

## CEUs can add up under new GCSAA conference concept

LAWRENCE, Kan. — The GCSAA will introduce a new mini-conference concept this year that will allow attendees at regional turf shows to accumulate continuing education units at a faster rate.

"Seminar clusters" will supposedly make it easier to take advantage of GCSAA's educational topics by setting up a sort of mini-conference.

According to the GCSAA newsletter Newsline, each seminar cluster will feature five seminars offered over a three-day period. Topics will be organized around themes such as environmental and regulatory issues; golf

course design and construction; turfgrass science; pest control; business management; personnel training and management.

GCSAA is encouraging superintendents interested in the seminar-cluster concept to make their interest known to their state turfgrass associations or foundations which could offer the educational opportunities at their annual conferences or trade shows.

## Development catalog released

The Golf Course Superintendents Association of America has distributed a new, comprehensive Professional Development Catalog that provides more information on educational opportunities and association services than any previous publication. Presented in partnership with Valent U.S.A. Corp., the catalog provides members a more integrated approach to GCSAA services.

The Career Development section outlines services and materials that can help individuals define a career path and achieve related career goals. For example, the Employment Referral Service, available only to GCSAA members, is a weekly list of employment opportunities. The Employment Resources Kit offers tips on topics such as how to network and prepare for interviews.

More than 160 GCSAA seminars in 80 locations across North America are outlined. Seven seminars, including "Lake and Aquatic Plant Management," "Spanish and Golf Course Management," and "The Superintendent as Grow-in Manager" are offered for the first time in 1995-96.

Two new correspondence courses: "Emergency Planning and Community Right-To-Know," and "Personal Protective Equipment for Pesticide Applicators," have been added to the menu of options that allows students to learn at their own pace. Eight GCSAA correspondence classes, each designed to be completed in seven to 14 hours, are now available.

Also included in the catalog is information on two important GCSAA education programs: the Environmental Management and Certification programs.

GCSAA Technical Information Services listings form another large section of the catalog. TIS offers a wide selection of prepackaged materials with answers to some of the most common issues facing superintendents.

GOLF COURSE NEWS

## PR panel promotes grass-roots strategy for supers

LAWRENCE, Kan. — The Public Relations Committee of the Golf Course Superintendents Association of America met at association headquarters here to discuss implementation of a grassroots strategic plan. The committee also made recommendations for the third season of *Par for the Course*, GCSAA's television show on ESPN.

Committee Chairman R. Scott Woodhead of Valley View Golf Club in Bozeman, Mont., said: "We have a number of new programs being developed that will help our members tell the public about their role as environmental stewards. A key element to the success of many of these programs is active participation of our affiliated chapters."

For example, affiliated chapters may take the

lead in the Audubon Cooperative Sanctuary Program for Schools, developed by Audubon International and sponsored by GCSAA. Chapters can form partnerships with local elementary schools to teach students about nature, including activities that range from building bird-feeding stations to taking nature walks on golf courses.

Communication with the media is another important part of the strategic plan. The committee reviewed proposed guidelines that will teach members and chapters how to work more effectively with local media. Other materials will help members educate the media about the superintendent's responsibilities at a golf course and how the course can serve as a community asset.



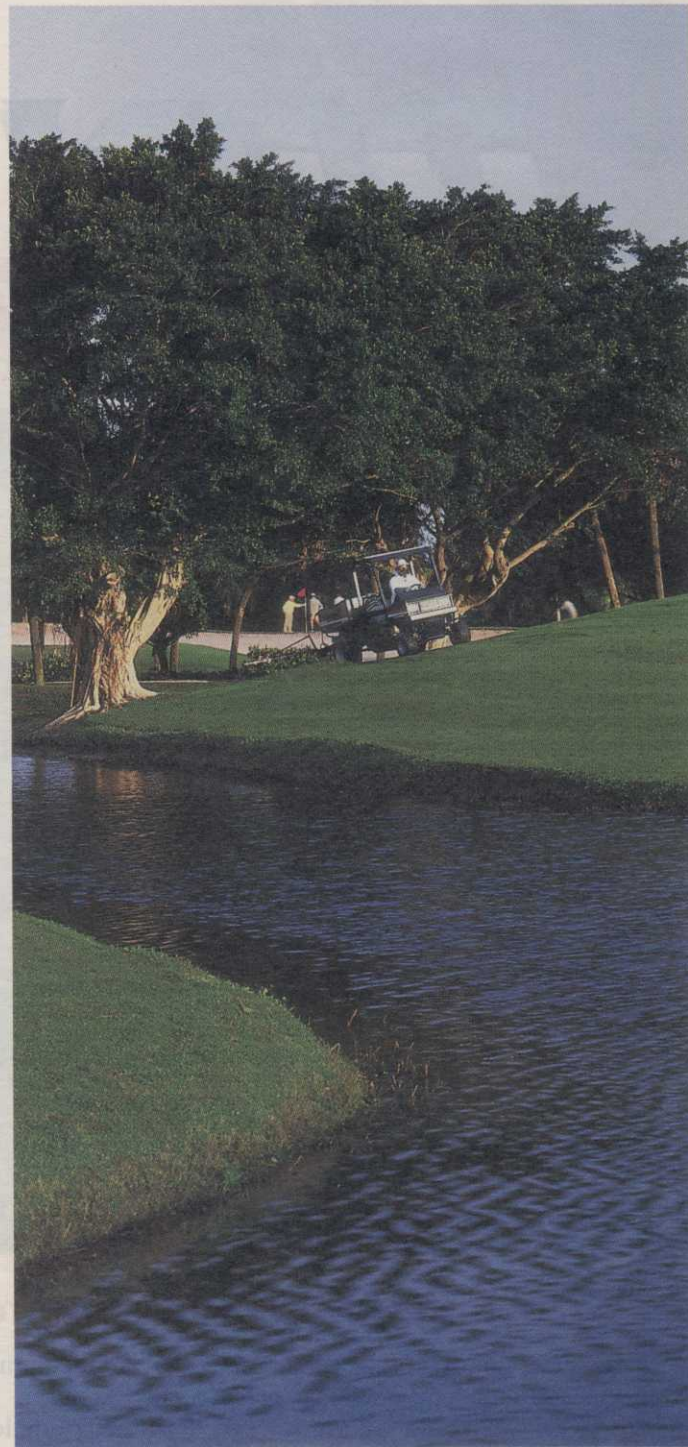
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