

## GCSAA gains corporate sponsorship for Par for the Course program

LAWRENCE, Kan. — The Golf Course Superintendents Association of America (GCSAA) has announced that The Scotts Co. has signed on to be the 1996 presenting sponsor of the association's television show, "Par for the Course," which is seen on ESPN.

"Par for the Course," which offers a look at the world of golf and its beauty, will return to ESPN for a second year in 1996. Twenty-five, original, half-hour episodes will air

weekly on Sunday mornings at 7:30 Eastern time, beginning March 10.

As part of the agreement, Scotts will sponsor a new, regular feature on "Par for the Course" — lawn tips from professional golf course superintendents.

The new feature will present viewers with a weekly lawn care tip from a PGA Tour, Senior Tour, LPGA or USGA tournament host superintendent.

The segment will feature golf

course superintendents from a different tournament site each week. Courses such as the TPC at Sawgrass, host of the PGA Tour's The Players Championship; Moon Valley Country Club, host of the LPGA's Standard Register PING Classic; Desert Mountain, host of the Senior Tour's The Tradition-Presented by Scotts; and Pine Needles Resort, host of the USGA's Women's Open, will be featured.

Lawn care topics will cover

basic tips ranging from the use of low-maintenance grasses to how to use mowing techniques to get that golf fairway "striping" effect.

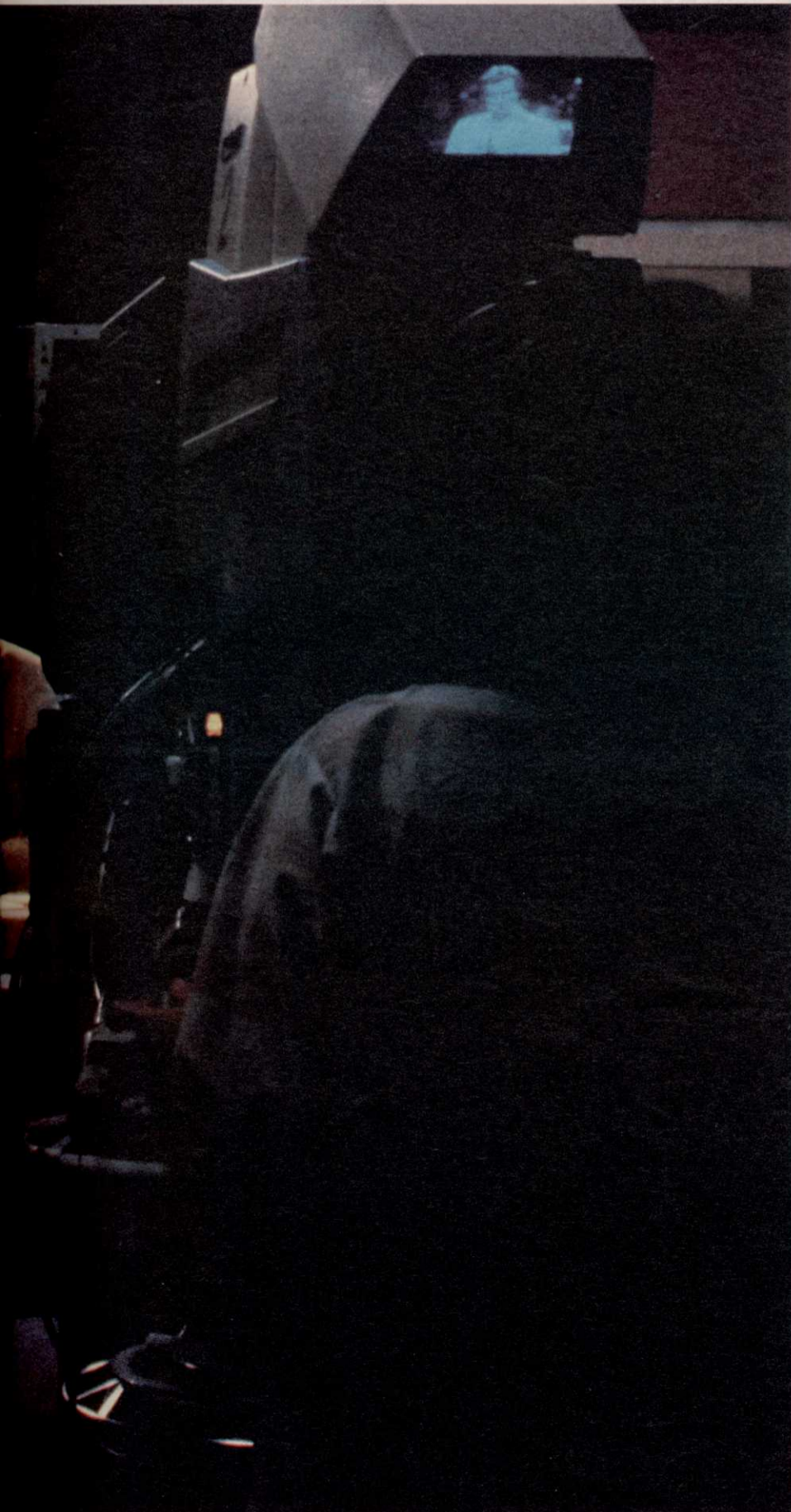
"The opportunities to reach and educate ESPN viewers through 'Par for the Course' are tremendous," said Mike Thurlow, Scotts senior vice president of marketing. "The new lawn care segment will be interesting as well as educational. We are excited to be a part of GCSAA's television show once again."

In addition to the 25 weekly episodes on ESPN, in 1996 "Par for the Course" will also appear on ESPN2 and ESPN International. Air dates and times for the ESPN2 and ESPN International airings have not been released.

"Par for the Course" will air on ESPN from March 10 through Aug. 25.

Scotts is the presenting sponsor of the television show and The Toro Co. is the supporting sponsor.

## becoming a victim of air pollution.



Ahh, television news in the 90s.

Tabloid journalism has sneaked its way onto the airwaves. And the pursuit of facts seems to have been replaced by the pursuit of ratings.

So the specialty pesticide industry needs a media watchdog that not only watches. But that also takes action.

Fortunately, we have one.

**RISE. Responsible Industry for a Sound Environment.**

RISE is a coalition of manufacturers, formulators and distributors from all areas of the specialty pesticide business.

In addition to promoting environmental stewardship, RISE makes sure the media doesn't report misinformation as fact.

We also hold editorial meetings with media decision-makers. And respond to negative articles or broadcasts that are incorrect. We've been very successful so far. Not surprising considering what our most powerful weapon is.

The truth.

Of course, there's still a lot more work to do. But rest assured, RISE is up to the task.

Because we know if we eliminate air pollution, the pesticide industry can breathe a lot easier.



1156 15th St., N.W., Suite 400,  
Washington, D.C. 20005. ©1995 RISE RISE-0047-1

## Tax time

Continued from previous page

vehicle use is income, it usually amounts to \$4 per day as added income.

If a superintendent has their own vehicle used for golf course business, there are three possible ways to be reimbursed by their club:

- mileage charge varying from 26 to 30 cents per mile for all business purposes only;

- itemize your expenses and depreciation and bill your employer for a monthly vehicle allowance; or

- receive a vehicle allowance from your employer at a rate that the club determines per month, where the club will provide all fuel and you absorb the maintenance, depreciation and other expenses.

Superintendents who live on the golf course in course-owned housing do not have to include it as part of their income if they are required to live on the course grounds in case of emergencies and if they act as the security chief of the course as well.

A letter to this effect is in everyone's best interest as proof of this arrangement between the superintendent and club.

If concerned about reaching the next higher tax bracket, consider having your performance/Christmas bonus deferred until the next calendar year.

If you have an annual deferred-compensation package, you have to pay any taxes on the initial amount or investment income until you withdraw it, hopefully when you are in a lower tax bracket near retirement.

Superintendents with 401(K) employer-sponsored plans should have annual statements proving that all monies invested by the superintendent and club have been deposited and all the particulars guaranteeing the money has not been spent on other non-employee functions, as has been in the headlines lately in other industries.

If the IRS plans to perform an audit, the statute of limitations varies from state to state (usually three to four years), with the limit increasing to seven years for fraud.