

## Jones Sr. to receive GCSAA Foundation's Lifetime Achievement Award

LAS VEGAS — Golf course architect Robert Trent Jones Sr. will receive a special Lifetime Achievement Award from the Golf Course Superintendents Association of America (GCSAA) here at the 68th GCSAA International Golf Course Conference and Show.

GCSAA President Bruce R. Williams will make the presentation to Jones at the Opening Session, Feb. 8, at Las Vegas Bally's Grand Ballroom. The honor, conducted in

conjunction with Jones' attendance at the Conference and Show, will kickoff a fund-raising event that will capitalize The GCSAA Foundation's Robert Trent Jones Endowment Fund at \$1 million. Proceeds from the endowment will be directed to GCSAA education and research activities.

A silent auction, featuring more than 280 gifts donated by more than 150 conference and show vendors and exhibitors, some with a value of more than \$25,000, will be

conducted during the week of the event.

"This award is a token of GCSAA's gratitude for Mr. Jones' long-standing support of the golf course management profession and The GCSAA Foundation's programs," Williams said. "He is truly a legend in the golf industry and a person with worldwide respect." The highly decorated Jones was conferred GCSAA's highest honor in 1987 with his selection as the Old Tom Morris Award winner.

## Williams, Bell & The Jones Boys to hold court in new media space

LAS VEGAS, Nev. — A special media room with telephone, photocopying and fax service will be available to chapter newsletter editors at the upcoming 1997 Golf Course Superintendents Association (GCSAA) International Conference and Show. The media room will be located in the Las Vegas Convention Center (Room S101). It will be open from 8 a.m. to 5 p.m., from Feb. 7 to Feb. 12. The room will feature an area for media conferences and other areas for work space and exhibitor information.

Although subject to change, the scheduled media conferences include golf course architects Robert Trent Jones Sr., Robert Trent Jones Jr., and Rees Jones on Feb. 9, at 1:15 p.m.; U.S. Golf Association President Judy Bell on Feb. 10, at 1:30 p.m.; GCSAA President Bruce Williams and GCSAA CEO Steve Mona on Feb. 10, at 3 p.m.; 1997 GCSAA Old Tom Morris recipient and PGA Tour professional Ben Crenshaw on Feb. 11, at 12 noon; and a panel of superintendents from major golf events on Feb. 11, at 1:30 p.m.

Several exhibitors will also be hosting media conferences, introducing new products and personnel associated with their companies. Other exhibitors who will not be conducting media sessions will post information in the media room such as media releases, catalogues and magazines.

While the early media deadline has passed, media may still register on site at the show. The registration begins Feb. 6, at 6:30 a.m., and continues daily through the conference. Media or chapter newsletter editors who have questions may contact the GCSAA manager of Media/Public Relations Jeff Bollig or Public Relations Specialist Kristi Frey at 1-800-472-7878. Both will be available at the media room during the conference.

### TORO EXTENDS TOURNAMENT SPONSORSHIP

LAS VEGAS, Nev. — The Toro Co. has extended its partnership with the GCSAA to present the associations annual Golf Championship through the year 2000. The members-only event, held in conjunction with the annual International Golf Course Conference and Show, is scheduled to be held Feb. 5 to Feb. 7, at six courses in the Las Vegas metropolitan area.



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