

GCSAA approves CEUs for Expo

ORLANDO, Fla. — The Golf Course Superintendents Association of America has awarded 0.6 Continuing Education Units (CEUs) for the Golf Course Expo conference.

It is the responsibility of each certified golf course superintendent to individually document event attendance on the affidavit form that will be supplied to all conference registrants. To receive credit for participation, you must forward

the affidavit within 30 days.

Applicability for CEUs from other groups should be verified with the superintendent's professional board.

Continuing education credits can be earned by attending any of the three Golf Course Expo conference programs: Agronomy, Management and Development.

For more information, call the Golf Course Expo hotline at 207-846-0600.

Jones to keynote

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fee course, was built by Dalby and Michcon Gas Co. on a natural gas field.

The DuPage County Airport facility is an example of using public-sector land.

"Smaller, remote towns like Carrabassett [Maine] which has Sugarloaf Golf Club, or large cities like Chicago and Detroit, and smaller towns like Medford [Ore.] all need accessible golf," Jones continued.

"And that's what we're trying to provide.

"I think public golf is the future."

A former president of the American Society of Golf Course Architects, Jones is a former chairman of the California State Park and Recreation Commission and was inducted into the California Golf Hall of Fame in 1991.

The 1961 graduate of Yale University has many friends and acquaintances in the world of international politics and served in 1980 as the U.S. delegate to the Helsinki Accords Conference and as a delegate to the Bi-national Governors' Conference in Mexico.

Marketing Idea

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"There are a lot of longest-drive and hole-in-one contests, but they either limit the number of people who have a shot at winning to the big hitters or are almost impossible to do [score a hole-in-one]. But just about anyone has a shot at this," Ridge said.

The golf course goes on the line only if the minimum 850 golfers sign up and pay the \$2,000 entry fee by Sept. 1. Ridge said he could still run the tournament with just the \$1 million prize if 600 to 700 register.

Entry fees are held in escrow by a Louisville accounting firm and will be refunded if too few golfers register. In that case, Ridge could be out a significant amount in promotional funds he has spent on print (full page ad in *GolfWeek*) and television advertising (spots on ESPN golf shows).

But if the 850 sign up at \$2,000 apiece, and the winner takes the \$1 million, Ridge stands to make \$700,000 (less his promotional costs). If the 1,500 he expects or the 3,000 maximum register, his profit could be much greater.

The event has also generated extra rounds this year as curious golfers have come out to play simply to see the hole where the event will take place, Ridge added.

Anyone can enter the closest-to-the-hole contest, pro or amateur golfer. Among the 100 golfers who had signed up by late July were six Nike Tour players. Ridge expects a PGA Tour player or two may also register.

"After all, how many of them will ever make \$1 million in their careers," he asked.

The \$2,000 entry fee entitles the entrant to one shot. But the person or representative from the group that puts up the money doesn't necessarily have to take it. For instance, 10 members at a club can put up \$200 apiece and send their pro to take the shot. If they put up \$2,000 apiece, the pro could take 10 shots.

The event begins Oct. 3 with six days of qualifying. The four closest to the pin each day advance to the final round Oct. 9. Any ties for the fourth closest will also advance.

On Oct. 9, each of the 24 finalists (plus any ties) gets four shots apiece. The closest to the hole wins.

Why did Ridge select the 8th hole? "It's a fair hole," Ridge said. "Everything is right there in front of you."

The 8th has bermudagrass tees and a bentgrass green. The tee shot has a 130-yard carry over a pond. A 10-yard apron extends from the water to the front of the 4,000-square-foot green. The pin will be placed dead center on the green, about 5 yards from the apron.

"Three feet from the hole could win it," Ridge predicted. "I've been playing here 20 years, and I've never been closer than 2 or 3 feet. And then just a few times."



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