

GCSAA reorganizes headquarters staff

LAWRENCE, Kan. — The Golf Course Superintendents Association of America (GCSAA) has announced a series of organizational changes in its departmental and management structure.

Among the key changes announced were:

- Establishment of a Public Affairs Department that includes government and public relations. Pat Jones, former GCSAA director of communications, will be director of public affairs and will handle public relations.

- Creation of a department focusing on GCSAA's television show, "Par for the Course," video projects and media relations.

Scott Smith, former GCSAA public relations manager, as media relations & video services manager will be the department leader.

- Re-focus of the Publications Department on the GCSAA's magazine, *Golf Course Management*, other association publications and directories. Michael Urban, former GCSAA sales manager, has been named publications manager to oversee this department.

- Development of a department focused on technology and

management information systems (MIS) functions. Marc Lim, MIS manager, will be department leader.

- Concentration of the internal service functions of human resources, reception and facilities into a separate department. GCSAA Human Resources Manager Gwen Denton will assume the role of team leader for this department.

- Re-alignment of the travel and meetings functions to the Marketing/Conference and Show Department.

PMS assets purchased by Gempler's

MOUNT HOREB, Wisc. — Catalog supplier Gempler's Inc. has purchased Pest Management Supply (PMS), a Hadley, Mass.-firm specializing in Integrated Pest Management products.

With the acquisition, Gempler's now offers an assortment of the former PMSs crop management tools, from insect traps and magnification and scouting tools to pest identification information, sweep

nets and pest-forecasting weather stations and software.

PMS founder Thomas Green has also joined Gempler's as its IPM/diagnostics product manager.

"Our goal is to be convenient one-stop source for IPM and other diagnostic supplies so our customers can reduce their production costs and improve yields," said Gempler's President Steve Schlect.

Irrigation-Pump Briefs

Continued from page 24

Club of Paducah (Paducah, Ken.)

- Dan Higgins, Winchester Country Club (Winchester, Mass.)

The Freedom System retrofits to any of Rain Bird's Maxi computer-based irrigation control systems. Through it, the superintendent can access any Maxi command- or schedule-based function like Turn On, Turn Off, Advance, Pause or Resume. The contest ran from August to October 1994. The contest winners were drawn out of a field of nearly 200 superintendents who entered by sending in a special card from a magazine ad. All entrants received a Rain Bird golf shirt.

SINGAPORE — Striving to keep superintendents in-tune with design changes and increasingly sophisticated electronics and software equipment, Flowtronex PSI is conducting pump station training and education programs all over the world.

The latest training session took place here and drew nearly 200 industry professionals from the People's Republic of China, Malaysia, Thailand, Hong Kong.

"Our industry continues to evolve," said Flowtronex PSI President Dave Brockway. "We're becoming far more site-specific by crafting systems that address specialized course design needs. But technology alone will not address the challenges of today's course professionals. Up-to-date information and quality service support also are required. That's really what our training is all about."

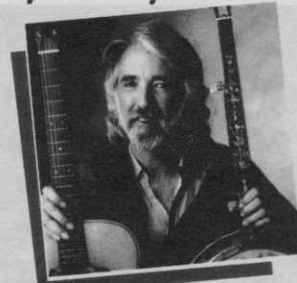
Greg Lush, the firm's head of product development and education, conducts two courses options — one an intensive training covering pump station operation, maintenance and repair from electronic systems to hydraulic parts; the other aiming to demystify pump station operations and give participants the knowledge necessary to specify, operate and evaluate pumping equipment.

For more information, contact Flowtronex at 214-357-1320.

FLORIDA TURFGRASS ASSOCIATION

P R E S E N T S

Including a live performance by
Grammy and Emmy-nominated recording artist



SPONSORED IN PART BY:
**NUCRANE
MACHINERY**

JOHN MCEUEN

- 20 Years as leader of the Nitty Gritty Dirt Band
- 22 albums, 20 hit records, 4 Grammy nominations, 3 gold records, 2 CMA nominations
- "A thoroughly wacky and enjoyable performance." - Washington Post
- "...Some of the most deft and impeccably tasteful music to come out of Nashville." - Chicago Tribune.

Don't miss this electrifying fusion of Folk, Rock and Country performed by the original "String Wizard"

REGISTER NOW!

43RD ANNUAL CONFERENCE & SHOW

THE LARGEST WARM SEASON TURF SHOW IN THE SOUTHEAST

SEPTEMBER 24-27, 1995

TAMPA CONVENTION CENTER

TAMPA, FLORIDA

FEATURING:

- MORE THAN 350 EXHIBITS FROM THE UNITED STATES, CANADA AND ENGLAND
- EDUCATIONAL SEMINARS COVERING INDUSTRY RESEARCH AND DEVELOPMENT
- MORE THAN 125,000 SQUARE FEET OF EXHIBIT SPACE

JOIN US FOR THE EDUCATION,
FELLOWSHIP AND FUN

CALL CHARALYN COLE TODAY
FOR MORE INFORMATION



P.O. BOX 948439
MAITLAND, FL 32794-8439
(407) 898-6721 OR (800) 882-6721