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6 — Golf Range Development Seminar in San Francisco. Contact Forecast Golf Group at 804-379-5760.

6-8 — Turf and Ornamental Communicators Association Annual Meeting in Chicago. Contact 612-894-2414.

24 - GCSAA Technician Training for Equipment Managers in Lake City, Fla.*

June

12 — Midwest Regional Turf Foundation Sports Field Workshop in Huntington, Ind. Contact 317-494-8039.

July

25 - Midwest Regional Turf Foundation Regional Turf Field Day in West Lafayette, Ind. Contact 317-494-8039.

26 — University of Georgia Turfgrass Field Day in Griffin, Ga. Contact 404-228-7300.

August
6-8 — Georgia GCSA Summer Conference at Sea Palms Resort on St. Simons Island. Contact Karen White at 706-769-4076.

16 - Ohio Turfgrass Foundation Field Day in Columbus, Ohio. Contact Julie Guenther at 614-261-6750.

September

7-8 — Southwest Horticultural Trade Show in Phoenix, Ariz. Call 602-966-1610.

November

4-7 — Georgia GCSA Annual Meeting at Jekyll Island. Contact Karen White at 706-769-4076.

7-10 — Turf and Grounds Exposition in Rochester, N.Y. Contact 800-873-TURF.

9-10 — Golf Course Expo in Orlando, Fla. Contact Golf Course News Conference Group at 207-846-0600.

13-15 - Women in Golf Summit '95 in Pinehurst, N.C. Contact 904-254-8800.

14-16 — Midwest Regional Turf Foundation Turfgras and Ornamental Seminar in Lafayette, Ind. Contact 317-494-8039.

December

4-7 - 26th Annual Georgia Turfgrass Conference and Trade Show in Atlanta. Contact 404-228-7300.

5-8 — Ohio Turfgrass Foundation Conference and Show in Columbus, Ohio. Contact 614-261-6750.

* For more information contact the GC-SAA Education Office at 913-832-4430.

GCSAA in Asia

Continued from page 61

viding education, which went very well this year."

Three years ago, GCSAA and then-Executive Director John Schilling actually staged its own trade show here in direct competition with Golf Asia. That was the peak of GCSAA's overseas involvement.

Since late 1993, when Schilling abruptly resigned, the domestic membership has been calling for GCSAA to concentrate on U.S. programs. The organization has definitely responded by limiting its role in Golf Asia the last two years and folding its foreign language publications.

"The fact that we're sticking with the education [at Golf Asia] says we're going to concentrate on education when it comes to overseas endeavors," said Mona. "As you can appreciate, our U.S. show is our big deal and we want our folks focused on the task at hand. We have our sights set on 20,000 [for Orlando '96] and 600 for the golf tournament. We want our people to concentrate on it.

"When you do corporate-sponsored events, they take on a life of their own. Sponsors have expectations and the details of the entire event go up exponentially

Continued on next page

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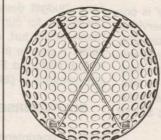
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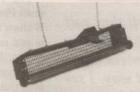
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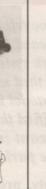


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GCSAA in Asia

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because you are able do more things. The level of involvement, communication and planning goes up. It's good, but you can't do that without redirecting resources."

Mona said the 1995 GCSAA Show, held in San Francisco, was an unqualified success. He added that corporate-sponsored events - which GCSAA accepted for the first time - were well received.

"We got very good reviews on the corporate involvement in the San Francisco show," he said. "We're taking that as a mandate that we can continue with them.

"If we had received a hue and cry from our members, our attitude would be different. We don't want to offend the sensibilities of our members. But because we got good reviews, I feel comfortable saying we have a clear mandate to continue and look at other opportunities."

CIRCLE #186