



36TH NATIONAL CONVENTION

Supts. Return to Cleveland for the Third Time

The GCSA will take its international turf show and conference to Cleveland for the third time, Feb. 7-12. Previous national conventions were held in the Ohio metropolis in 1936 and 1946. The Hotel Sheraton is headquarters for this year's show.

Attendance at the coming gathering is expected to eclipse that of 1964 when a record 2,750 supts., agronomists and manufacturers' representatives registered for the 35th annual show in Philadelphia. Show space, which extends to 33,000 square feet, was sold out several months ago. Exhibitors will occupy 143 booths, 14 more than in 1964.

Malcolm E. McLaren, supt. of Oakwood Club, Cleveland, and John J. Spodnik, supt. of Westfield CC, LeRoy, O., are co-chairmen of the conference which will have as its general theme, "Looking Backward but Moving Forward." More than 40 speakers will take part in the educational program, details of which appear below:

Monday, February 8 Morning Session

Invocation; Welcome to Cleveland

(Ralph Locher, Mayor) and to Ohio (James A. Rhodes, Governor). Response: David S. Moote, president of GCSA. Key-note address: Malcolm E. McLaren, supt. Oakwood Club, Cleveland Heights, O.

The Club — A Center for Family Recreation: James Tuckersby, president of Cleveland chapter CMAA.

Golf — A Booming Business: Warren Cantrell, president, PGA.

How to Unwind Before You Wind Up: Dr. Floyd Corbin, lecturer-humorist.

Afternoon Session

Theme: Self Improvement.

Selling Your Officials on You (Speaker to be announced).

Practical and Educational Training — A Necessity: Stephen L. Frazier, supt., Woodland CC, Carmel, Ind.

Good Public Relations — A Must: Fred Bove, supt., Brentwood CC, Los Angeles, Calif.

How the Supt. Looks to the Members (humorous but educational skit): James L. Holmes, USGA, Paul Weiss, actor and producer, Sherwood Moore and Dave Miller, actors.

You Are Worth More (with slides):



Education sessions at convention are scheduled to be held in the Sheraton's grand ballroom.

Tom Mascaro, president, West Point Products Corp.

Tuesday, February 9

Manufacturers' exhibits open at 9 a.m.

Golfdom Luncheon

For the eighth consecutive year, Joe and Herb Craffis, *Golfdom's* publisher and editor, will be hosts to supt. fathers and sons and sons-in-law at a luncheon at the GCSA convention. Officials and directors of the supts.' organization also have been invited to attend the affair. The luncheon will be held in the Empire Room of the Sheraton Hotel on Wednesday, Feb. 10.

Afternoon Session

Theme: Development In Turfgrass Research.

Section 1—North and East: Dr. W. H. Daniel, Purdue U., chairman.

Section 2—South and West: James B. Moncrief, USGA Green Section, chairman.

Wednesday, February 10

Entire day will be devoted to business and membership meetings. GCSA officers and directors will be elected in the afternoon.

Thursday, February 11

Morning Session

Theme: A Complete Irrigation System — A Panacea without Trouble?

A Water Shortage — How Soon?: John Shrunck, irrigation consultant.

Good Watering Practices: Harry McSloy, supt., Wilmington (Del.) CC.

Panel on Automation: Donald E. Wright, supt., Camargo Club, Cincinnati, O.; Thomas E. Topp, supt., Bellvue CC, Syracuse, N.Y.; and Walter Boysen, supt., Sequoyah CC, Oakland, Calif.

Watering Requirements in Relation to Cultural Practices and Climatic Conditions: Ralph E. Engel, Rutgers U.

Afternoon Session

Theme: Keep On The Grass.

Panel: My Experience from Student to Assistant to Supt. — D. Frank Dobie,

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Conference officials suggest early registration as record crowd is expected in Cleveland.



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TAT GOLF SIGNS

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Approximately a half million persons attended the nine-day Exposition.

Leon V. St. Pierre of Longmeadow CC was in charge of the GCSA exhibit. He was assisted by Richard C. Blake, Mt. Pleasant CC, Tom Blake, Oak Hill CC, Lucien Duval, Chestnut Hill CC and Herbert Berg, Pleasant Valley CC. Prof. Joseph Troll and several students in his turf management school at the University of Massachusetts and the Longmeadow CC's Ladies Golf Association also participated in the exhibit.

An exhibit of the Massachusetts Lawn and Turf Council adjoined the GCSA display.

GCSA Convention Program

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supt., Fairlawn CC, Akron, O.; Tom Burrows, supt., Glencoe (Ill.) CC; and Richard Blake, supt., Mt. Pleasant CC, Boylston, Mass.

Quiz the Experts: Carl A. Bretzleff, supt., Meridian Hills CC, Indianapolis, Ind.; Marvin H. Ferguson, Texas A & M University; Fred V. Grau, consulting agronomist; O. J. Noer, turf-grass consultant; Colin Smith, supt., Shaker Heights CC, Cleveland, O.; Leonard J. Strong, retired supt., Saucon Valley CC, Center Valley, Pa.; James E. Thomas, supt., Army-Navy CC, Arlington, Va.; James R. Watson, director, agronomy div., Toro Mfg. Corp.

Friday, February 12

Morning Session

Theme: Information Cafeteria.

Course Design for Both Maintenance and Play: Geoffrey S. Cornish, Fiddlers Green, Mass.

Work Smarter — It's Easier: Roger Thomas, Jacobsen Mfg. Co.

Trees for the Golf Course and Grounds: Arthur C. Drysdale, Sheridan Nurseries, Canada.

Electronics and the Supt.: Edward G. Mohava, supt., South View CC, West St. Paul, Minn.

1965 conference critique: John J. Spodnik, supt., Westfield CC, LeRoy, O.

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