

Eight promoted, appointed at headquarters

Golf Course Superintendents Association of America (GCSAA) Chief Executive Officer Stephen F. Mona has announced staff promotions and appointments.

Among those promoted were:

- Teri Harris, former GCSAA marketing and creative services manager, elevated to director of communications.

- Rebecca Spriggs, promoted to senior manager of corporate marketing and sales.

Newly appointed were:

- Jack Schwartz, appointed as director of development in the corporate marketing & sales/conference & show department.
- Chris Charlton, senior manager of publications, marketing

and creative services.

- Ed Hiscock, appointed managing editor of *Golf Course Management*.
- Jeff Bollig, hired as manager of media/public relations.
- Hannes Combest, named education manager.
- John Vernitte, appointed as curriculum manager.

GCSAA UPDATE



LAWRENCE, Kan. — Focusing primarily on increasing access to education and setting the stage for future restructuring of curriculum and delivery methods, the GCSAA Education Committee has offered several recommendations. The GCSAA board of directors has approved:

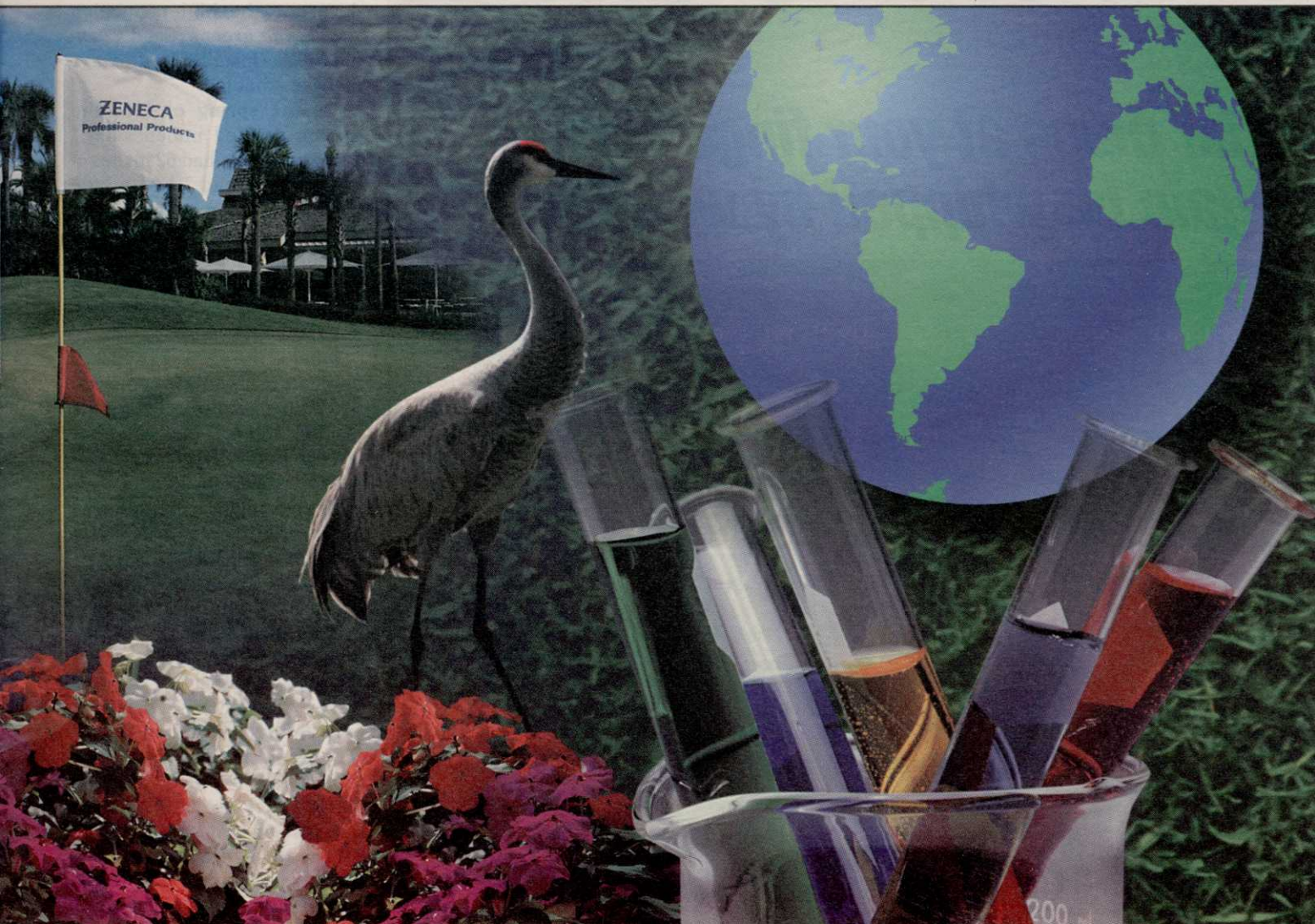
CEU policy floated

- A testing policy for all GCSAA seminars. Because testing is an integral part of the learning experience, all participants in the seminar would be encouraged to take the test. The recommended policy includes requiring instructors to grade all participant tests; requiring instructors to review tests in class to help all participants fully understand the material; and providing untested CEUs to members who do not pass or take the test, but who submit an attendance affidavit.

- Tested CEUs for external correspondence courses to increase accessibility to educational opportunities. GCSAA staff will review existing courses from organizations and develop a list of correspondence courses that meet the criteria.

- An Environmental Management Program (EMP) will be administered as a non-renewable certificate program. No re-certification programs will be needed to maintain the EMP specialization certificates.

- The association will solicit from members more ideas on conference education topics and speakers, the committee recommended expanding the "call for presentations" to allow individuals to recommend topics without being identified as a speaker, as has been required. A new form will be mailed to all members and distributed at the annual conference and show in Las Vegas.



- REWARD® Landscape and Aquatic Herbicide— Controls a wide variety of broadleaf weeds and grasses, and more types of aquatic weeds than any other product available.

Commitment to Innovation. We develop innovative products tailored to the industry's concern for the environment without sacrificing performance. Continual forward thinking will expand our existing portfolio to include products that are synthetically derived from naturally occurring chemistry.

At Zeneca Professional Products, it's our goal to provide quality and innovative turf management products through customer focus and total commitment.

For more information on our innovative turf management products, contact your Zeneca Sales Representative or call Zeneca Professional Products Toll Free at 1-888-617-7690.

ZENECA Professional Products
LEADERSHIP THROUGH INNOVATION

Promoting PR

PHOENIX, Ariz. — Acting on GCSAA Public Relations Committee proposals, the GCSAA board of directors has approved a comprehensive public/media relations plan. Among the recommendations presented are:

- The association will provide tools for members to deal with the media and programs that are easily implemented.

- Stress that successful superintendents continually use techniques that show their value — to golfers, green committees, etc.

- Superintendents should communicate their value. GCSAA efforts should promote the superintendent as a steward of the game of golf.

- Projects the committee felt would best benefit members are sponsorship of youth programs such as National Association of Junior Golfers, Audubon Cooperative Sanctuary for Schools and Hook a Kid on Golf; fostering and maintaining relationships with allied associations to pursue joint projects; expanding video services where available; and participating in activities which promote environmental stewardship.