

# Anaheim in 89

by IRENE JONES Florida Green Staff



Laguna Beach

**T**HE 60th Anniversary GCSAA International Golf Course Conference and Show is all set to shine in Southern California, February 6-February 13, 1989.

## The Conference and Show

**Dan** (Golf Course Superintendent for 24 years, Editor & Publisher of *The Florida Green* for 13 years, and my husband for 32 years) and I will attend this largest international event in The Golf Course Industry. Dan is looking forward to, among many other events, participating in a seminar regarding Employee Training on Wednesday, February 9, and yours truly is looking forward to participating in a whale watching excursion off Newport Beach on Sunday, February 12th.

We plan to get maximum benefit from this conference, first, for The Banyan Golf Club, West Palm Beach, Florida, where Dan is the Golf Course Superintendent/Manager and second for our own personal enrichment.

Educational seminars are for us the central part of every convention. Leading experts from all over the world teach on the newest and latest turf technology, as well as the tried and true procedures. Subjects will range from **Basic Principles of Turfgrass Management to Effective Business Writing**.

**A sampling of this year's 2 day seminars held on Monday and Tuesday, February 6 and 7, include:**

**Introduction to Soil Science:** this course covers basic soil properties and their application to golf course management. The instructor will be **Steve J. Thien, Ph.D.**, Professor of Soil Science, Kansas State University.

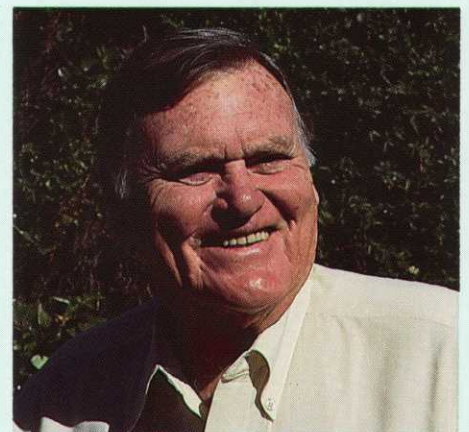
**Golf Course Design Principles:** This seminar is the basic familiarization course for the art form of golf course architecture. The instructor will be **Geoffrey S. Cornish**, Golf Course Architect, Cornish and Silva, Inc.

**Managerial Productivity**, the instructor, **Gerry Sweda**, Regional Sales Manager, O.M. Scott & Sons, a former Golf Course Superintendent, will teach on how to identify and solve subordinate problems when they are in the "minor" stages. He will present management tools to enhance participants' understanding of managing people.

**Plant Nutrition and Fertilizers:** An overview of the soil and plant factors that influence turfgrass nutrition will be presented. This "brush-up" course helps participants evaluate fertilizer programs based on scientific knowledge of the soil, the plant and fertilizer carriers. Instructor will be **Paul E. Rieke, Ph.D.**, Professor of

Turfgrass Management, Michigan State University.

The Opening Session will begin on Thursday, February 9th, at 5:15 p.m. at the Anaheim Marriott Hotel, located directly across the street from both the Convention Center and the Anaheim Hilton and Towers. The Key Note speaker will be delivered with the captivating humor and wit of **Bob Drum**. The 70 year old former sports writer has co-authored three books with Arnold Palmer and has consulted for golf tournaments throughout the United States. One of the favorite personalities among his fellow sports wri-



Bob Drum



*Mission San Juan Capistrano*

ters, he has delivered humorous "keynotes" at sports banquets nationwide. In Anaheim, he will deliver the keynote address. Conference week will officially begin with this Opening Session. Immediately following this event there will be a reception, also held at the Marriott.

**A creative Spouse Program is scheduled for Anaheim, from Friday, February 10 - Monday, February 13.** The center will open at 8:00 a.m. each day and close at 5:00 p.m. New features this year are the addition of optional activities within the

program (primarily to entertain children) and seminar offerings as an option to tours. All Spouse Program activities will take place in or originate from the Anaheim Hilton.

**Friday, February 10:** 8 a.m. Activity Center opens. Refreshments available. Southern California orientation film. Sample the hospitality of Southern California in 15 minute filmed attractions and sites for which the area is known.

On Friday you may choose between a

seminar: "The Power of Humor" which will show one how to relieve physical and mental stress, to motivate yourself and others, to polish your image, to improve your memory, to deal with difficult people and to communicate better and most significantly, to have more fun in life! Dr. Virginia Tooper, a former university faculty member who gave up the serious stuff nine years ago now devotes her energy to the positive uses of humor on and off the job.

Or you may choose to enjoy a behind the scenes tour of a real working movie studio at Universal Studios. The guided tram tour confronts King Kong, survives a laser attack in the Battleship Gallactica and experiences the special effects of a flash flood and glacial avalanche. Lunch at Fung Lum's overlooking the San Fernando Valley is included. Then back to Universal's Entertainment Center to see shows and exhibits creating a spectacular live-action happening.

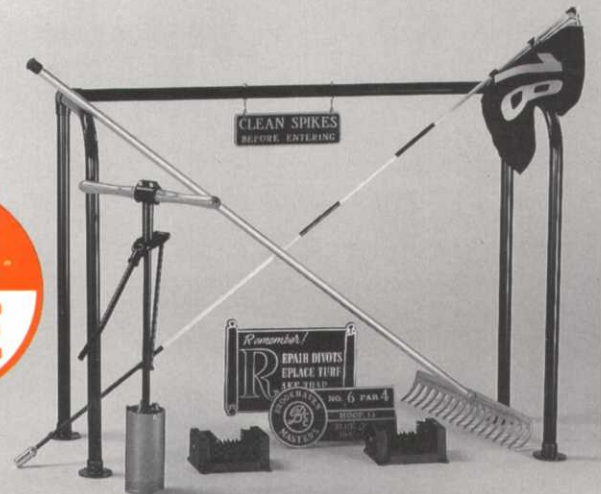
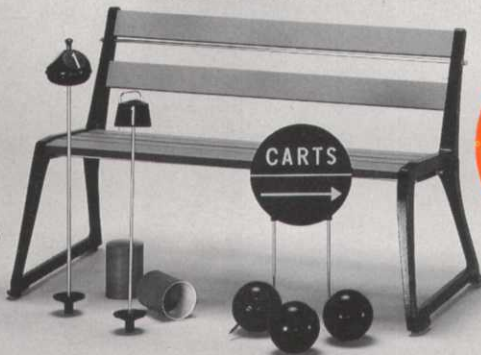
**Saturday, February 11** will offer the following tours: Newport Beach Cruise / Lido Shopping; San Juan Capistrano / Laguna Beach; Spruce Goose / Queen Mary; Lawry's Center / Huntington Museum; or the Seminar: "The Superinten-

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Rosie Grier

dent's Wife: Life Issues."

### Two Major Speaker Sessions will be held on Sunday morning.

You will have to make a choice on Sunday, February 12, 9 a.m. - 11:30 a.m. between two Major Speaker Sessions. **Roger Dawson**, one of the country's leading experts in the art of negotiation will be speaking on the topic "You Can Get Anything You Want, But You Have to Do More Than Ask." And **Harvey Selverston**, considered to be one of the most experienced and respected stress management trainers in the nation, will deal with real issues professionals face every hour and every day, at work and at home in his session, "Coping Skills with the Wizard of Stress."

**Fashion Show**, Host Chapter wives have organized a special treat for today. Two separate fashion shows will be presented, one demonstrating the "unit clothing" one-size-fits-all, mix-and-match. The other one features the Moroccan-styled, layered "Laise Adzer" look. **Shows start at 1:30 p.m. - 4:00 p.m.**

### Optional Activities (Sunday Only).

**8:00 a.m. - noon: Whale Watching Cruise.** Observe the annual migration of the California Gray Whale - and if you're lucky, schools of dolphins will entertain during 2 1/2 hours at sea.

I have been looking forward to taking this cruise for some time now. Seeing these huge gentle creatures up close will be special. I grew up on an island and I have always loved the sea and its creatures. For me there is serenity found in the swirling motion and sound of the sea.

### Monday, February 13, Bargain Shop in the Garment District.

Motorcoach transportation will be provided for a "no frills" shopping excursion to the Los Angeles garment district. Guides will hand out maps of the area and "inside information" on wholesale clothing and

jewelry showrooms, jobbers and manufacturers. Expect 30 to 75 percent off retail prices — this will be discount shopping at its best! Lunch is on your own.

And with this giant shopping spree the Spouse Program 1989 will close.

**Thursday, February 8 and 9** there will be a 2 day seminar beginning at 8 a.m. and ending at 5 p.m. which will be of interest to persons who have an interest in writing for golf publications. The seminar is called, "Not Necessarily for Newsletter Editors" and is designed for those with expertise and knowledge they would like to share with the golf world. This course teaches how to select an appropriate idea, organize and write a proposal and then submit it to an editor. Techniques on writing and editing for GCSAA chapter newsletters are included. Students should bring one to three solid ideas for articles and enough information to work on them in class, along with publications the articles would be suitable for. The instructor is **Andrea Warren**, Free-lance Writer. This one sounds like a fun course with hands on writing experience. We would encourage those interested in seeing some of their ideas in print to come and learn how.

Working with **The Florida Green** over all these past years Dan and I have been amazed at how the publication has grown. Just thirteen years ago we started working with a sixteen page black and white flyer. Dan has often said, "The Florida Green is unique because of our Superintendent/Writers." He gives credit for growth and success to the Superintendents who have shared their knowledge of the golf course industry with others in their field. **The Florida Green speaks the language of the Florida Golf Course Superintendent because of our Florida Superintendent/Writers.**

### Certification Activities.

A course offering **Certification Examination Study Guidelines** will be offered for those superintendents beginning preparations to study for the certification examination. It will be held on Thursday, February 9 from 8:00 a.m. to 5:00 p.m.

**A luncheon for all currently Certified Superintendents** is scheduled for Friday, February 10, at 11:30 a.m. Pre-registration is required. Tickets will not be available the day of the luncheon.

**A Certification Examination** will be given on Saturday, February 11, beginning promptly at 9:00 a.m. All examinees must be approved applicants in the certification process.

Monday, February 13, has been reserved only for those wanting to retake any failed sections.

**Certification Open Forum:** The open forum will be held on Sunday, February 12, from 1:00 to 3:30 p.m. The Certification Committee will be present to answer questions or discuss concerns. No registration is required.

### Prayer Breakfast, Sunday, February 12, 8:00 a.m.

**Rosie Grier will be the guest speaker at the 10th annual Prayer Breakfast in Anaheim.**

**Mr. Grier** is known as the "gentle giant," a reference taken from the title of his autobiography. Professional football, acting, public relations and writing are just some of his accomplishments. He also heads up "Are You Committed?" a non-profit corporation that he founded for the benefit of helping underprivileged young people.

The Prayer Breakfast will be held at the Anaheim Hilton on Sunday, February 12, from 7:30 - 9:00 a.m. We will attend the breakfast again this year. Sunday can be just another busy day when attending a conference; by attending the Prayer Breakfast, it gives us a fresh perspective on the most important things in life. The positive message together with meeting old friends makes this an event you won't want to miss. How about inviting a friend to come and hear this extraordinary man?

### Concurrent Educational Sessions:

**Friday, February 10 and Saturday, February 11** will offer several 20 minute talks by a diverse field of persons. Golf Course Superintendents, professors, USGA Green Section Directors, U.S. Environmental Protection agency, Congressmen, Golf Course Suppliers and Past Management companies, will all bring valuable information from their special fields as it pertains to The Golf Course Industry.

We have been attending these mini sessions for a number of years now and we highly recommend you attend the ones of interest to you and your club. These sessions can generate ideas which one can expand on to benefit your particular golf course operation.

**Visit the GCSAA Trade Show, Saturday, February 11, 9:00 a.m. - 5:00 p.m., Sunday, February 12, 9:00 a.m. - 5:00 p.m., and Monday, February 13, 9:00 a.m. - 5:00 p.m.**



*Dr. Alex Shigo*

**American Society of Golf Course Architects will address The Creative Approach to Remodeling on Sunday, February 12.**

- 1:00 Introduction, Pete Dye, ASGCA
- 1:15 Remodeling for Championship Play, Rees Jones, ASGCA
- 1:45 There's More Than Meets the Eye, Arthur Hills, ASGCA
- 2:15 Dealing with Contractors, Jeff Brauer, ASGCA
- B R E A K
- 3:00 Working with the Superintendent, Gary Baird, ASGCA
- 3:30 Remodeling Tees for Women, Alice Dye, ASGCA
- 4:00 Discussion with Speakers

**Symposium, "Tree Biology in Practice," with Dr. Alex L. Shigo, Sunday, February 12, 1:00 p.m. - 4:30 p.m.**

This is a new educational opportunity; a half-day symposium by noted tree expert Dr. Alex L. Shigo. Enrollment is limited and advance registration is required.

This symposium will deal with practical applications of the most current knowledge of the biology and care of trees. Dr. Shigo's philosophy deals with what keeps a tree healthy rather than what makes a tree sick.

**Getting It All Together For Another Golf Boom, will be the theme for The United States Golf Association Green Section Program beginning Monday, February at 8:00 a.m.**

Twenty-one speakers will bring the latest turf information, in short talks, as it pertains to golf course operations. **John Foy, Southeast Agronomist from Hobe Sound, FL will be on the program at 8:10**

**a.m., speaking on "Turf Tips of 1988 -Part 1."**

Closing remarks will be given by **F. Morgan Taylor, Jr., USGA Executive Committee, Hobe Sound, Florida, at 11:45 a.m.**

**Monday, February 13, the last day of the conference will end with the Annual Banquet held at 7:00 p.m., Anaheim Hilton & Towers.**

**A highlight of the banquet is presentation of the prestigious Old Tom Morris Award.**

This award is presented to an individual who, through a continuing selfless commitment to golf, has helped to further the game with the same dedication and inspiration demonstrated by Old Tom Morris.

One of golf's first greats, Old Tom Morris was a greenkeeper, golf professional, club and ball maker, golf course architect and accomplished player who won four British Open championships between 1861 and 1867. At the Royal and Ancient, St. Andrews, Scotland, Old Tom gained worldwide fame, boosting the popularity of golf throughout the British Isles and in many other parts of the world.

**This year's winner, Juan 'Chi-Chi' Rodriguez is highly admired by golf fans throughout the world for his golfing skills, wit, humor and off-the-course charitable deeds.**

Chi-Chi aspired to become the first professional golfer from Puerto Rico. He became a caddy at age seven and taught himself the game. Rodriguez joined the PGA Tour in 1960. He won eight tournaments and earned more than a million dollars.

Since joining the Senior Tour in 1985, his career has flourished. Second only to Arnold Palmer in gallery draw, Rodriguez has captivated the fans not only with his personality but also with his consistent performances on the course.

His off-course activities can also be considered "superstar" in nature. The Chi-Chi Rodriguez Youth Foundation in Clearwater, Florida has received national acclaim for its work with underprivileged and abused children. "My greatest victory is when one of my kids gets a college degree," Rodriguez says. "Golf is only a means by which to help others."

"I measure a man not by the length of his car," says Chi-Chi, "but by the size of

his heart."

Chi-Chi Rodriguez joins Arnold Palmer, Bob Hope, Gerald Ford, Patty Berg, Robert Trent Jones, Sr., and Gene Sarazen as recipients of the coveted honor.

Dan worked with Chi-Chi from 1970-75 in Dorado Beach, Puerto. Dan was Golf Course Superintendent for Dorado Beach and Cerromar Beach Hotels and Chi-Chi was the Head Golf Professional. Our families lived next door to each other, our girls played together and so we know first hand that this prestigious award is rightly given for Chi-Chi's praiseworthy performance as a Golf Professional over these past many years.

**Banquet Entertainment:** Following dinner and the banquet awards ceremony, **Bobby Vinton** — one of America's top cabaret performers, will entertain you with his impressive list of hits which have sold over 50 million records. Immediately following the show will be dancing to the Jeff Enloe Orchestra.

With this years conference at a close, we can now begin to look towards The 61st International Golf Course Conference and Show, to be held in our own great, green golfing state of Florida.

This years conference was held in Anaheim, California, Orange County, the home of Disneyland. Next years conference will be held in Orlando, Florida, Orange County, the home of Disneyworld. Both cities are sunny, vacation lands, and both cities are home to the best known mouse in the world.

Plans are already under way in Florida to make the 61st International GCSAA Conference and Show an exciting event as the golf course industry heads into the 1990's. ■



**Chi-Chi Rodriguez**

*Photograph by: Philip Saltonstall/Onyx.*