

**golf  
business**

**1978**

**calendar**



# roster of national, regional and international associations

## **AMERICAN SEED TRADE ASSOCIATION**

Turfgrass Division  
1030 15th St. NW.  
Washington, DC 20005  
202/223-4080  
Dr. Harold D. Loden, Executive Vice President

## **AMERICAN SOCIETY OF GOLF COURSE ARCHITECTS**

221 N. LaSalle St.  
Chicago, IL 60601  
312/372-7090  
Paul Fullmer, Executive Secretary

## **AMERICAN SOD PRODUCERS ASSOCIATION**

Association Bldg.  
9th & Minnesota  
Hastings, NE 68901  
402/463-5691  
Bob Garey, Executive Director

## **CANADIAN GOLF SUPERINTENDENTS ASSOCIATION**

698 Weston Rd., Suite 32  
Toronto M6N 3R3 Canada  
416/767-2550

## **CANADIAN PROFESSIONAL GOLFERS' ASSOCIATION**

59 Berkeley St.  
Toronto M5A 2W5 Canada  
416/368-6104  
Dave Zink, Executive Director

## **CENTRAL PLAINS TURFGRASS FOUNDATION**

Kansas State University  
Manhattan, KS 66506  
913/532-6011

## **CLUB MANAGERS ASSOCIATION OF AMERICA**

7615 Winterberry Pl.  
Washington, DC 20034  
301/229-3600  
Horace Duncan, Executive Director

## **FLORIDA TURFGRASS ASSOCIATION**

903 Lee Rd.  
Orlando, FL 32810  
305/425-1581  
Mrs. Nona Murphy, Executive Secretary

## **GOLF BALL MANUFACTURERS ASSOCIATION**

200 Castlewood Dr.  
North Palm Beach, FL 33408  
305/842-4100

## **GOLF COURSE BUILDERS OF AMERICA**

725 15th St., NW.  
Washington, DC 20005  
202/638-0555  
Harry J. Lambeth, Executive Director

## **GOLF COURSE SUPERINTENDENTS ASSOCIATION OF AMERICA**

1617 St. Andrews Dr.  
Lawrence, KS 60644  
913/841-2240  
Conrad L. Scheetz, Executive Director

## **GOLF PRODUCT MANUFACTURERS ASSOCIATION**

200 Castlewood Dr.  
North Palm Beach, FL 33408  
305/842-4100

## **GOLF WRITERS ASSOCIATION OF AMERICA**

1720 Section Rd., Suite 210  
Cincinnati, OH 45237  
513/631-4400  
Bob Rickey, Secretary

## **THE INTERNATIONAL TURFGRASS RESEARCH SOCIETY**

Dept. of Crops & Soils  
Texas A&M University  
College Station, TX 77840  
Dr. J. B. Beard

## **THE IRRIGATION ASSOCIATION**

13975 Connecticut Ave.  
Silver Spring, MD 20906  
301/871-1200  
Walter D. Anderson, Executive Secretary

## **LADIES PROFESSIONAL GOLF ASSOCIATION**

919 Third Ave.  
New York, NY 10022  
212/751-8181  
Ray Volpe, Commissioner

## **MIDWEST REGIONAL TURF FOUNDATION**

Dept. of Agronomy  
Purdue University  
West Lafayette, IN 47907  
317/749-2891  
William H. Daniel, Executive Secretary

## **NATIONAL ASSOCIATION OF GOLF CLUB MANUFACTURERS**

200 Castlewood Dr.  
North Palm Beach, FL 33408  
305/842-4100

## **NATIONAL ASSOCIATION OF PUBLIC GOLF COURSES**

c/o Don Rossi  
200 Castlewood Dr.  
North Palm Beach, FL 33408  
305/844-2500



# roster of national, regional and international associations

## **NATIONAL CLUB ASSOCIATION**

1129 20th St., NW.  
Washington, DC 20036  
202/466-8424  
Gerald Hurley, Executive Director

## **NATIONAL GOLF FOUNDATION**

200 Castlewood Dr.  
North Palm Beach, FL 33408  
305/844-2500  
Don A. Rossi, Executive Director

## **NATIONAL RECREATION & PARKS ASSOCIATION**

1601 N. Kent St.  
Arlington, VA 22209  
703/525-0606  
John Davis, Executive Director

## **NATIONAL RESTAURANT ASSOCIATION**

One IBM Plaza  
Suite 2600  
Chicago, IL 60611  
312/787-2525

## **NATIONAL SPORTING GOODS ASSOCIATION**

717 North Michigan Ave.  
Chicago, IL 60611  
312/944-0205  
G. M. Shutt, Executive Director

## **NATIONAL SWIMMING POOL INSTITUTE**

2000 K St. NW.  
Washington, DC 20006  
202/331-8844  
Robert H. Steel, Executive Director

## **PROFESSIONAL GOLFERS' ASSOCIATION OF AMERICA**

804 Federal Hwy.  
P.O. Box 12458  
Lake Park, FL 33403  
305/848-3481  
Mark Cox, Executive Director

## **PGA TOURNAMENT PLAYERS' DIVISION**

5101 River Rd.  
Washington, DC 20016  
301/986-1550  
Deane R. Beman, Commissioner

## **SOUTHERN TURFGRASS ASSOCIATION, INC.**

Mississippi State University  
State College, MS 39762  
601/325-6161  
Dr. Euel Coats

## **SPORTING GOODS MANUFACTURERS ASSOCIATION**

200 Castlewood Dr.  
North Palm Beach, FL 33408  
305/842-4100  
Arthur W. Goettler, Executive Secretary

## **TURFGRASS RESEARCH FOUNDATION**

101 Park Ave.  
New York, NY 10017  
Arden Jacklin, President

## **UNITED STATES GOLF ASSOCIATION**

Golf House  
Far Hills, NJ 07931  
201/234-2300  
P. J. Boatwright, Jr., Executive Director

## **USGA GREEN SECTION**

P.O. Box 1237  
Highland Park, NJ 08904  
201/572-0456  
Alexander M. Radko, National Director

## **NATIONAL GOLF FOUNDATION REGIONAL DIRECTORS**

**David B. Hueber**  
3343 Ridgeway Square  
Memphis, TN 38138  
901/365-6909

**Joe Much**  
938 Alberta Ave., East  
Monmouth, OR 97361  
503/838-0136

**E. J. Palmer**  
9103 East Bay Village  
Middletown, RI 02840  
401/849-5045

**Larry Smith**  
2413 Timbercrest Circle, West  
Clearwater, FL 33515  
813/733-5714

**Fred Stewart**  
3583 Canterbury Lane East  
Lafayette, IN 47905  
317/474-0027

**Syl Wagasky**  
527 Williamsburg Lane  
Odenton, MD 21113  
301/674-6098

## **Club Management Consultant**

**Gerald V. Marlatt**  
435 Deerfield Rd.  
Deerfield, IL 60015  
312/945-5182

## **USGA GREEN SECTION REGIONAL OFFICES**

### **Northeastern Region**

Stanley J. Zontek  
P.O. Box 1237  
Highland Park, NJ 08904  
201/572-0440

### **Southern Region**

James B. Moncrief  
P.O. Box 4213, Campus Station  
Athens, GA 30601  
404/548-2741

### **Mid-Atlantic Region**

William G. Buchanan  
7124 Forest Hills Ave.  
Suite M  
Richmond, VA 23225  
804/272-5553

### **Mid-Continent Region**

Carl Schwartzkopf  
P.O. Box 592  
Crystal Lake, IL 60014  
815/459-3731

### **Western Region**

William H. Bengueyfield  
222 Fashion Ln.  
Suite 107  
Tustin, CA 92680  
714/544-4411

# January

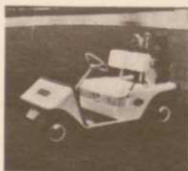
## 1978

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3 3-4—Tennessee Turfgrass Conference, Music City Rodeway Inn, Nashville	4	5 5-8—Joe Garagiola Tucson Open, Tucson (Ariz.) National GC	6 6-9—PGA Workshop, USGA Rules & Tournament Management, Orlando	7
8 8-13—PGA Business School I, Los Angeles	9 9-13—PGA Private Club Pro Seminar, San Diego 9-12—Maryland Turfgrass Council, Turfgrass 78 Conference & Show, Sheraton-Lanham Motor Inn, New Carrollton	10 10-11—48th Annual Michigan Turfgrass Conference, Michigan State University, East Lansing 10-12—16th Annual North Carolina Turfgrass Conference, Wilmington	11	12 12-15—Phoenix Open, Phoenix (Ariz.) CC	13	14
15 15-20—PGA Business School II, Albuquerque	16 16-19—Pennsylvania State University Turfgrass Conference, University Park, Pa.	17	18	19 19-22—Bing Crosby National Pro-Am, Pebble Beach GC, Spyglass Hill GC, Cypress Point GC, Pebble Beach, Calif.	20	21 21-24—PGA Workshop, Teaching & Playing, Orlando
22 22-27—PGA Business School II, Callaway Gardens	23	24	25	26 26-29—Andy Williams San Diego Open, Torrey Pines CC, San Diego 26-29—Colgate Triple Crown, Mission Hills CC, Palm Springs 26-29—National Sporting Goods Association, Astrodome, Houston	27 27—United States Golf Association, Green Section, Annual Conference on Golf Course Management, Mark Hopkins Hotel, San Francisco	28 28—United States Golf Association, Annual Meeting, Mark Hopkins Hotel, San Francisco 28-31—Professional Golfers' Association of America, Merchandise Show, Walt Disney World, Lake Buena Vista, Fla.
29 29-31—Southern Turfgrass Conference & Show, Broadwater Beach Hotel, Biloxi-Gulfport, Miss.	30	31 31-Feb. 4—PGA Workshop, Club Repair & Custom Fitting, Orlando				

December 1977  
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**Velsicol**



*Di Fini*

February 1978  
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**STANDARD GOLF** *ProLinks*



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**MOODY**



# February

1978

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
		Jan. 31-Feb. 4—PGA Workshop, Club Repair & Custom Fitting, Orlando		2-5—Canadian Sporting Goods Association, National Convention & Exhibition, Place Bonaventure, Montreal 2-5—Hawaiian Open, Waialae CC, Honolulu		
5	6	7	8	9	10	11
	6-10—PGA Workshop, Club Repair & Custom Fitting, San Antonio 6-10—PGA Seminar for Daily Fee Facility Pros., Sacramento 6-10—PGA Seminar, General Club & Course Management, Columbus, Ohio		8-12—Bob Hope Desert Classic, Bermuda Dunes CC, Eldorado CC, LaQuinta CC, Indian Wells CC, Palm Springs		10-12—American Cancer Society Classic, Kendale Lakes CC, Miami	
12	13	14	15	16	17	18
12-17—Golf Course Superintendents Association of America, 49th International Turfgrass Conference & Show, Convention Center, San Antonio	13-17—Club Managers Association of America, 51st Annual 13-16—PGA Workshop, Teaching & Playing, Sacramento 13-17—PGA Seminar for Resort Facility Pros, Hilton Head		15—Golf Course Builders of America, Annual President's Dinner, Hilton Hotel, San Antonio 15—Golf Course Builders of America, Annual President's Conference & 1st Annual Exposition, Century Plaza, Los Angeles	16-19—Glen Campbell Los Angeles Open, Riviera CC, Pacific Palisades		17-19—Orange Blossom Classic, Pasadena GC, St. Petersburg, Fla.
12-17—PGA Business School I, Dallas 12-15—American Sod Producers Association, Mid-Winter Conference, Nassau Beach Hotel, Bahamas						
19	20	21	22	23	24	25
		21—USGA Green Section, Southeastern Regional Turf Conference, Holiday Inn, Fort Lauderdale		23-26—Jackie Gleason Inverrary Classic, Inverrary G&CC, Louderhill, Fla. 23-26—Bent Tree Classic, Bent Tree G&CC, Sarasota, Fla.		
	20-24—PGA Seminar for Private Facility Pros, Dallas 20-24—PGA Seminar for Municipal Facility Pros, Baltimore					
26	27	28				
26-28—The Irrigation Association, Irrigation Technical Conference, Stouffers Hotel, Cincinnati 26-Mar. 3—American Society of Golf Course Architects, Annual Meeting, Carefree Inn, Phoenix 26-Mar. 3—PGA Business School I, Milwaukee	27-Mar. 1—Iowa Turfgrass Conference, Des Moines 27-Mar. 2—Canadian Professional Golfers' Association, Annual Executive Management Seminar, Humber College, Toronto 27-Mar. 3—PGA Seminar for Daily Fee Facility Pros, Indianapolis	28—USGA Green Section, Southeastern Regional Turf Conference, Ramada Inn, Irving, Tex.				

January 1978

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March 1978

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**STANDARD GOLF**



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# March

1978

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<p>Feb. 26-Mar. 3—American Society of Golf Course Architects, Annual Meeting, Carefree Inn, Phoenix</p> <p>Feb. 26-Mar. 3—PGA Business School I, Milwaukee</p>	<p>Feb. 27-Mar. 1—Iowa Turfgrass Conference, Des Moines</p> <p>Feb. 27-Mar. 2—Canadian Professional Golfers' Association, Annual Executive Management Seminar, Humber College, Toronto</p> <p>Feb. 27-Mar. 3—PGA Seminar for Daily Fee Facility Pros, Indianapolis</p>		1	2	3	4
5	6	7	8	9	10	11
<p>5-10—PGA Business School I, Syracuse</p>	<p>6-8—Canadian Golf Superintendents Association, 29th Annual Canadian Turfgrass Show, Hotel Toronto, Toronto</p> <p>6-9—PGA Workshop, USGA Rules &amp; Tournament Management, Houston</p>			<p>9-12—Doral-Eastern Open, Doral CC (Blue C), Miami</p> <p>9-12—Sunstar Classic, Rancho Park GC, Los Angeles</p>		
12	13	14	15	16	17	18
	<p>13-15—Midwest Regional Turf Foundation, Turf Conference, Purdue University, West Lafayette, Ind.</p> <p>13-16—PGA Workshop, Teaching &amp; Playing, Phoenix</p> <p>13-17—PGA Seminar for Private Facility Pros, Westchester, N.Y.</p>			<p>16-19—Tournament Players Championship, Sawgrass GC, Jacksonville, Fla.</p> <p>16-19—Kathryn Crosby/Honda Civic Classic, Rancho Bernardo Inn GC, San Diego</p>		
19	20	21	22	23	24	25
<p>19-22—PGA Workshop, USGA Rules &amp; Tournament Management, Boston</p>				<p>23-26—Sea Pines Heritage Classic, Harbour Town GC, Hilton Head Island, S.C.</p>		
26	27	28	29	30	31	
	<p>27-Apr. 1—PGA Business School II, Cypress Creek, Fla.</p>	<p>28-Apr. 2—PGA Business School I, Orlando</p> <p>28-30—The Irrigation Association, Turf Short Courses, Management Education Center, Troy, Mich.</p>		<p>30-Apr. 2—Greater Greensboro Open, Forest Oaks CC, Greensboro, N.C.</p> <p>30-Apr. 2—Colgate-Dinah Shore Winners Circle, Mission Hills CC, Palm Springs</p>		

February 1978

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April 1978

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**STANDARD GOLF** *ProLinks*



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# april

1978

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Mar. 27-Apr. 1—PGA Business School II, Cypress Creek, Fla.	Mar. 28-Apr. 2—PGA Business School I, Orlando				1
2	3	4	5—USGA Green Section, Northeastern Regional Turf Conference, Marriott Motor Inn, Newton, Mass.	6—USGA Green Section, Mid-Atlantic Regional Turf Conference, Northridge Country Club, Raleigh 6-9—Masters, Augusta (Ga.) National GC 6-9—Magnolia Classic, Hattiesburg (Miss.) CC	7	8
9	10	11	12—USGA Green Section, Northeastern Regional Turf Conference, Tarrytown (N.Y.) Hilton Inn	13—USGA Green Section, Mid-Atlantic Regional Turf Conference, Kingsmill Golf Course, Williamsburg, Va. 13-16—Tournament of Champions, La Costa CC, Carlsbad, Calif. 13-16—Tallahassee Open, Killearn G&CC, Tallahassee, Fla.	14—Birmingham Classic, Green Valley CC, Birmingham, Ala.	15
16	17-19—PGA Tour School II, Houston	18	19	20-23—Houston Open, Woodlands (Tex.) CC	21-23—American Defender, North Ridge CC, Raleigh, N.C.	22
23 / 30	24	25	26	27-30—Greater New Orleans Open, Lakewood CC, New Orleans	28-30—Lady Tara Classic, Brookfield West G&CC, Roswell, Ga.	29
30-May 3—National Golf Foundation, National Association of Golf Club Manufacturers, Golf Product Manufacturers Association, Golf Ball Manufacturers Association, Sporting Goods Manufacturers Association, North American Tennis Foundation, Spring Meetings, Key Biscayne Hotel, Key Biscayne, Fla.						

March 1978

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May 1978

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**STANDARD GOLF**



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# may

1978

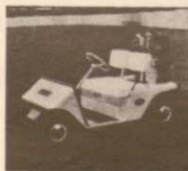
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6
Apr. 30-May 3—National Golf Foundation, National Association of Golf Club Manufacturers, Golf Product Manufacturers Association, Golf Ball Manufacturers Association, Sporting Goods Manufacturers Association, North American Tennis Foundation, Spring Meetings, Key Biscayne Hotel, Key Biscayne, Fla.				4-7—Byron Nelson Golf Classic, Preston Trail GC, Dallas. 4-7—Women's International, Moss Creek Plantation, Hilton Head Island, S.C.		
7	8	9	10	11	12	13
				11-14—Colonial National Invitational, Colonial CC, Fort Worth, Tex. 12-14—Greater Baltimore Golf Classic, Pine Ridge CC, Lutherville, Md.		
14	15	16	17	18	19	20
				18-21—Memorial Tournament, Muirfield Village GC, Dublin, Ohio. 18-21—'78 LPGA Coca-Cola Classic, Forsgate CC, Jamesburg, N.D.		
21	22	23	24	25	26	27
21-24—National Restaurant Association, Restaurant Hotel/Motel Show, McCormick Place, Chicago				25-28—Atlanta Classic, Atlanta CC.		
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April 1978

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June 1978

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STANDARD GOLF



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# june

1978

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
				1-4—Kemper Open, Quail Hollow CC, Charlotte, N.C. 1-4—Peter Jackson Classic, St. Georges GC, Toronto, Canada		
4	5	6	7	8	9	10
				8-11—Danny Thomas Classic, Colonial CC, Memphis 8-11—LPGA Championship, Jack Nicklaus Golf Center, Kings Island, Ohio		
11	12	13	14	15	16	17
				15-18—U.S. Open, Cherry Hills CC, Denver	16-18—Bankers Trust Classic, Locust Hill CC, Rochester, NY	
18	19	20	21	22	23	24
				22-25—Canadian Open, Glen Abbey CC, Oakville, Ontario		
25	26	27	28	29	30	
25-29—American Seed Trade Association, Annual Convention, Crown Center Hotel, Kansas City, Mo.				29-Jul. 2—Western Open, Butler National GC, Oak Brook, Ill.		

May 1978  
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STANDARD GOLF



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# july

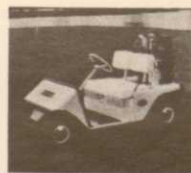
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16	17	18	19	20	21	22
			19-21—American Sod Producers Association, Summer Convention & Field Day, Sheraton Spokane, Spokane, Wash.			
				20-23—IVB Philadelphia Classic, Whitmarsh Valley CC, Chestnut Hill, Pa.		
				20-23—U.S. Women's Open, Indianapolis (Ind.) CC		
23 30	24 31	25	26	27	28	29
				27-30—Sammy Davis Jr.—Greater Hartford Open, Wethersfield (Conn.) CC		

June 1978  
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August 1978  
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STANDARD GOLF



Titleist.



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# august

1978

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5
6	7	8	9	10	11	12
				10-13—The American Optical Classic, Pleasant Valley CC, Sutton, Mass.		
13	14	15	16	17	18	19
				17-20—American Express-Westchester Classic, Westchester CC, Harrison, N.Y.		
20	21	22	23	24	25	26
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July 1978  
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STANDARD GOLF



Titleist.



MOODY

# September

1978

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4	5	6	7	8	9
10	11	12	13 13-16—World Fertilizer Conference, St. Francis Hotel, San Francisco	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28 28-30—National Club Association, Annual Meeting, Capitol Hilton, Washington, D.C. 28-Oct. 1—World Series of Golf, Firestone CC (South Course), Akron, Ohio	29	30

August 1978  
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Di Fini

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STANDARD GOLF Pro Utility



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# October

1978

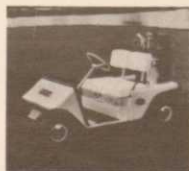
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4 4-6—Central Plains Turfgrass Foundation, Turfgrass Conference, Kansas State University, Manhattan	5	6	7
8	9	10	11	12	13	14
15 15-16—Michigan Section PGA, Merchandise Show, Long's Convention/Center, Lansing 15-18—Florida Turfgrass Association, Conference & Show, Sheraton Towers, Orlando 15-18—National Golf Foundation, National Association of Golf Club Manufacturers, Golf Product Manufacturers Association, Golf Ball Manufacturers Association, Sporting Goods Manufacturers Association, North American Tennis Foundation, Fall Meetings, Scottsdale Registry Hotel, Scottsdale, Ariz. 15-19—National Recreation & Parks Association, Annual Meeting, Convention Center, Miami Beach	16	17	18	19	20	21
22	23	24	25	26	27	28
29 29-Nov. 1—The Irrigation Association, Annual Meeting, Canyon Hotel, Palm Springs, Calif.	30	31				

September 1978

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**Velsicol**



*Di Fini*

November 1978

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11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

**STANDARD GOLF**



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# november

1978

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Oct. 29-Nov. 1—The Irrigation Association, Annual Meeting, Canyon Hotel, Palm Springs, Calif.			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
			15-18—National Swimming Pool Institute, Annual Meeting, Convention Center, Atlanta			
19	20	21	22	23	24	25
26	27	28	29	30		

October 1978  
 S M T W T F S  
 1 2 3 4 5 6 7  
 8 9 10 11 12 13 14  
 15 16 17 18 19 20 21  
 22 23 24 25 26 27 28  
 29 30 31



Velsicol



TRETORN GOLF

Di Fini

December 1978  
 S M T W T F S  
 1 2  
 3 4 5 6 7 8 9  
 10 11 12 13 14 15 16  
 17 18 19 20 21 22 23  
 24 25 26 27 28 29 30  
 31

STANDARD GOLF



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ESB BATTERIES

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# December

1978

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4	5 5-7—Ohio Turfgrass Conference & Show, Columbus	6	7	8	9
10	11 11-14—Professional Golfers' Association of America, Annual Business Meeting, The Omni, Atlanta	12	13	14	15	16
17	18	19	20	21	22	23
24 31	25	26	27	28	29	30

November 1978  
S M T W T F S  
1 2 3 4  
5 6 7 8 9 10 11  
12 13 14 15 16 17 18  
19 20 21 22 23 24 25  
26 27 28 29 30



Velsicol



*Di Fini*

January 1979  
S M T W T F S  
1 2 3 4 5 6  
7 8 9 10 11 12 13  
14 15 16 17 18 19 20  
21 22 23 24 25 26 27  
28 29 30 31

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