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  - mole crickets\*
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- \*SLN Florida

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**ORTHO**

Chevron Chemical Company

Agricultural Chemicals Division  
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San Francisco, CA 94105

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pleted one year of a college turfgrass management program 15 CEUs from Division 1 of the GCSAA continuing education curriculum.

MONDAY AND TUESDAY, JANUARY 26 & 27,

8:00 A.M. — 5 P.M.:

Seminars will be conducted by Irrigation Consultants, Product Application Managers, Golf Course Architects, Professors of Ornamental Horticulture, Agronomy, Turfgrass Physiology, Weed Soil Science, Civil Engineering, Entomology and Human Development that will instruct seminar participants in their field of expertise. These seminars will cover: Irrigation Equipment and Technology, Golf Course Design Principles, Landscape Plant Materials, Basic Turfgrass Botany and Physiology, Plant Nutrition and Fertilizers Weed Identification and control, Introduction to Soil Science, Introduction to Surveying, Insects of Turf and Ornamentals 1: Introduction to the Principles of Control, and Business Communication and Assertiveness Techniques.

WEDNESDAY AND THURSDAY, JANUARY 28 & 29,  
8:00 a.m. — 5:00 p.m.:

Seminars will be conducted by an Accountant & Tax Consultant, The GCSAA Associate Executive Director, a GCSAA Historian, a Public Relations Expert, Golf course Irrigation Consultant, Product Application Man-

ager, Professors of Turfgrass Breeding & Genetics, Agronomy, Horticulture and Plant Pathology, Vice President of a Golf Course Construction Company, The American Red Cross and a Golf Course Architect. These seminars will cover: Familiarization With Accounting Procedures, Negotiating, History & Function of GCSAA, Cardiopulmonary Resuscitation, The Newsletter Editors/Public Relations, Irrigation Part II: Systems Design & Management, Turfgrasses: Qualities, Uses & Sources, Golf Course Construction & Product Management, Basic Horticultural Methods and Disease Identification & Control.

Dan and I will attend The newsletters Editors/Public Relations Seminar. Attending this seminar allows us to learn what is new in the publishing field as it relates to newsletters. Of all the publications in the U.S. newsletters are number one in the field, as far as numbers printed and variety. Just a few who use the newsletter are; various types of industry, churches, clubs, schools and civic and health organizations. This is very much in evidence when we look to 1 million plus types of newsletters printed in our country today. We also find out from our 'peers' in the golf course industry how they produce their prize-winning articles. We have found out we learn the most when we share our knowledge and experience with others. So this is a special seminar for us, as it directly relates to our work with *The Florida Green*.

ALSO SCHEDULED FOR THURSDAY, JANUARY 29 ARE:

USGA Golf Course Rating System, Budgeting & Forecasting, Managerial Productivity, Superintendent: Functions & Responsibilities. Conducting these seminars will be; The Director of Handicapping from The United States Golf Association, a Freelance Writer, an Associate Professor of Hospitality Accounting from Michigan State University, a Managerial Productivity Expert, and a Management Consultant.

Bruce R. Williams, CGCS, Superintendent from Bob O'Link Golf club will be presenting the details and practical applications for the seminar, 'Superintendent: Functions & Responsibilities'. New supervisors will benefit from discussions on being creative, planning work, managing time, trouble shooting, making decisions, communicating and motivating as it applies directly to the duties of the assistant superintendent.

THURSDAY, JANUARY 29, 1:00 P.M. — 5 P.M.:

Practical Tree management for Golf Courses will be offered; in this half-day seminar, Dr. Shigo will discuss establishing and maintaining healthy, attractive and safe trees on the golf course while holding maintenance costs to a minimum. His thirty years of research will be able to save your time and money as well as your trees.

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**WHEELER**



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SUNDAY, FEBRUARY 1, 8:00 A.M. — 11:30 A.M.:

**“Success on Your Terms:  
That’s The Name of the Game”**

The Challenges and rewards of change, action plans for personal and professional success and techniques to enhance sensitivity to others will be presented as applicable to management situations. Setting goals in the work environment and in personal life to introduce positive change will be emphasized. Learn the guidelines to measure achievement in professional growth and development and stress reduction Dr. Melton is a nationally-known lecturer, counselor, television personality and author.

**“Who’s In Your Driver’s Seat?”**

One of the most significant and consistent requirements at all levels of management is the ability to work effectively with others. Jack Kaine, an experienced program leader and president of his own management consulting firm, will discuss the forces that move and control human behavior and how they affect leadership and management. Skills to gain and stay in control will be presented to help participants — as individuals and as members of management — to be more effective and confident leaders.

**“It’s Your Time — Manage It!”**

Unique, simple and effective concepts for time management are presented to help managers keep on top of paperwork, handle interruptions, delegate effectively, utilize peak times, prioritize tasks, conduct shorter and more productive meetings, balance personal and professional lives, increase productivity and energy, change bad habits . . . all techniques designed to teach managers to work smarter, not harder. Rita Davenport is an author, hostess, and producer of her own daily television show and a frequent guest on talk shows, including “Good Morning America.”

SUNDAY, FEBRUARY 1, 1:00 P.M. — 5 P.M.:

How to use The USGA Turfgrass Information File (TGIF) will be presented; this seminar will be a thorough introduction to the new computer-accessed USGA Turfgrass Information File at Michigan State University. Presented by The Director of Libraries, Michigan State University and The Project Manager USGA Turfgrass Information Center, MSU.

Lunch is included with all one and two day seminars and all GCSAA seminars offer Continuing Education Units. “Gear Up” now and expect to get the most benefit from the seminars of your choice and further your knowledge of the golf course industry.

CERTIFICATION ACTIVITIES:

The Certification Examination will be given on Saturday, January 31 and Monday, February 2. Any member desiring to test at the Conference must have already submitted an intent to test, in writing, prior to January 1, 1987. The new form of the examination will be administered. Recertification renewal exams and re-tests will also be offered on the dates mentioned; with the same procedure for signing up.

A Certification Examination Preparation Course will be offered on Thursday, January 29. The Prep Course will begin at 9 a.m. and end at 4 p.m. Lunch will be provided and the fee for this course is \$15.

A Certification Luncheon will take place on Friday, January 30 at 11:30 a.m. The luncheon is open only to currently Certified Superintendents. Registration fee for the luncheon is \$18.

PRAYER BREAKFAST:

The Reverend Mr. Owen C. Carr will be guest speaker at The Golf Course Superintendent Christian Prayer Breakfast held on Saturday, January 31 at 7:00 a.m. at the Phoenix Civic Plaza. Coffee and danish will be served at 7:00 a.m., Rev. Carr will be speaking at 7:30 a.m.

This is another “must” special event for my family. In all of the activities and excitement of this big conference it is possible to put some really important issues on hold, so for us, this breakfast helps to bring our focus back to those issues. I highly recommend this event. See related story about the Prayer Breakfast on page 24.

Spouse Program:

I attended a women’s retreat last month and observed someone wearing a tee-shirt with these words inscribed on it; “SHOP UNTIL YOU DROP”. This is something that we should not do on a regular basis, but once a year during “The conference” why not?

A visit to the Phoenix and Scottsdale areas promises us a chance to experience true Southwestern culture. It offers authentic Indian jewelry, pottery, baskets, and rugs. Thoughts turn to Indian artisans and their craftsmanship; Indian dancers and their intricate dance, cactus, desert landscapes, Pueblo, Spanish and Ranch style architecture.

The tours and activities in Phoenix are all designed and planned to allow participants to experience the local culture; the 1987 Spouse program will be based on the —“Southwestern Culture” theme. All activities will either be held in the Phoenix Civic Plaza or will depart from there. The Spouse Lounge will be open for coffee and socializing on Friday, January 29 from 7:30 a.m. — 5:00 p.m. At 8:30 a.m. Friday buses will depart for a special city tour which will be a great way to get acquainted with The Valley of the Sun. Then at 1:00 p.m. wives may want to join their husbands for the very infor-

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mative session "Your Spouse, Your Family, and You". This session will begin at 1:00 p.m. and last until 5:00 p.m., actually it will consist of a series of concurrent educational sessions, all of which will pertain to family issues. Dan and I will be speaking at the session, "Alcohol and Drug Abuse — The Whole Family Suffers" at 3:40 p.m. We personally invite you to attend and learn why this disease affects every member of the family. Learn what family members can do when they find themselves caught up in the progression and confusion of this disease.

ON SATURDAY, JANUARY 31, buses begin departures for one of the following tours;

Tour A — Sedona/Red Rock Country, which includes a drive through the beautiful Sonoran Desert, tour of Montezuma's Castle, view of the Chapel of the Holy Cross, and then on to Sedona for lunch and SHOPPING AT TLAQUEPAQUE, the Spanish village of unique art galleries and boutiques, (count me in on this one!)

Tour B — Carefree/Cave Creek is one of the older areas of the Valley of the Sun. Investigate its shops and hear some of the colorful history of this still unincorporated town. Next, on to Carefree, a delightful community started in the late fifties and early sixties. Spend some time in Spanish Village which recreates the atmosphere of southern Spain.

Tour C — Southwestern Homes/Bontanical Garden/Rosson House — see nature at work in the desert as you tour the Desert Bontanical Garden. Then visit Scottsdale and the McCormick Ranch development. Next its on to Rosson House which was built in 1894, it is an outstanding example of a Victorian architectural style. Notable are the pressed tin ceilings, elaborately carved staircase, and parquet floors inlaid with oak, walnut and mahogany.

Tour D — Wrigley Mansion; Consanti/Mystery Castle; visit the Wrigley's chewing gum mansion which was built in 1929 with "... a penny at a time", from the Wrigley fortune. The Cosanti complex, is earth-formed structures designed and constructed by Paolo Soleri. The

famous Soleri Windbells are made and sold here. A visit to The Mystery Castle will be a scavenger's dream as you see this 18 room mansion which is built of everything from refrigerator covers to a Stutz Bearcat wheel set in a rose window.

\* All of these tours include lunch on your own at unique restaurants in the area of your tour.

MONDAY, FEBRUARY 2, will offer two exciting presentations; at 9:00 a.m. in the morning there will be a program on Indian Culture given by Gloria Mitchell. At 10:30 a.m. Elizabeth Haas, a Phoenix artist of 82 years who has gained international fame for her happy and colorful Mexican paintings will share here knowledge with us. These two speakers are a must.

TRADE SHOW OPENS, SATURDAY, JANUARY 31:

At 9:00 a.m. the doors open and you will be able to see all the latest "state of the art" equipment and materials that are available on the market today, as it pertains to The Turfgrass Industry. You will see everything from fish that eat up the weeds in your golf course lakes to huge and powerful five-gang riding lawn mowers. Suppliers from all over the world will be represented in this 58th International Golf Course Show. If you have never been in attendance at one of these trade shows you are in for a real treat and some pretty tired feet as well. (While company representatives explain the workings of new equipment and supplies to our spouse we can enjoy one of the four all day tours which are going on today).

NATIONAL GOLF FOUNDATION OFFERS OPPORTUNITIES IN GOLF COURSE OWNERSHIP, LEASING, AND MANAGEMENT; for the second year The (NGF) will present a workshop at the GCSAA Conference and Show. The program is scheduled for Saturday, January 31, from 1:00 to 5:00 p.m. The workshop explores opportunities for golf course superintendents to operate their own golf facilities. The program is open to all attendees.

SPORTS TURF MANAGERS ASSOCIATION OFFERS all day program of interest to turfgrass managers on Saturday, January 31; this program will be held at the Hyatt Regency Phoenix, which is directly across the street from the Phoenix Civic Plaza. Twenty minute sessions will run from 8:00 a.m. to 4:30 p.m. At the conclusion the STMA will hold its Annual Business Meeting. These sessions are open to all attendees.

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**U.S.G.A. GREEN SECTION PROGRAM:** will be held on Monday, February 2, beginning at 8:00 a.m., guest speaker will be Mr. Howard Keel. The sessions will last from twenty to thirty minutes each and will recognize the theme that the turfgrass is: **ONE BUSINESS IN WHICH SUCCESS IS NOT ALWAYS FOUND AT THE BOTTOM LINE.** One topic which sounds interesting to me is entitled; some Funny Things Found In Golf Bags. When I dusted mine off last week and headed out to the driving range I found this to be true when I could only find one red glove (which was 2 sizes too small), no tees, a few old balls and two unidentified golf clubs. After hitting a bucket of balls reality about my golf game started to once again come into view. Even if a person is not a great player the beauty and evidence of nature at work makes a visit to the golf course enjoyable.

The Conference will conclude on Monday at 1:30 P.M. with the large Annual Meeting for members of The Golf Course Superintendents Association of America. The Annual Banquet, Show and Dance will take place from 7:00 p.m. — midnight at The Phoenix Civic Plaza Ballroom. Highlights for the banquet and show will be the presentation of The Old Tom Morris Award to famed golf course architect Robert Trent Jones, (See related story on page ), comments by out going President of GCSAA, Riley L. Stottern, CGCS and introduction of Donald E. Hearn, CGCS as President of GCSAA for 1987. Outstanding musical entertainment will be feature for your listening and dancing . . . and maybe some thoughts and conversation will start turning towards Houston, Texas and The George R. Brown Convention Center which will be the site of our 1988 Conference. Dan and I hope to see many of you in Phoenix at The 58th International Golf Course Conference and Show. ■

## Wesco-Zaun Announces New Toro Distribution Facility

West Florida Toro lawn care products distributor, Wesco-Zaun, Inc., has announced construction of a new \$1.5 million state-of-the-art Toro distribution facility. The 43,000 sq. ft. two-level building is located at Live Oak Business Park, a pristine, partially forested pastureland, running adjacent for nearly a mile with I-75 in east Sarasota. The new facility, uniquely designed with environmentally compatible materials, includes the very latest computerized and conveyored inventory and parts control systems. Warehouse space usage is maximized by incorporating a narrow aisle format to utilize cubic feet as opposed to square feet. Ground breaking and construction has moved quickly and the roof "topping-off" phase has already been completed. Most of Wesco's 71 employees will work out of this new complex, which includes PARS exercise course and jogging track. Wesco will keep their Ft. Myers location and a new Clearwater location will be added.

Live Oak Business Park development, and construction of the new Toro facility, is by Fred M. Starling, Inc. The Park is adapted to fit into the natural Florida environment. Oak trees and pasture grasses remain. In the words of Wesco's late President, Jack Cantu, "Wesco and Toro mutual goals are to enhance and compliment the beauty of the land. To keep the property unspoiled and usable."

Starling has formulated strict Park rules to keep other construction similar to Wesco's upscale, environmentally attuned facility. Live Oak's expressway exposure makes it Sarasota's premiere industrial park, adding to the community's positive image. Starling is developing several interchanges along the I-75 corridor in addition to Live Oak Business Park. ■



The winning team of The 1986 Future of Golf Tournament held at Quail Ridge Country club, Boynton Beach, Florida — left to right: David Court, Mark Henderson, Pete Brook and Bill Lloyd.



Wesco-Zaun's new distribution facility.





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