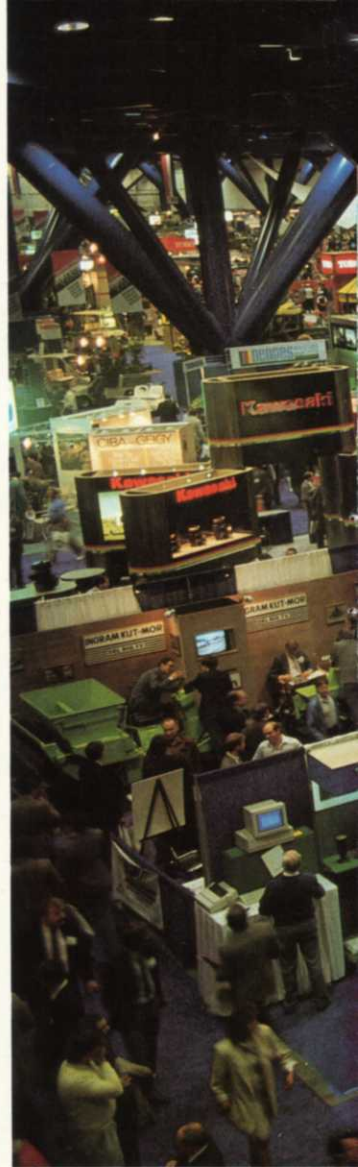


The trade show, which occupies less than half the schedule of the International Golf Course Conference and Show, is one of the 150 largest shows in the United States. Until Orlando's Orange County Convention Center was expanded last year, no building in Florida was large enough to hold it.

It's the Greatest Show in Turf



If the rest of the golf world is in for a treat when it takes a close look at the situation in Florida, the same thing can be said for Floridians getting their first look at the International Golf Course Conference and Show sponsored by the Golf Course Superintendents Association of America.

As many as 20,000 golf course superintendents, owners, operators, architects, builders, agronomists and mechanics from all over the world will pass through the doors of the Orange County Convention/Civic Center during the eight days of the 61st annual conference, which runs Feb. 19-26.

Although the trade show, which is so large that fewer than 20 facilities in the United States can handle it, is the most visible part of the convention, it is not the focal point. The show doesn't even open until the sixth day.

In fact, they don't even get around to holding the opening ceremonies for the conference until late on the fourth day, by which time 40 one-and-two-day seminars will have been completed.

Among the most popular seminars is the one-day session on study guidelines for the certification examination.

The seminar is recommended for those who are beginning their program of study for the CGCS designation, not those slated to take the six-hour examination two days later.

The seminars are available by advance registration and many are sold out months in advance.

Although it is now too late to take advantage of the GCSAA's offer of free reg-

istration to all first-year GCSAA members, general registration will be available at the door starting Feb. 22. Basic admission is \$165 for members and \$215 for non-members. For information about last-minute seminar openings or other registration details, call the GCSAA at 800-GSA-SUPT.

Spouses may register for \$60, which includes admission to the Spouse Center Friday-Monday (Feb. 23-26), admission to the trade show Sunday and Monday, continental breakfast Friday, arts and crafts exhibit and major speaker on Sunday and entertainment by Claude the Gator on Monday. Optional escorted tours are available to all major tourist attractions and shopping areas.

Children age 3 and older may be registered for the Spouse Program for an additional \$60.

Students may obtain complete conference registration for \$50 (\$45 if a student-member of the GCSAA), as may golf course mechanics.

Mechanics will probably want to take advantage of a new half-day pro-

MAJOR CONFERENCE COMPONENTS

- Golf Championship
- 40 Continuing Education Seminars
- 6 GCSAA Education Sessions
- Trade Show
- 2 Symposia
- 3 Major Speakers
- Golf Course Builders of America
- American Society of Golf Course Architects
- USGA Green Section
- Golf Course Mechanics
- GCSAA Annual Meeting
- Old Tom Morris Banquet



GCSAA FILE PHOTO

gram devoted to their craft on Sunday afternoon, Feb. 25 (See agenda, Page 52).

Florida GCSA members who are registered for the convention also may issue a limited number of free passes to the trade show valid only on Feb. 26, known as Grounds Industry Day, to their own crew members.

Grounds Industry Day was inaugurated by the GCSAA last year to accommodate trade show exhibitors

who wished to expose their products to turf maintenance professionals who would not benefit from the golf-oriented education programs of the conference.

Golf course superintendents are not eligible for Grounds Industry Day passes.

Although the annual conference is sponsored by the GCSAA, three other major organizations in the golf course

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industry conduct half-day open sessions. The Golf Course Builders of America meet Feb. 24; the American Society of Golf Course Architects meets Feb. 25; and the USGA Green Section's program is on Feb. 26. (See agendas, Page 52).

Environmental issues probably will be the primary topic of the conference, with a full day devoted to the subject during Friday's concurrent educational sessions. Among the topics to be covered are water quality and conservation, integrated pest management, hazard communication, underground petroleum tanks and the storage, disposal and recycling of chemicals.

As many as 2,000 foreigners may attend

The "International" in the conference title is no pretension.

Fully 10 percent of last year's attendees came from more than 30 foreign countries and, according to GCSAA Executive Director John Schilling, there is no reason to expect this year to be any different.

That means as many as 2,000 foreign visitors can be expected.

To take advantage of this unique international gathering, the GCSAA has scheduled an International Golf/Turfgrass Roundtable for Feb. 24.

The Roundtable is in addition to the traditional international reception, scheduled this year for Feb. 22 at 2 p.m.

CELEBRITY SPEAKERS

Dr. Ken Blanchard, author of *The One-Minute Manager* and noted motivational speaker and business consultant. Keynote address, Feb. 22.

James B. Irwin, Apollo 15 astronaut and eighth man to set foot on the surface of the moon. Prayer breakfast, Feb. 25.

Dr. Gayle Carson, motivational speaker. "Making Time Work for You," Feb. 25.

Joe Griffith, humorist and motivational speaker. "Grass Won't Grow if You Won't.," Feb. 25.

Tony Orlando, singer and actor. Featured entertainer at the closing banquet and show, Feb. 26.

Faculty for the environmental session includes Dr. Richard Cooper, University of Massachusetts; Dr. Richard Hull, University of Rhode Island; Dr. Stuart Cohen, Biospherics, Inc.; Dr. Bruce Branham, Michigan State University; Fred Haskett, Haskett/Mc-

Causland & Associates; Judy Heckman, EPA Office of Pesticide Programs; Jeffrey Holmes, Grand Traverse Resort; Mary Knaggs, Westchester CC; Bryan Corsini, American Association of Nurserymen; Vonnie Estes, Agri-Diagnostics; Dr. Charles Peacock, North Carolina State University; Dr. John Cisar, University of Florida; Al Kline, CGCS, University of New Mexico; Les Kennedy, Jr., CGCS, Oak Lane CC, Woodbridge, Conn.; Ross O'Fee, The Springs Club, Rancho Mirage, Calif.; Dr. Clark Throssell, Purdue University; Rod McWhirter, Rain Bird Sales, Inc.; Dr. Bruce Augustin, Lesco, Inc.; Ed Davis, R&D Sod Farms, Inc.; and Dr. K.A. Langeland, University of Florida.

Those not interested in environmental

issues have their choice of four other half-day sessions, each with similarly star-studded faculties.

Also new this year will be a government relations forum moderated by Robert Ochs, GCSAA legal and legislative counsel. The forum will be held in conjunction with the GCSAA's government relations committee meeting. Its purpose is to give superintendents the tools they need to inform government

(Continues on Page 52)

SPECIAL INTEREST FORUMS

Certification Open Forum

The GCSAA confers the designation, "Certified Golf Course Superintendent," or CGCS, to superintendents who complete a rigorous program of study, peer review and a written examination. The Certification Committee will answer questions about the program at an open forum Feb. 25.

Government Relations Forum

The GCSAA Government Relations Committee will conduct an open forum in conjunction with its meeting Feb. 25. Purpose is to equip superintendents to inform regulators about the unique nature of the profession.

Computer Users Group Meeting

Informal exchange of ideas on latest developments in hardware, software, and techniques.

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GOLF COURSE BUILDERS

Relationship between Superintendent and Builder: Jerry Pierman, International Golf Group

Golf Course Construction in Canada: Larry Brown, Atlantic Golf Construction, Ltd.

Why USGA Green Specifications? William Bengeyfield, USGA Green Section

Quality Control of Growing Media: Troy McNeil, Transamerican Soil Blenders

Getting Water on the Golf Course: Ed Shoemaker, Rain Bird Golf Division

Getting Water off the Golf Course: Dwight Johnson, Advanced Drainage Systems

Forward Tees and Modern Golf Course Design: Alice Dye, golf course architect

Relationship between Architect/Builder and Developer and Superintendent: Perry Dye, Golf Course Builders of America

GOLF COURSE ARCHITECTS

Introduction & Overview: Robert Trent Jones, Jr. ASGCA

Historical Perspective of Theory: Brian Silva

Case Histories of Western Projects: Robert Muir Graves

Case Histories of Southeastern United States: Charles Ankrom

Incorporating the Natural Look into Remodeling Projects: Jeff Brauer

USGA GREEN SECTION

New Research Projects: F. Morgan Tayler, Green Section Committee

Turf Tips: Green Section Staff

Professionalization of Superintendents: Stanley Metzger, CGCS

Misdirected Good Intentions: James F. Moore, USGA Green Section

The Coming of Public Golf: B.P. Russell, USGA Executive Committee

Mother Nature and Government Regulation: Mark Kienert, CGCS

It's the Little Things That Count: Dennis Lyon, CGCS

GOLF COURSE MECHANICS

Overview: Pat Ryan, Chicagoland Golf Course Mechanics Association

Keeping up with the Times: John Maguire, Chicagoland GCMA

Birth of an Organization: Tino Martinez, Royal Poinciana GC, Naples

A Superintendent's Viewpoint: Bruce Williams, CGCS

Professionalism: Ed Combest, Lake City Community College

Relative Height of Cut: Rich Smith, The Toro Company

(Continued from Page 38)

regulators about the unique situations faced by golf course managers.

The convention is not all work, however.

In fact, the unofficial beginning of the conference is the annual GCSAA Golf Championship, this year being contested by 600 golfers over five courses in the Orlando area (*See story, Page 44*) Feb. 19-20.

Keynote speaker at the opening session, scheduled Feb. 22 at 5:15 p.m., will be Dr. Ken Blanchard, author of *The One-Minute Manager*. A cash bar reception will follow with music for listening and dancing until 8 p.m.

Featured speaker at Sunday morning's prayer breakfast will be Apollo 15 astronaut James B. Irwin, who was the eighth human to set foot on the moon.

Monday afternoon is set aside for politics as the GCSAA conducts its annual meeting, featuring the election of officers. For the first time in anyone's memory, a Florida superintendent is running for GCSAA director. (*See story, Page 42*).

The 61st International Golf Course Conference and Show concludes Monday evening with the annual awards banquet, featuring presentation of the Old Tom Morris Award to Sherwood Moore (*See story, Page 46*) followed by entertainment by Tony Orlando.

Banquet tickets are not included in the registration. If space is available, they may be purchased for \$45 each at the time of registration.

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