Anaheim Conference offered 20 hours of educational sessions compared to the 76 hours (a 380 percent increase) scheduled for the 1986 Conference & Show.

The list of seminars is long, with something for everyone: Business law, disease identification, negotiating, golf course design, food and beverage management, computer applications, business writing, irrigation, nutrition, union labor relations, personal and managerial productivity, accounting, budgeting, insect pests, southern ornamental and turfgrass insects, and more. Nine new seminars will be included in the schedule for San Francisco:

Identification of Turfgrasses and Varietal Uses will be taught by Dr. Eliot Roberts of The Lawn Institute and Dr. Richard Hurley of Lofts Seed, Inc. In the seminar, the instructors will emphasize the importance of superintendents being expert in the identification of turfgrasses, themselves, as well as in the identification of real differences among varieties. A close familiarity with new improved cultivars will demonstrate how they can be expected to perform under varying conditions.

Effective Business Writing is a course for managers who want to add "polish" to their written communications. The instructor for this two-day seminar will cover such topics as organizing your ideas, the mechanics of writing; writing memos, letters, reports and proposals. Extensive hands-on practice of effective techniques is emphasized.

Advanced Computer Applications is the right seminar for superintendents who have personal computers or plan to buy one soon. Taught by the Oakland-based company, Computers Simplified, the seminar will help you learn to use your computer (which you may already use to run your irrigation system) for business applications such as budgeting, record keeping and writing letters.

Advanced Irrigation Systems Management will be an extension of GCSAA's popular seminar *Irrigation Equip-*

ment and Technology. Taught by Dave Davis of Buckner Sprinklers and Bill Speelman of Toro, this course promises to provide in-depth information on installation and troubleshooting of automated irrigation systems.

Insect Pests of Turf and Ornamentals I: Introduction to the Principles of Control will be the first in a series of seminars to be taught by Drs. Harry Niemczyk and David Nielsen of Ohio State University. Course content will include basic information about insect pests, their life cycles and their control.

Insect Pests of Turf and Ornamental Insects will be a short seminar of particular interest to turf managers who deal primarily with warm season insects. Dr. James Reinart of Texas A&M and Dr. Pat Cobb of Auburn will teach attendees to identify turfgrass and ornamental insects indigenous to the South as well as present control practices proven to be effective with these pests.

Business Communication and Assertiveness Techniques is offered for those managers who want to project the most professional image possible. Attendees to this seminar, taught by Dr. J. Stephen Hazel of the University of Kansas, will learn basic communication skills and how they can be applied to day-to-day employment situations.

The Assistant Superintendent: Functions and Responsibilities will be taught by Mary Rau, a management consultant from Lawrence, Kansas, and Bruce Williams, CGCS, a golf course superintendent from Highland Park, Illinois. The instructors will cover such topics as being creative, planning work, managing time, troubleshooting, decision making, communicating and motivating. These topics and principles will be applied to the specific duties of the assistant superintendent.

Business Law I is a course for the superintendent who wants to learn about the legal limitations he or she may be bound by in his or her job. The instructor during this two-day presentation will cover such areas as hiring new employees, firing unsatisfactory employees, liabilities on the golf course and implied and explicit contracts.

Educational sessions that are scheduled concurrently and often repeated will deal with such topics as golf course management, personal and professional improvement, the thinking superintendent, public golf operations, and international golf management.

The educational session entitled "Industry Update" will feature presentations by renowned architect Perry Dye of Dye Designs; Dr. Eliot C. Roberts, director of the Lawn Institute; Dr. Richard Hurley, vice president and director of research with Lofts Seed; and other equally distin-

(continued on page 16)

(continued from page 15)
guished industry leaders.

In the "Research Update" educational session, Dr. James Beard of Texas A&M will discuss genetic rooting potential; Dr. Robert Carrow with the University of Georgia will discuss compaction and irrigation scheduling; and Dr. Joseph Duich of Pennsylvania State University is scheduled to present information on putting green speed. In addition, Dr. C. Reed Funk of Rutgers University, Dr. Harry Niemczyk of Ohio State University, and Dr. Donald Short of the University of Florida will comment on developments in their specific areas of turfgrass research. Other nationally-known researchers will join the presentors to fully cover current research in the industry.

The session entitled "Executive Development" will feature Dr. William K. Gallagher, Director of Human Technology Incorporated. Dr. Gallagher is a gifted futurist and talented author and public speaker. His approach to the science of human technology has been cited in *Time* magazine, *Money* magazine, *USA Today* and the *Wall Street Journal*. In his four-hour presentation, he will speak on intuition development, memory skills, public speaking techniques and the power of using the right words in verbal communication. Attendees of this session will earn .5 CEUs applicable toward GCSAA Certification renewal.

Educational sessions and workshops will also be presented by the USGA Green Section, the Sports Turf Managers, the American Society of Golf Course Architects, and the National Golf Foundation.

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Also included in the week's activities is the Opening Session on Friday, January 31, keynoted by a nationally known speaker.

The Conference and Show also offers a social side beginning with the Golf Championships on January 27-28 in Palm Desert, Calif. The men's competition will be at the Palm Valley and Monterey Country Clubs. The women will play the Lakes Country Club. And, to bring the week to an end on a social note, the Annual Banquet and Show will be on Monday evening, February 3, and will feature the Old Tom Morris Award presentation to Patty Berg, founder and charter member of the LPGA. The evening will conclude with top-name entertainment. The Conference and Show also offers a program for spouses that includes a luncheon, tours, shopping trips, speaker presentations and the opportunity to attend the general educational sessions and trade show.

Changes, growth, opportunities? You bet! Growth depends on new knowledge and ideas, which GCSAA's Conference and Show will provide. The program is educational, entertaining, enjoyable and--most importantly--responsive to the needs of the turfgrass industry.

Why is the 57th International Golf Course Conference & Show so important to you? It is because you can:

- Join others in activities developed exclusively for golf course superintendents and others in the greens industry.
- Acquire knowledge that cannot be found elsewhere.
- Meet and share experiences with key people in your field.
- Keep abreast of rapid changes in the turfgrass and golf course industry.
- Increase your earning power by continuing your education.
- Socialize with your peers.
- Acquire skills and knowledge to do your job more effectively.
- Earn points toward recertification.
- Earn Continuing Education Units (CEUs).

And, that's not all. The premier event of the week is the three-day Trade Show where you can meet face to face with representatives of more than over 300 companies who will display their latest equipment and innovations. The time spent on the Trade Show floor will be well worth your while when you consider the amount of time and effort it would take for you to go door to door in your search for the newest products and services available in today's market.

To make this week-long event as affordable as possible, GCSAA has negotiated very reasonable room rates at 10 San Francisco hotels. In addition, up to 40 percent discounts off regular round-trip day coach fares will be offered by Delta and United airlines.

It's a program from which you'll walk away with hundreds of answers, ideas and contacts. Attend GCSAA's 57th International Golf Course Conference & Show in San Francisco. See for yourself why both the city and the event are considered "favorites." ■