

Hard-hitting issues, educational classes

No other event in golf — certainly none geared toward golf course superintendents — approaches the Golf Course Superintendents Association of America's annual convention, says outgoing GCSAA President John A. Segui.

Segui said from his Philadelphia office that education "affects a lot of different people in the golf industry, in the green industry as a matter of fact, and they look forward to attending the GCSAA meeting each year."

This year, one- and two-day seminars, forums on current issues, awards presentations and a trade show will highlight the 60th Annual International Golf Course Conference and Show, Feb. 6-13, at Anaheim. C



Bob Drum

The international show will be the largest in the history of the Golf Course Superintendents Association of America, according to Segui. The industry's biggest annual product and service-related exhibition ranks in Trade Show Week's top 200 and more than 400 manufacturers and distributors will have booths.

"I don't believe 60 years ago the superintendents who started this ever believed it would be as big as it is today," Segui said. "The GCSAA is basically an educational organization and in 1988 our membership went over the 8,000 mark, and we expect between 13,000 and 14,000 people at this conference — which will be the biggest ever. We expect

over 400 companies represented there."

The convention is being held at the Anaheim Convention Center and nearby Anaheim Marriott Hotel and Anaheim Hilton & Towers.

The week will be loaded with something for all golf course superintendents as well as builders, developers and architects. It will begin with 34 one- and two-day seminars Monday through Thursday, and continue with educational presentations on a range of topics from environmental and regulatory laws to turfgrass management Friday through the Monday.

Segui said the conference will also feature a meeting for international groups from

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Scott's ProTurf

GUARANTEED ANALYSIS	
Total Nitrogen (N)	18%
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Soluble Potash (K ₂ O)	9%
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Sulfur (S)	6.0%
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Potential Acidity Equivalent 1300 lbs. Calcium Carbonate per Ton.	

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SOLUBLE POTASH (K ₂ O)	12.0%
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John Segui

Segui leaves glad, satisfied

When John A. Segui of Philadelphia steps down the weekend of Feb. 11 as president of the Golf Course Superintendents Association of America, he will complete an "unforgettable" year.

"It's been a year I'll never forget, and I would certainly encourage any superintendent out there to go right out and get involved in the organization," Segui said. "The rewards certainly outweigh any inconveniences.

"It's one of the best ways I know of

"It's one of the best ways I know of giving back to the industry that has been so good to us."

giving back to the industry that has been so good to us."

A highlight of the year for Segui came in November when he met a group of Russians who are building a golf course designed by architect Robert Trent Jones Jr. 30 miles outside of Moscow.

"To be in their presence and to be sure Russia will learn this great game of golf was a thrill," Segui said.

Segui was also looking forward to meeting with golf officials from around the world during the 60th Annual International Golf Course Conference and Show.

But he is also ready to relinquish the GCSAA reins to Dennis Lyon of Aurora, Colo.

"I've had a great year but you've got to make way for the next guy," he said. "I'm sure Dennis will be prepared."

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highlight weeklong golf conference

overseas — a luncheon for superintendents from Great Britain, Japan, Germany, Taiwan, Scotland, Australia and South America “coming to see the greatest show in turf.”

“And it’s our way of welcoming them and letting them know that they are part of the golf course industry just as much as we are,” he said.

A master schedule follows:

MONDAY, FEB. 6

GCSAA Golf Championship at LaQuinta Hotel Golf & Tennis Resort at Mission Hills Country Club and PGA WEST in Palm Desert, Calif.

7 a.m. — Check-in and seminar registration at Wyndham Hotel.

8 a.m. — Monday-Tuesday two-day seminars:

- “Basic Principles of Turfgrass Management,” presented by Iowa State University horticulture Professor Nick Christians, Ph.D.

- “Golf Course Design Principles,” taught by architects Geoffrey S. Cornish and Robert Muir Graves.

“Golf Course Restoration, Renovation and Construction Projects,” presented by Lohmann Golf Designs, Inc. President Robert M. Lohmann and architect Brian M. Silva.

“Introduction to Soil Science,” taught by Kansas State University soil science Professor Steve J. Thien, Ph.D.

- “Introduction to Surveying,” taught by civil engineering Professor Thomas E. Mulinazzi of the University of Kansas.

- “Irrigation Part I: Equipment and Technology,” presented by golf course irrigation consultant David D. Davis and Toro Co. Product Application Manager C. William Speelman.

- “Managerial Productivity,” presented by Gerry Sweda, a former golf course superintendent and current regional sales manager of O.M. Scott and Sons.

- “Plant Nutrition and Fertilizers,” presented by University of Georgia turfgrass science Associate Professor Robert N. Carrow, Ph.D., and Michigan State University turfgrass management Professor Paul E. Rieke, Ph.D.

Noon — Seminar luncheon.

TUESDAY, FEB. 7

7 a.m. — Check-in and registration for seminars.

8 a.m.-5 p.m. — Monday-Tuesday two-day seminars continue.

8 a.m.-5 p.m. — One-day seminars:

- “Effective Business Writing,” taught by freelance writer Andrea Warren.

- “Familiarization with Accounting Procedures,” presented by accountant and tax consultant Garth J. Terlizzi of Private Ledger Inc.

- “Negotiating,” emphasizing employment contracts and presented by attorney Charles F.

Palmer.

8 a.m.-5 p.m. — Tuesday-Wednesday two-day seminars begin:

- “The Assistant Superintendent: Managing People and Jobs,” presented by management consultant Mary T. Rau and Bruce R Williams of Bob O’Link Golf Club.

- “Basic Turfgrass Botany and Physiology,” taught by Texas A&M University turfgrass physiology Professor James B. Beard, Ph.D., and Mississippi State Uni-



Rosie Grier

versity agronomy Professor Jeffrey Krans, Ph.D.

- “Insects on Turf, Trees and Shrubs: Principles of Control,” taught by Ohio State University entomology Professors David G. Nielson and Harry D. Niemczyk.

- “Landscape Plant Materials,” taught by Clemson University horticulturalist and landscape architect R. Gordon Halfacre, Ph.D., and Ohio State University landscape horticulture Professor

T. Davis Sydnor, Ph.D.

Noon — Seminar luncheon.

WEDNESDAY, FEB. 8

7 a.m. — Check-in and registration.

8 a.m.-5 p.m. — Tuesday-Wednesday two-day seminars continue.

8 a.m.-5 p.m. — One-day seminars begin:

- “Calculations and Practical Mathematics for Use in Turfgrass” *Continued on page 30*

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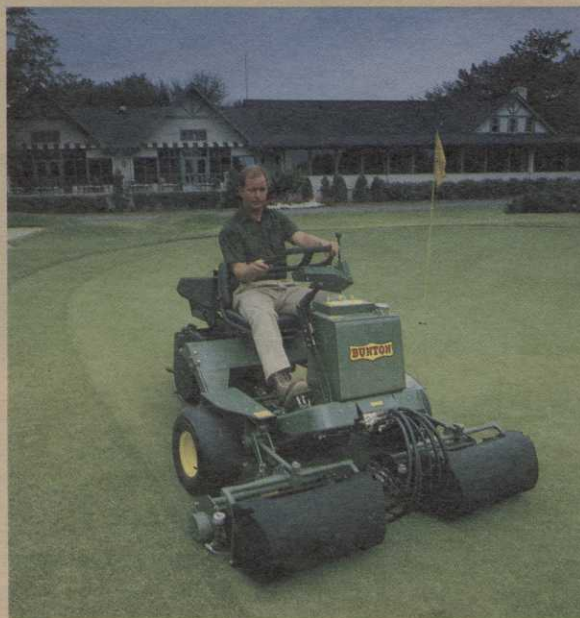
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Conference

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Management," taught by horticulture Professors Michael Agnew and Nick Christians of Iowa State University.

- "Financial Management," presented by consultant Linda Roselius and Ted Roselius, director of the Small Business Institute at Colorado State University.

- "Maximizing Job Satisfaction," presented by Gerry Sweda, regional sales manager at O.M. Scott & Sons.

- "Safe Pesticide Application," taught by Bert L. Bohmont, Ph.D., coordinator of the Office of Pesticide Programs at Colorado State University.

- "USGA Intermediate Rules of Golf," presented by USGA Western Region Manager Ronald R. Read.

8 a.m.-5 p.m. — Wednesday-Thursday two-day seminars begin:

- "Business Communication and Assertiveness Techniques," taught by J. Stephen Hazel, Ph.D., of the University of Kansas Department of Human Development.

- "Disease Identification and Control," taught by plant pathology Professors Houston B. Couch, Ph.D., of Virginia Polytechnic University and Philip O. Larsen, Ph.D., of the University of Minnesota.

- "Environmental Considerations in Golf Course Management," presented by consultant William A. Thomas, Ph.D., of Law and Science Associates and Winand K. Hock, Ph.D., coordinator of the Pesticide Education Program at Pennsylvania State University.

- "Golf Course Construction Techniques and Management," presented by Stephen Harrell, president of Wadsworth Golf Construction Co. of the Southwest, and architect Michael J. Hurdzan, Ph.D.

- "Irrigation Part II: Systems Design and Management," taught by golf course irrigation consultant David D. Davis and C. William Speelman, product application manager for Toro Co.

- "Not Necessarily for Newsletter Editors," taught by freelance writer Andrea Warren.

- "Turfgrasses: Qualities, Uses and Sources," taught by turfgrass breeding and genetics Associate Professor M.C. Engelke, Ph.D., of the Texas Agricultural Experiment Station in Dallas, and Richard Hurley, Ph.D., director of research and agronomy for Lofts, Inc.

- "Union Labor Relations and NLRB Regulations," presented by Herbert W. Larrabee of Human Resource and Profit Associates, Inc.

- "Weed Identification and Control," taught by Mississippi State University weed science Professor G. Euel Coats, Ph.D., and University of Kentucky agronomy Professor A.J. Powell Jr.

Noon — Seminar luncheon.

THURSDAY, FEB. 9

7 a.m. — Scholarship and Research Committee meeting and in-

terviews.

7 a.m. — Check-in and seminar registration.

8 a.m.-5 p.m. — Wednesday-Thursday two-day seminars continue.

8 a.m.-5 p.m. — One-day seminars begin:

- "Biology of Turfgrass Soils," taught by The Lawn Institute Executive Director Eliot C. Roberts, Ph.D.

- "Cardiopulmonary Resuscitation," taught by the Orange

County Chapter of the American Red Cross.

- "Certification Examination Study Guidelines," with instructors including Dr. Nick Christians of Iowa State University, Linda and Dr. Ted Roselius of Colorado State University and the USGA's Ronald Read.

- "Employee Training," presented by consultant John P. Meszaros.

- "Introduction to Computers in Golf Course Management,"

taught by Rod McWhirter, golf manager with Rainbird Sales, and Richard Slivinski, a consultant with Leisure Time.

11 a.m. — Registration opens.

11:30 a.m. — Past presidents hold luncheon meeting.

Noon — Seminar luncheon.

2 p.m. — International hospitality room opens.

5:15 p.m. — Opening session and reception.

Bob Drum of "The Drummer's Beat" fame on CBS Sports' cover-

age of golfing events will speak at the opening session at the Anaheim Marriott Hotel. Drum, who has co-authored three books with Arnold Palmer, has consulted for golf tournaments throughout the United States and spoken at many sports banquets nationwide.

FRIDAY, FEB. 10

7:30 a.m. — Registration opens.

8:30 a.m. - noon — Concurrent educational sessions:

- Environmental and Regula-



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tory Issues.

- Golf Course Management Techniques: Part I.
- Public Golf Operations.
- 11:30 a.m. — CGCS luncheon for all currently certified superintendents. Pre-registration is required and tickets will not be available the day of the luncheon.
- 1 p.m. — Conference and Show Committee meeting.
- 1-4:30 p.m. — Concurrent educational sessions:
 - Golf Course Management

Techniques: Part II.

- Poa Annua: Friend or Foe?
- Southern Turfgrass Management.
- 5:15 p.m. — Members' briefing and "Meet the Candidates."
- SATURDAY, FEB. 11**
- 7:30 a.m. — Registration opens.
- 9 a.m. — Ribbon-cutting ceremony to officially open the Trade Show.
- 9 a.m. — Certification examination; all examinees must be ap-

- proved applicants in the certification process, and all certification applications must have been submitted to the GCSAA headquarters by Jan. 1.
- 9 a.m. - 5 p.m. — Trade Show.
- 10 a.m. — Technical research advisory meeting.
- 11 a.m. — Communications and Awards Committee meeting.
- Noon — Voting delegate luncheon.
- 1-2 p.m. — Voting delegates check in.



Roger Dawson

- 1 p.m. — Concurrent educational sessions:
 - Black Layer Forum III: What Have We Learned?
 - Contemporary Soil and Water Issues.
 - 1-5 p.m. — Golf Course Builders of America session, including:
 - "So You Want To Build a Golf Course" at 1:10 p.m.
 - "Building a New Golf Course— When Does the Superintendent Come on the Job?" at 1:30.
 - "Opportunities for the Golf Course Superintendent in Europe" at 2.
 - "Golf Course Water Pump Systems — the Latest Technology" at 2:30.
 - "The Realities of Water Management" at 3.
 - "Traditional Golf Course Design and Its Relationship to Maintenance" at 3:30.
 - "Advancement in Equipment and How It Has Changed Golf Course Design" at 4.
 - "Forward Tees and Their Role in Modern Golf Course Design" at 4:20.
 - "The Architect/Builder and His Relationship to the Developer" at 4:40.
 - 8 p.m. — Golf Course Builders of America banquet.



Harvey Selverston

SUNDAY, FEB. 12

- 7:30 a.m. — Prayer breakfast.
- Former National Football League great Rosie Grier will speak at the 10th annual prayer breakfast. Grier heads "Are You Committed?" — a non-profit corporation that he founded to help underprivileged young people.
- 7:30 a.m. — Registration opens.
- 9 a.m. — Governmental Relations Committee meeting.
- 9 a.m. — Voting delegates check in.
- 9-11:30 a.m. — Major speaker sessions:

Roger Dawson, a leading expert on the art of negotiation, will speak on "You Can Get Anything You Want, But You Have To Do More Than Ask," while stress management trainer Harvey Selverston will talk on "Coping Skills."

In a session chaired by Peter Rappoccio Jr. of CGCS, Dawson will go beyond the techniques of negotiating. He will help the audience learn what influences people and how to recognize and adjust to

Continued on page 32



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Families offered tours, seminars

Trips, cruises and seminars — with topics ranging from the serious ("The Superintendent's Wife: Life Issues") to the comic ("Humor Power") — will spice the days for spouses and children at the 60th International Golf Course Conference and Show in Anaheim, Calif.

Using the Anaheim Hilton as a meeting place, the Spouse Program will start Friday, Feb. 10, and continue through Tuesday, Feb. 13.

The Spouse Program Activity Center will open at 8 a.m. each day and the \$2 tickets will be available at the center. Meanwhile, most of the action will take place elsewhere, including:

- A Universal Studios tour and lunch from 9:30 a.m. to 4:30 p.m. Friday.

- Four tours Saturday: a Newport Beach cruise and shopping at Lido Marina Village from 9 a.m. to 3 p.m.; a trip to San Juan Capistrano and to Laguna Beach with its art galleries, studios and boutiques from 9:30 to 3:30; tour of Howard Hughes' Spruce Goose plane and the Queen Mary at Long Beach Harbor from 10 to 4; and a trip to the Spanish gardens at Lawry's California Center and the Huntington Museum, Gardens and Library in San Marino from 10:30 to 4:30.

- A whale-watching cruise, for an additional fee, from 8 a.m. to noon Sunday.

- A Circus Party for children, at an additional fee, featuring mime, magic, juggling and face-painting from 1 to 5 p.m. Sunday.

- A bargain shopping trip to the garment district, where shoppers can expect 30 to 75

percent off retail prices, from 9 a.m. to 2 p.m. Monday.

Host wives have organized two fashion shows from 1:30 to 4 p.m. Sunday. One show will demonstrate unit clothing, one-size-fits-all, and the mix-and-match concept, while the other will feature the Moroccan-styled, layered "Laise Adzer" look.

Meanwhile, at the hotel, seminars will highlight the weekend. Dr. Virginia Tooper, a former university faculty member who now devotes her time to positive uses of humor on and off the job, will speak on "The Power of Humor" from 9 a.m. to 3 p.m. Friday, with time off for lunch.

Marie Schmidt, an expert in clinical social work, will lead a seminar on "The Superintendent's Wife: Life Issues" from

9:30 a.m. to 4:30 p.m. Saturday, with a break for lunch. She will discuss negotiating periods of crisis, change and growth within family relationships.

From 9 a.m. to noon Sunday conference participants and their spouses may attend one of the concurrent major speaker sessions: Roger Dawson on "You Can Get Anything You Want, But You Have To Do More than Ask" and Harvey Selverston on "Coping Skills with the Wizard of Stress."

The GCSAA asks spouses to register early since all Spouse Program and optional activities are subject to cancellation if registration does not reach minimum levels.

Tours are also being offered to all conference attendees who arrive before the Spouse Program

Conference

Continued from page 32

different personality styles so they can get what they want regardless of the situation.

Selverston, the "Wizard of Stress," will deal with the issues professionals face at work and home. He feels people need enough stress in their lives to feel stimulated and productive but not so much that they feel overwhelmed and exhausted. In a session led by Kenneth B. Rue, Selverston will teach the skills needed to find and remain on that middle path between anxiety and boredom.

9 a.m.-5 p.m. — Trade Show.

11 a.m. — Public Relations Committee meeting.

1 p.m. — Voting delegates check in.

1-4 p.m. — American Society of Golf Course Architects session, including:

- "Remodeling for Championship Play" with Reese Jones at 1:15 p.m.

- "There's More Than Meets the Eye" with Arthur Hills at 1:45.

- "Dealing with Contractors" with Jeff Brauer at 2:15.



Alex Shigo

- "Working with the Superintendent" with Gary Baird at 3.

- "Remodeling Tees for Women" at 3:30.

- A discussion with the speakers at 4.

1 p.m. — State government relations forum, presenting how superintendents and



Chi Chi Rodriguez

their groups have dealt with trying to influence public policy. Issues ranging from posting to water use will be discussed at the session moderated by Sam White of White and Associates in Washington, D.C., and including a panel of Edward C. Horton of the

Westchester CC in Port Chester, N.Y., Michael D. Vogt of the Illini CC in Springfield, Ill., Robert Dickison of Upper Montclair CC in Clifton, N.J., Charles T. Passios of Hyannisport (Mass.) Club, Dennis James Orsborn of Sunrise Co. in Palm Desert, Calif., and Richard Marcks of Fairview CC in Greenwich, Conn.

1 p.m. — Computer special interest group meeting. This session, led by Duane E. Patton, is focused on superintendents who are considering buying a computer system and those who have computers and want to expand their usefulness.

1-3:30 p.m. — Certification open forum.

1-4:30 p.m. — Symposium on "Tree Biology in Practice," led by noted tree expert Dr. Alex L. Shigo. Shigo's concern is what keeps a tree healthy rather than what makes it sick, and the symposium will deal with practical applications of the most current knowledge of the biology and care of trees. Advance registration is required for the session, which will be chaired by Michael W. Rothenberg of the CGCS.

3 p.m. — Certification Committee meeting.

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MONDAY, FEB. 13

8 a.m. — Industrial Relations Committee meeting.

8-11:50 a.m. — USGA Green Section program, including:

- "Turf Tips of 1988 — Part I" at 8:10 a.m.

- "The International Flavor of Golf Course Management" at 8:25.

- "It's a Matter of Opinion" on turf schools, research funds and grasses at 8:45.

- "Water for Golf Course Use — 1989 and Beyond" at 9:15.

- "Turf Tips of 1988 — Part II" at 9:45.

- "Things To Do Before Contacting a Golf Course Architect" at 10 a.m.

- "Contemporary Golf Course Architecture — Saga or Satire?" at 10:20.

- "Turf Tips of 1988 — Part III" at 11:30.

9 a.m. — Certification examination.

9 a.m. - 1 p.m. — Trade Show.

1 p.m. — Annual meeting.

5:45 p.m. — VIP guest reception (by invitation).

6 p.m. — Banquet reception.

7 p.m. — Annual banquet. The GCSAA will feature presentation of the Old Tom Morris Award to Chi Chi Rodriguez, whose predecessors receiving the honor include President Gerald Ford, Bob Hope, Arnold Palmer, Gene Sarazen, Patty Berg and Robert Trent Jones.

Singer Bobby Vinton will entertain following the banquet and awards ceremony.