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12-15 — *Donald Ross Society Annual Meeting in Pinehurst, N.C.* Contact 919-295-0906.

18 — *Limited Category Pesticide Training Seminar in Cocoa, Fla.* Contact Sally at 407-633-1702.

18 — *North Carolina Turf & Landscape Research Field Day in Raleigh.* Contact 919-266-1777.

25 — *Kansas Golf Association Green Conference in Manhattan.* Contact 913-842-4833.

June

4 — *Modern Arboriculture Workshop on A Systems Approach to Practical Tree Care in Nebraska City, Neb.* Contact the National Arbor Day Foundation at 402-474-5655.

8 — *Lofts Field Day in Wilmington, Ohio.* Contact David Goodwin at 800-328-1127.

10 — *Lofts Field Day in Beltsville, Md.* Contact John Patton at 800-732-3322.

July

4-8 — *World Scientific Congress of Golf in St. Andrews, Scotland.* Contact *World Scientific Congress of Golf in the UK* at 0334-75560.

31-Aug. 2 — *Georgia GCSA Summer Conference at Calaway Gardens Resort.* Contact Karen White at 706-769-4076.

August

16 — *Wisconsin Turfgrass Field Day in Madison.* Contact Dr. Frank Rossi at 608-262-1490.

October

29-Nov. 2 — *Georgia GCSA Annual Meeting in Savannah.* Contact Karen White at 706-769-4076.

November

6-9 — *15th Annual International Irrigation Exposition and Technical Conference in Atlanta.* Contact 703-573-3551.

8-11 — *Turf & Grounds Exposition in Rochester, N.Y.* Contact 800-873-TURF.

18-20 — *National Golf Foundation Golf Summit '94 in Phoenix.* Contact 407-744-6006.

10-12 — *Golf Course Expo in Orlando, Fla.* Contact the Golf Course News Conference Group at 207-846-0600.

13-16 — *28th Annual Carolinas GCSA Conference and Show in Myrtle Beach, S.C.* Contact 800-476-GCSA.

29-Dec. 1 — *New Jersey Turfgrass Association Expo in Atlantic City.* Contact 908-821-7134.

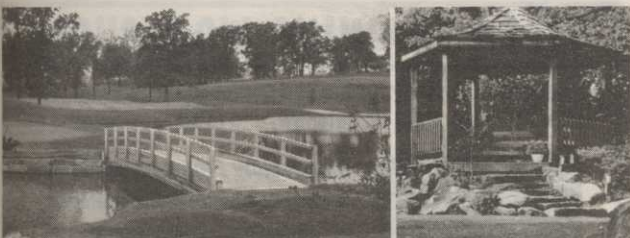
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January

3-5 — *Wisconsin Turfgrass & Green Industry EXPO in Madison.* Contact 608-262-1490.

11-13 — *North Carolina Turfgrass Conference and Show in Charlotte.* Contact 910-695-1333.

* For more information contact the GCSAA Education Office at 800-472-7878 or 913-841-2240.



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Phillips comment

Continued from page 14

the business being done in the Asia-Pacific region. Japan's sagging economy has not affected development in the region, as backing aplenty has emerged from Taiwan, Singapore, Thailand and Hong Kong. Everyone seems determined to build a real-estate-based golf complex in the People's Republic of China, while Malaysia and Indonesia remain the hottest overall development markets.

Last year, Vietnam was the new frontier. But after 12 months of feverish development activity, it's almost *passee*. India is the new hot market, with dozens of projects in planning around the southern coastal cities of Bombay, Goa, Bangalore and Madras.

Three thoughts:

- More than the U.S. market, this region really needs a good exhibition and conference to help manage the staggering growth.

- For American manufacturers who can establish distribution networks quickly, a killing can still be made here.

- So many courses went up so quickly — and shoddily — from 1988 to 1992, the renovation market will boom before long.

Asia-Pacific market short of managers

By PETER BLAIS

SINGAPORE — Club managers are looking forward to the second two-week hospitality management program conducted jointly by the National University of Singapore and America's Cornell University School of Hotel Administration.

This year's program will run from June 5-17 at the Kent Ridge Campus in Singapore. Plans are to eventually expand the program to two, 14-day sessions that would run back-to-back over a one-month period.

Last year's 14-day session drew 45 students from throughout Asia. While not geared specifically to golf clubs, the program attracted many students who worked at country clubs or resorts with golf operations, according to Cornell Professor Leo Renaghan, one of the program organizers.

The Executive Program in Hospitality Management could help club managers better manage costs and develop ways to attract new customers, Renaghan said. All faculty have taught senior level executives.

"As the leading hospitality school in the world, we want to be where the action is," Renaghan said. "We believe that will be Asia over the next 10 to 15 years."

As is the case for course superintendents, professional training opportunities for golf club managers is also sorely lacking in the Asia-Pacific region, according to Kathi Driggs, spokeswoman for the 5,000-member Club Managers Association of America.

CMAA has worked with Cornell to develop club management programs worldwide.

"Finding qualified people to manage golf clubs in Asia is a real problem," Driggs said. "Asian managers are generally very thankful for all the information they can get."

"The problem in Asia is that there are people with hospitality management knowledge, but they don't know how to apply it to that market," Renaghan said.

For more information contact Miss Ramona Zuzarte, Faculty of Business Administration, National University of Singapore, 10 Kent Ridge Crescent, Singapore 0511, Republic of Singapore; telephone 7723143.

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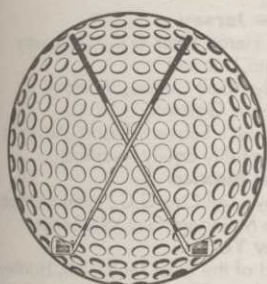
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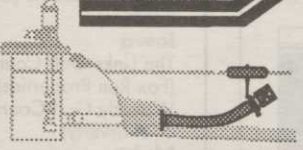


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