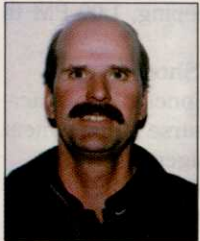


## Advanced planning yields show success

By KEVIN ROSS

Each year, the GCSAA International Golf Course Conference and Show offers superintendents the best opportunity of the year to increase their knowledge and to benefit their clubs.

Educational sessions, networking opportunities, and a trade show exhibiting the latest equipment are just a few of the many rewards the event has to offer. Advanced planning is the key to getting the most from the conference and show.



Kevin Ross

### ITINERARY

Planning a personal itinerary for each day of the show (including seminars, educational sessions, meetings, etc.) is an effective way to get the most out of the conference.

*"It is even more efficient to bring a delegation"*

— Kevin Ross

The best way to develop an itinerary is by browsing through the early registration booklet. Using a highlighter, mark all the seminars and events that are important to attend. Then transfer these highlighted events to your PDA or a paper itinerary. Upon arriving at the show, be sure to pick up a conference schedule booklet (see schedule on pages 24 and 25). Locate your events in the booklet and transfer meeting room numbers/places to your itinerary.

### SEMINARS

While it is too late for this year, the initial planning for the seminar selection should actually start about six months in advance. Superintendents who wish to participate in the seminar sessions should have their wish list together in advance to help insure getting the seminar(s) of their choice. When the packet arrives, fill out the registration immediately.

### TRADE SHOW

The trade show is the main reason many attend the conference because it gives superintendents an opportunity to check out new products, talk with engineers, and network with peers.

The most effective way to "work" the show floor is to start in one corner and walk each individual aisle back and forth. If you come to a booth where there are 10 other people ahead of you waiting to talk to a salesperson

don't waste time waiting. Make a note of the booth number and return later or try to set up an appointment. It is even better to schedule conference appointments with company representative two to three weeks before the show. It is also helpful to add a checklist to your itinerary of the booths that you must visit. At the end of the day, if you are not finished, make a note where you need to resume when you return.

With other educational events happening at the same time as the trade show, it is even more efficient to bring a delegation. If you



A view of the trade show floor, Orlando 1999

bring other staff members, delegate certain items for them to cover. Before leaving for the show, have a brief meeting and go over the list of items for them to cover and what information is needed.

These tips should help formulate a game plan for the show. See you in Orlando!

## CGSA receives President's Award

ORLANDO, Fla. — The Canadian Golf Superintendents Association (CGSA) has earned the GCSAA's 2002 President's Award for Environmental Stewardship for its Environmental Management Resource Manual.

CGSA president Jay Leach will be presented with the award here by GCSAA president Tommy D. Witt at the Feb. 7, Golf General Session of GCSAA's 73rd International Golf Course Conference and Show.

### AN INDUSTRY GUIDE

Complete with regulatory requirements, standard operating practices and colleague examples, the manual allows golf course superintendents to demonstrate to government and regulatory officials their knowledge

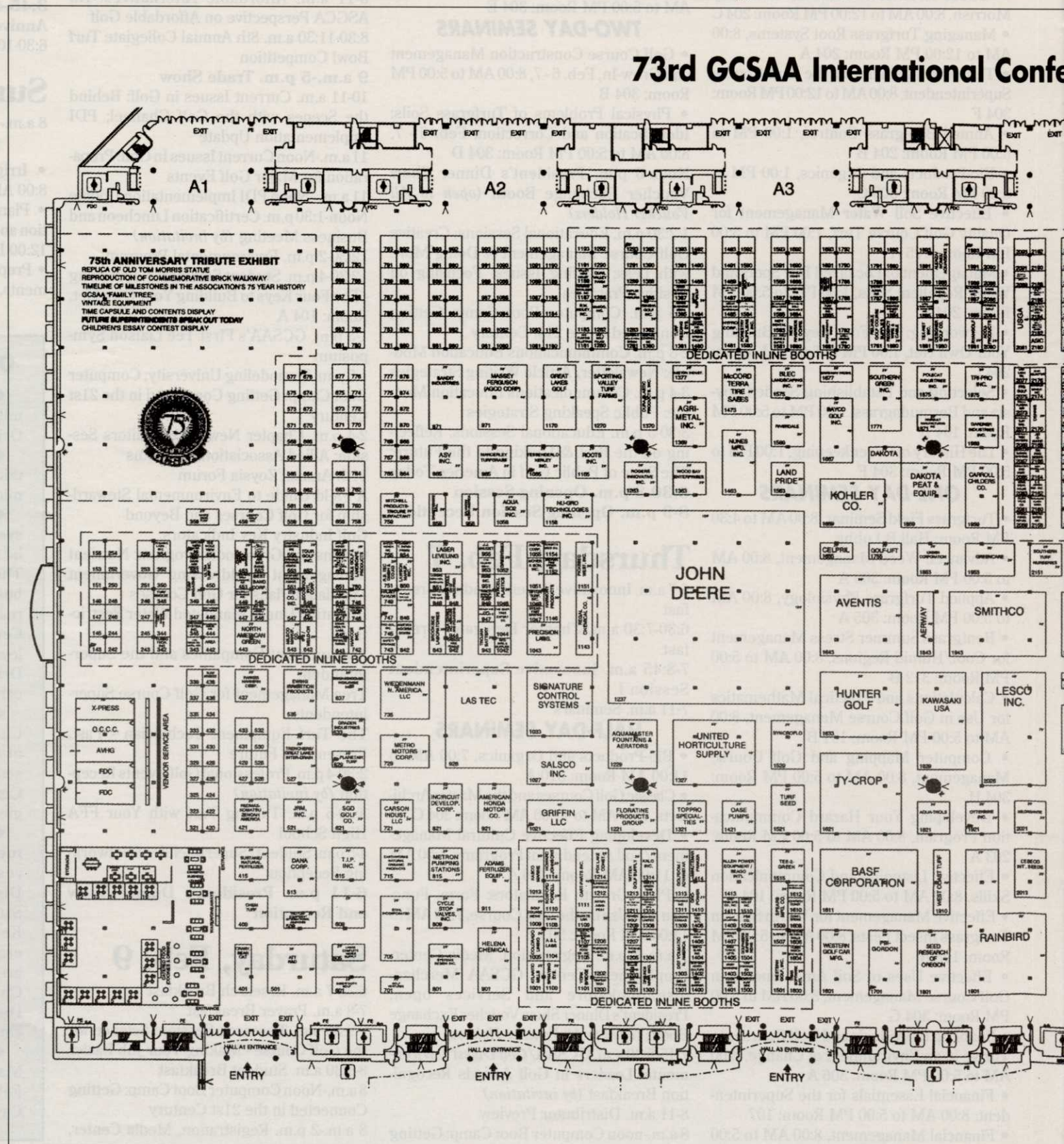
of facility management relative to environmental preservation.

"I commend the association for its leadership efforts in preserving the environment," Witt said. "The CGSA exemplifies how the golf course superintendent profession is a steward of the environment."

"These professionals exhausted a significant amount of time and effort to a cause for which they have great passion," he added. "Not only did they develop the guidelines and program, they work with the regulating bodies to see that the appropriate materials are utilized."



## 73rd GCSAA International Conference and Show



## From amusement parks to restaurants, there's excitement in Orlando

By JOEL JOYNER

ORLANDO, Fla. — Walt Disney World Resort, Universal Studios, Sea World and the Kennedy Space Center are all reasons that make visiting Orlando entertaining. As golf course superintendents arrive in the city for the 73rd GCSAA International Conference and Trade Show here, Feb. 3-10, they will find theme parks, restaurants, and entertainment complexes galore. After taking in enlightening educational seminars and spending time pounding the trade show floor, an evening out on the town will be in order.

### ENTERTAINMENT COMPLEXES

Three entertainment complexes are located near the Orange County Convention Center (OCCC): Church Street Station;

Downtown Disney Pleasure Island; and Universal's Citywalk and Pointe Orlando.

**Church Street Station** features



Universal Studios, set in a 400-acre complex, features shows and rides based on blockbuster movies.

venues for line-dancing and billiards in The Cheyenne Saloon and Opera House. Dixieland jazz and cancan girls in Rosie O'Grady's Good Time Emporium and live music from the '50s to the

'90s in the Orchid Garden Ballroom are also on offer. In addition to restaurants, shopping and high-tech arcades are found at The Exchange.

**Downtown Disney's Pleasure Island** showcases the eras of the '70s disco, '80s beach club, and '90s dance club music. Live bands and a New Year's Eve party are held every night with a street party and fireworks. Home of the Disney Village Marketplace and the Pleasure Island plaza, Downtown Disney is also a shopping, dining and entertainment mecca. The West Side includes Bongos Cuban Café, an extension of the Cuban restaurant in Miami owned by Gloria and Emilio Estefan, as well as the Wolfgang Puck Café from the owner of Spago. The area

also offers The House of Blues and a Virgin Records megastore.

**Universal's Citywalk** is a fairly new complex with dancing at The Groove, relaxation at Pat O'Brien's



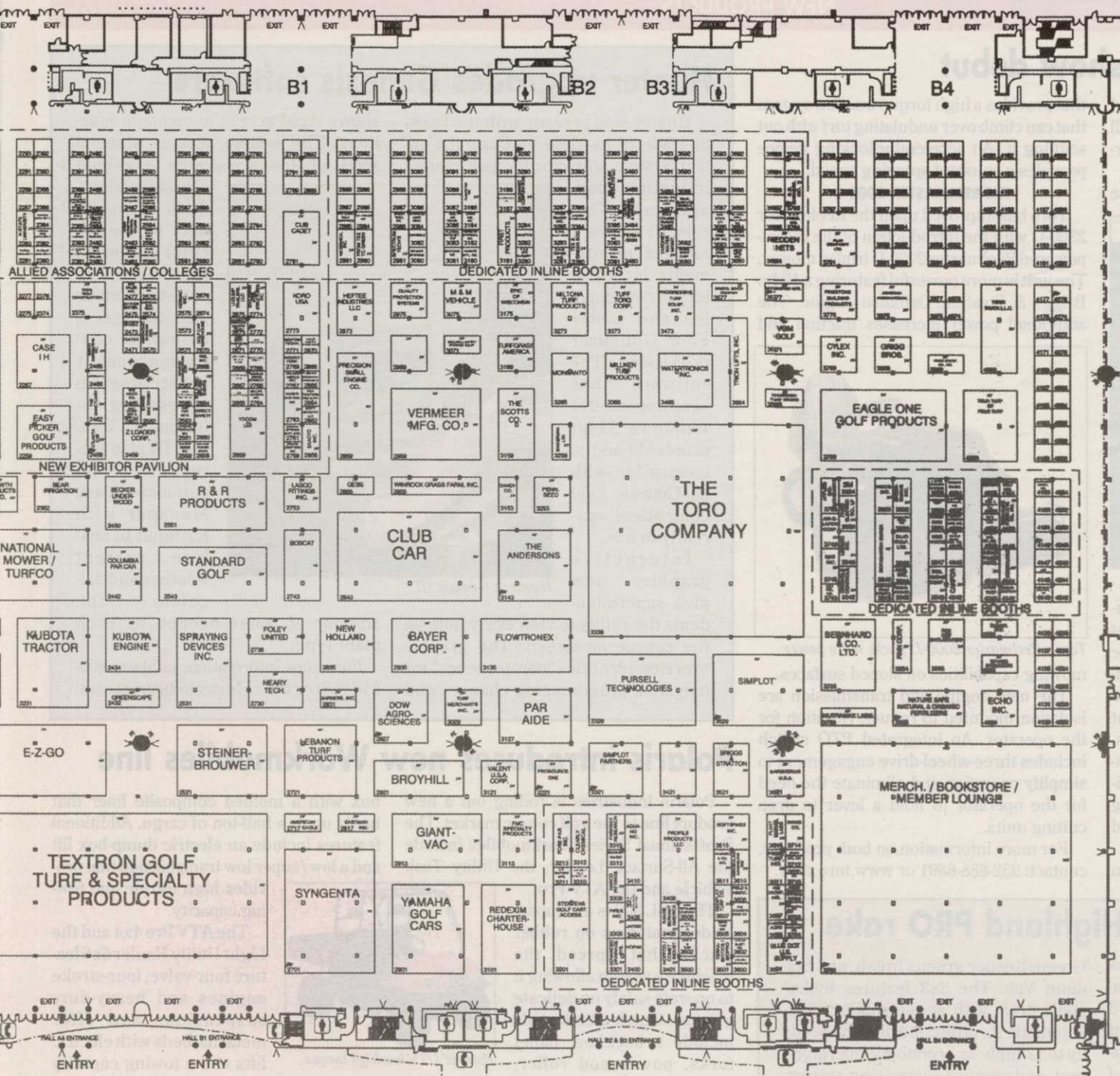
A view of the Hard Rock Cafe/Hard Rock Live in Orlando.

— an exact replica of the one in New Orleans — and good times at the NASCAR Café. The 30-acre entertainment district offers themed eateries, shops and bars.

**The Pointe Orlando** is a 17-acre, 450,000-square-foot dining, shopping and entertainment complex along International Drive. There are more than 80 shops, themed restaurants and bars. WonderWorks, a science entertainment attraction in an upside-down building is located at one end of the complex offering experiences of earthquakes and hands-on activities in the Bermuda Triangle Corridor, Mystery Lab and other venues. Visitors can have their picture taken with a 32-foot Raggedy Ann doll, select from over 70 different tequilas, and feast on stone crabs and crawfish at Monty's Conch Harbor or enjoy Cajun food at Lulu's Bait Shack.

Down the street from the OCCC on International drive, superintendents will find The Mercado. The festive marketplace features free live entertainment nightly. A collection of shops and restaurants, an international food court, and attractions like the Guinness World Records Experience and Titanic — The Exhibition — are the main attractions.

## Conference and Trade Show floor map



## Woods named Old Tom Morris Award recipient

ORLANDO, Fla. — Walter Woods, Esq., a former greenkeeper at St. Andrews, has been selected as the Golf Course Superintendents Association of America's 2002 Old Tom Morris recipient. The association's highest honor will be presented here at the President's Dinner Show, Feb. 8, during the GCSAA's 73rd International Conference and Show.

The award is presented each year to an individual who "through a continuing lifetime commitment to the game of golf has helped to mold the welfare of the game in a manner and style exemplified by Old Tom Morris."

In his 33-year career as a superintendent, Woods spent 21 years at the prestigious St. Andrews Links in Scotland where he hosted four Open Championships and 11 Dunhill Cups. He has served as chairman of the Elmwood College greenkeeping advisory committee for 16 years and was past president and director of education for the former Scottish & International Greenkeepers Association.

Woods, an honorary member of the GCSAA, also served as the first chairman of the British & International Golf Greenkeepers Association (BIGGA). Since retiring in 1995, he has been a consultant for the golfing industry and the European Tour.