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## San Francisco Smash Success

The recently completed 57th Annual International Golf Course Conference & Show of the Golf Course Superintendents Association of America (GCSAA) was the largest in the sixty-year history of GCSAA. The Conference & Show, held in San Francisco January 27 - February 4, 1986, broke records in attendance, 10,902; number of educational seminars, 27; number of exhibitors, 317; and amount of exhibit space, 107,000 square feet.

The conference began with educational seminars — almost 400 hours were offered throughout the nine days of the conference — and ended with educational seminars. In between were award presentations, famous speakers, a huge trade show, a gala banquet & show, allied golf association seminars and more educational programs.

Twenty-seven educational seminars were conducted by 41 instructors to 1,050 students earning continuing education units (CEU's). Six of the 27 seminars were new to GCSAA programming. Fifty-six hours of concurrent educational sessions were also offered by 98 speakers.

The Opening Session speaker on Jan. 31 took on added significance due to the week's events. Gen. Chuck Yeager addressed several thousand conference attendees who anxiously awaited comments regarding the space shuttle accident. Preceding Gen. Yeager's comments, GCSAA President Eugene D. Baston, CGCS, presented the prestigious Distinguished Service Award to Andrew Bertoni, Mich., John B. Steel, Sr., CGCS, Canada; Howard Kaerwer, Minn.; and Chester Mendenhall, Utah. Mendenhall is a past president and charter member of GCSAA. Baston also presented GCSAA's Leo Feser Award to past president Theodore W. (Ted) Woehrl, CGCS, for his contribution to GOLF COURSE MANAGEMENT magazine.

"Patty Berg's history is the history of all of us who adore golf — not just women's golf, but all golf," stated Ms. Shore.

Patty Berg, a founder, charter member and first president of the LPGA, accepted the Old Tom Morris Award like the champion she is. "By giving me this magnificent award, the Old Tom Morris Award," said Miss Berg, "you have given me one of the greatest compliments of my life. To follow in the footsteps of such dazzling personalities as Arnold Palmer, Bob Hope and President Gerald Ford (previous recipients) is almost too much for my mind to grasp. What thrill, honor and delight it is to have my name associated with Old Tom Morris.

"There has always been a special spot in my heart reserved for the golf course superintendents of our country."

Following the banquet and award presentations, the ever popular Lettermen entertained the audience with a blend of old and new songs made popular by the Lettermen from the 1960's to the present.

GCSAA's 58th Annual International Golf Course Conference and Show will be held in Phoenix, January 26 - February 3, 1987. ■



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