

GCSAA's Lyon has worldwide view

Asian, European and British greenkeepers are organized and are in touch

BY VERN PUTNEY

One major focus of the new administration of the Golf Course Superintendents Association of America will be "additional emphasis in the international market," according to Dennis Lyon.

Lyon, who will take over the GCSAA presidency from John A. Segui at its 60th International Golf Course Conference and Show at Anaheim, Calif., added, "We are the best at what we do, and what we do best is provide the world with outstanding golf courses."

Lyon oversees four public courses for the city of Aurora, Colo.

While looking abroad to provide GCSAA expertise and exchange information with interested Japanese and European course superintendents and developers, Lyon is most mindful of continuing and expanding the "many current positive things" domestically.

These include, he said, keeping on track successful programs dealing with education, conferences and seminars, public relations, and relations with allied groups such as the United States Golf Association, PGA of America, National Golf Foundation, American Society of Golf Course Architects, and club managers.

"An area I feel is especially important," Lyon said, "is our government relations program. We must work in concert with the federal government where appropriate in the areas of pesticide and related environmental issues.

"I have a concern that, all too frequently, federal bureaus provide notice of hearings or meetings on subjects vital to our business, and we don't react quickly to furnish timely input. If we are not astute enough to recognize this opportunity, our industry can lose out. It's up to us to take the initiative."

Aware of government's increasing role in environmental matters, GCSAA has retained the Washington, D.C., consulting firm of Myers and White to keep it abreast of lawmaking trends. GCSAA, though not in the lobbying field, could proffer advice that could help legislators make decisions, Lyon said.

Another association step forward in the environmental field is the agreement reached recently with Hall-Kimbrall Environmental Services of Lawrence, Kan.

Hall-Kimbrall has designed a self-audit package to assure a course's compliance with health and environmental laws. It was drafted specifically for golf courses and is being field-tested and fine-tuned with the assistance of William Roberts. Roberts, GCSAA board of directors member and chairman of its government relations committee, is course superintendent at Lochmoor Club in Grosse Pointe Woods, Mich.

Lyon is eyeing overseas in both directions for membership cooperation internationally. "We look forward to working with our

counterparts in other parts of the world," he said.

In that connection, he points out the probability of "sizable" attendance at Anaheim by Japanese forces. A turf conference sponsored by Toro Co. was held in Osaka, Japan, last October.

Japan's GCSAA members are a mere dozen, half affiliates. These numbers are expected to climb.

European interest in GCSAA

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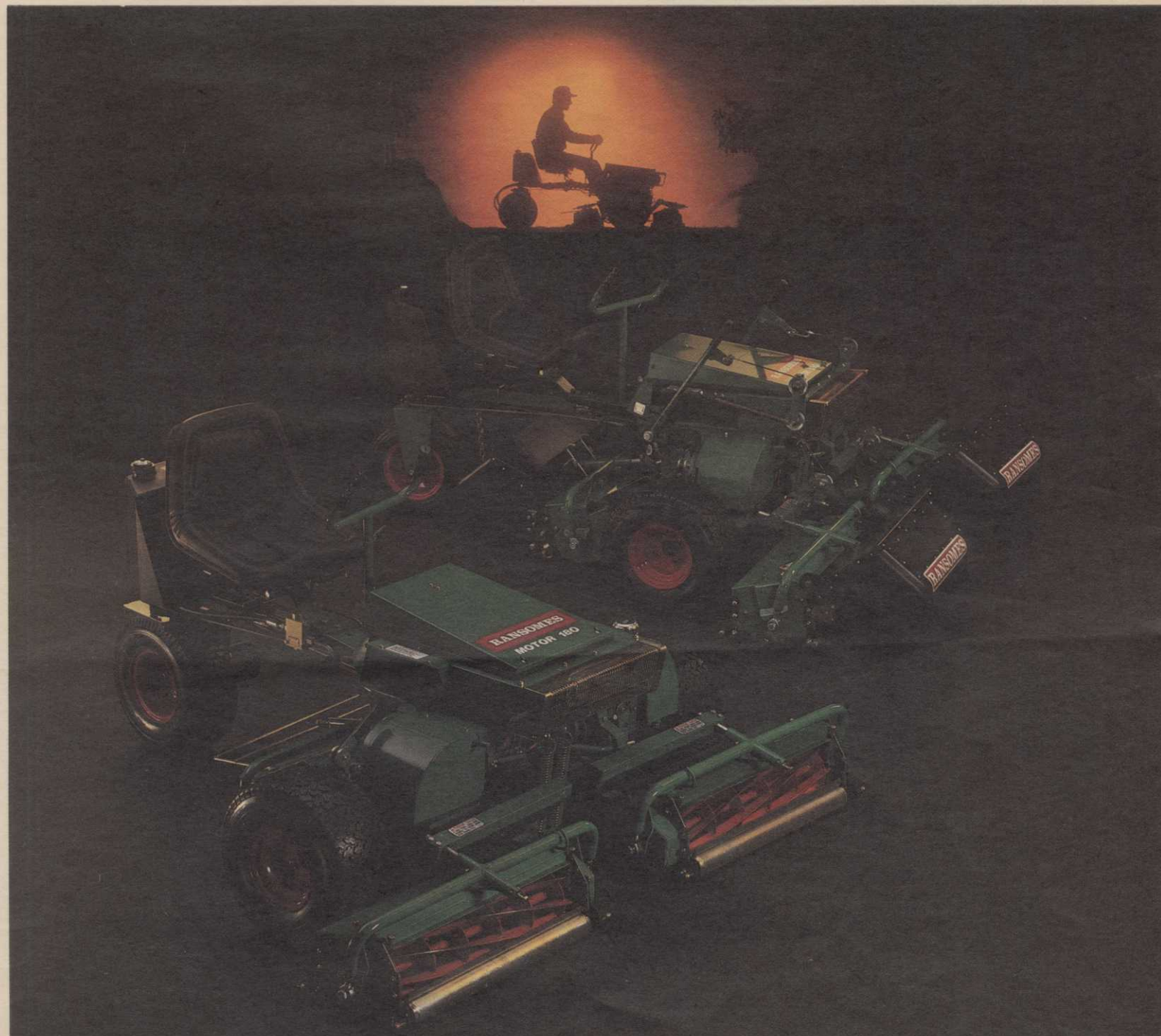
also has risen. The recently formed British International Golf Greenkeepers Association lists 2,000 members. Many are looking to the United States for close working ties.

Lyon's route to the top spot in GCSAA stemmed as much from early interest in plants as in golf courses. He noted that his native small town in Colorado had no golf course until he was a high school

student. Lyon majored in horticulture at Colorado State University, and looked more closely at turf management and its golf course applications.

After graduation 15 years ago, he obtained a job as assistant course superintendent at Heather Ridge Country Club in Aurora.

He earned a master's degree in management at the University of North Colorado in 1976.



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