

convention
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PGA
ORLANDO

A photograph of the PGA Orlando Convention Center, a large, modern, multi-story building with a grid-like facade, situated near a body of water.

CMAA
CHICAGO

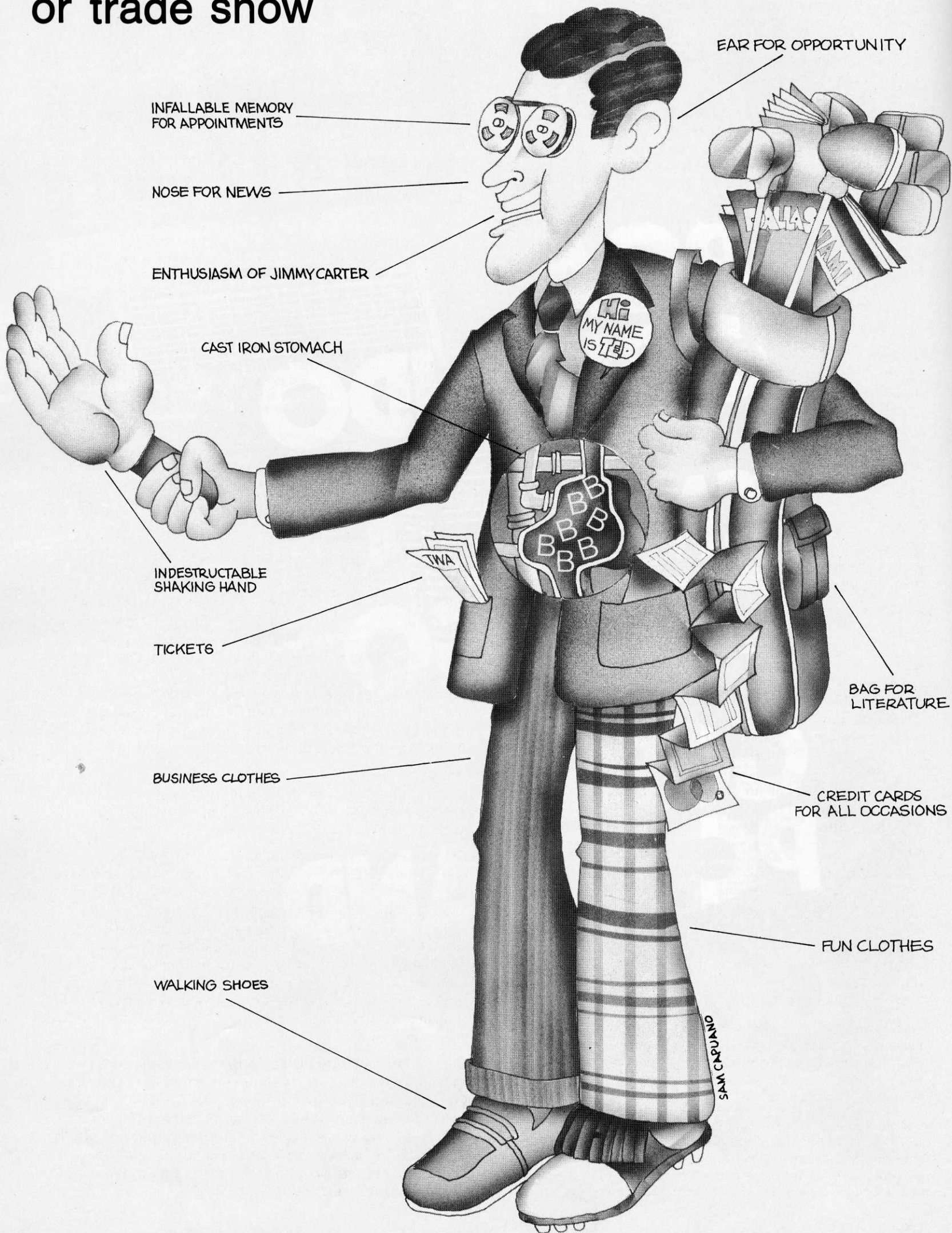
A photograph of the Chicago skyline at night, featuring several illuminated skyscrapers and a bridge over a river.

GCSAA
PORTLAND

A photograph of the Portland Convention Center, a large, modern building with a prominent pyramid-shaped roof, surrounded by greenery and flowers.

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How to get the most out of your convention or trade show



by Joseph Arkin, C.P.A.

According to some educated estimates, some 20-30 million Americans will attend more than 100,000 conventions and trade shows throughout the nation during the coming year — including the several thousand golf businessmen who will travel to Orlando, Chicago, and Portland this month and next for the PGA Merchandise Show, CMAA 50th Annual Meeting, and GCSAA Turfgrass Conference and Show. Many of those attending will come home delighted with the new ideas they've learned, the contacts they made, and the sightseeing they did. Others may be disappointed, because they didn't know how to prevent what should have been a pleasant trip from becoming a trap.

Next time you attend a convention or trade show — whether it's one of the three covered in GOLF BUSINESS this month or not, whether it's your first such trip or your fifteenth — you may get more out of the whole experience by following this simple list of DO's and DON'T's:

DO figure out your travel budget well in advance. According to hotel spokesmen, the average attendee spends about \$50 per day. Survey figures show that hotel/motel accommodations account for approximately 40 percent of this total, shopping in retail stores takes 15 percent, and sightseeing another 25 percent. The tab for food, entertainment, and sundry expenses eats up the remaining 20 percent.

DON'T take along too much cash. For safety's sake, take along a minimum amount of cash, plus some traveler's checks and nationally known credit cards.

DON'T be haphazard about travel arrangements. Check on timetables; buy plane tickets well in advance. If you are traveling by car, don't make the mistake of shopping for sleeping accommodations when you arrive — at the convention or at stops along the way. Most hotel/motel chains have toll-free telephone numbers and computerized services to take care of your stay at the convention site or on the road. And they will make arrangements for your side trips, too.

A little foresight can net you accommodations with all of the comforts of home: amenities such as laundry and valet service, beauty and barber shops, even babysitters on call.

DO submit your ideas in advance to those planning the convention or trade show. Tell them about the problems you'd like discussed, the kind of speakers you want to hear, the programs you'd find most worthwhile. If you have opinions about where meetings and social functions should be held, mention that too. You will probably find that those in charge of programming will welcome your suggestions — if not for this year, then for next.

DON'T neglect your convention "homework." Examine the program carefully; schedule your time to cover the discussions, speeches, and guided tours that interest you the most. Put down on paper just what you want to achieve at various sessions.

Joseph Arkin is not only a certified public accountant in New York and Florida, but he has also written more than 5000 articles which have been published in magazines and newspapers. He specializes in management, finance, and taxation and holds a B.B.A. from St. John's University and an M.B.A. from Pace University.

Take the trouble to take notes and ask for literature of exhibitors, and don't be bashful about asking for copies of speeches.

DO participate as fully as you can. Join the discussions which may follow the speech-making; steer the talk to the particular phase of the matter that's most important to you and your club or course. If there is no discussion or question period, try what some experts call "mental participation": as the speaker talks, try to apply what he says to your situation. Mentally challenge his observations; note points you want to discuss with him or with members of the audience later. See how the audience reacts to his statements; it's one of those meaningful little details that don't show up in transcripts of speeches.

DON'T shirk the purpose of the convention or trade show. Be conscientious about business sessions. Don't duck committee assignments, especially those which will continue after the convention itself has ended. And don't be shy about volunteering for these special assignments. They offer a chance to pick up extra information and experience, widen your circle of acquaintances and contacts — and earn more recognition for yourself.

DO be sure you are comfortably and appropriately dressed for all sessions; it will add to your self-confidence, help you make a better impression. A basic wardrobe for the well-dressed male can consist of one suit, two pairs of slacks, one sport coat, and (optionally) a dinner jacket. A change of ties or slacks can make the same outfit look different on two successive days, particularly if the suit or jacket is conservative enough not to scream for attention.

DON'T forget to plan a pleasant side trip if you are bringing along your spouse and children. Check with any major oil company for advice on planning excursions by car in and around the convention area. If you want, your hotel/motel staff representatives will help you make arrangements. Plan rest periods to punctuate your family's sightseeing and shopping sprees; take advantage of hotel/motel swimming pools and other recreational facilities.

DO seize the chance to talk shop with conventioners outside your specialty. The perspectives and small talk you hear may help you to do your own job better.

DO make sure you register and get your official credentials. Sign in at every lecture and seminar where necessary and possible. Keep an exact record of your expenses and give these to your accountant. Even with changing regulations and crackdowns on convention and trade show expenses, there will still be many legitimate tax deductions to which you are entitled — resulting in possible substantial tax savings even if you took your spouse and children along and even if part of the time was spent on sightseeing.

DON'T fail to follow through. Remember that the job isn't done when you leave the convention or trade show. Turn the notes you took into a report for your associates at your club or course. Summarize what happened and what you learned. Most important of all: these should include the new ideas you picked up, new products you saw, and how these ideas and products could be used at your golf facility. □

PGA:

All aboard for Orlando!

The PGA Merchandise Show has come a long way since Frank Sprogell's first valiant attempts in a comparatively crude tent at Dunedin. This year from January 22 to 25, it will be held in the comparatively luxurious surroundings of the Contemporary Resort Hotel in Disney World, Fla. The wares of more than 200 golf product manufacturers will be exhibited on the second floor of the Tower Building and the first floor of the Contemporary North. Hours are from 9:00 a.m. to 5:00 p.m. in the Tower and 9:00 a.m. to 7:00 p.m. in the Contemporary North on Saturday, Sunday, and Monday; all exhibits will be open from 9:00 a.m. to 3:00 P.M. on Tuesday, January 25. (Exhibitors list on page 30.)

As has been the custom, the Merchandise Show is timed to coincide with the PGA Winter Tournament program, held at Walt Disney World Golf Resort at Lake Buena Vista.

Programs & events

Informal educational "cracker barrel" group sessions, co-sponsored by the national PGA and the Florida section, will be held on successive Mondays before and during the Merchandise Show. Jim Applegate will lead the discussions in the Trophy Room of the Golf Resort Hotel. Each session will last from 8:00 to 9:30 p.m. and will be worth one point towards recertification for PGA members.

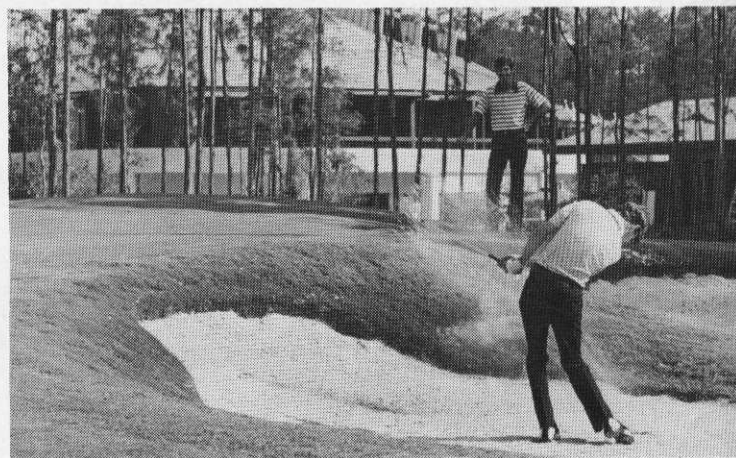
The January 10 session will cover "Capitalizing on Christmas and holiday business," "Customizing clubs," and "Programs for training and compensating assistants." Topics for January 17 will be "Smart Buying: how to get the most for your dollar," "How we handle the slow play problems," and "Ideas to improve golf glove sales and profits." Discussion on January 24 will center on "The sale of accessories and nonconventional shop items," "Use of audio-visual aids in teaching," and "Knowing how to compute golf car profits."

Special events will take place at 4:30 p.m. Saturday, Sunday, and Monday during the show. The place: the Oasis in the Contemporary North. On Saturday, January 22, *Golf Magazine* will sponsor a style show. Bob Toski and Jim Flick will conduct a golf clinic on Sunday under the sponsorship of *Golf Digest*. And on Monday Wilson Sporting Goods sponsors an exhibition by the legendary hitter Sam Snead.



The symbol of all that is Disney, Mickey Mouse, beckons golf pros and their families to Disney World in Orlando, Fla., for the PGA Merchandise Show.

The show is timed to coincide with the PGA Winter Tournament program at Walt Disney World Golf Resort at nearby Lake Buena Vista.



photos © Walt Disney Productions

Things to do

For recreation and entertainment for convention-goers and their families, Walt Disney World is hard to top. The heart of it is the famed Magic Kingdom, with 45 major attractions now open every day.

Newest and most exciting of the attractions is the race through Space Mountain, which forms a focal point for Tomorrowland. Also new there is the innovative WEDWAY PeopleMover, the GE Carousel of Progress and the whirling Starjets.

Other Disney lands include Main Street U.S.A., with horsedrawn streetcars and steam locomotives, plus Adventureland and its Jungle Cruise and Pirates of the Caribbean adventures.

In Liberty Square, guests discover a Colonial atmosphere with the Hall of Presidents and the memorable Haunted Mansion. Fantasyland features all of the famous Disney characters, plus 20,000 Leagues Under the Sea. Frontierland stars the famous Country Bear Jamboree and a trip to Tom Sawyer Island.

PGA

GUIDE TO EXHIBITORS

EXHIBITOR	ROOM/BOOTH (AREA)
Abeles of California	7102(3)
Acme Iron Works, Inc.	7150(1)
Acradista, Inc.	8116(2)
Acushnet Sales Co.	171-172, 179-180(5)
Admiral	7146(1)
Adventures in Golf, Inc./Match Play of Pinehurst	7147-7148(1)
After Hours	200-205(6)
Fred Akel Co.	7134(2)
Adila, Inc.	230-231(6)
Alligator	Hemisphere Lounge(7)
All Star Industries	7172(1)
All Star Pro Golf Co.	7152(1)
American Precision Golf Corp.	8108(2)
Around-the-Green Enterprises	7113(3)
Babcock & Wilcox Co.	7173(1)
Laura Baugh	Hemisphere Lounge(7)
Beconta, Inc.	8111(2)
Belmont U.S.A., Inc.	155(5)
Elaine Benedict	Stage(7)
Benson Sports Co.	7118(2)
Bodin Knits	Stage(7)
Bowen Corp.	7128(2)
Browning	7111(3), 321-322(7)
Buccaneer Manufacturing Co.	144-145(5)
Burton Manufacturing Co.	185-188(5)
Nat Cabot Putters, Inc.	7187(2)
Callaway Gardens	8126(2)
Calree Co.	7151(1)
Jack Carnahan, Inc.	200-205(6)
Chico's Tomahawk, Inc.	7149(1)
Charles F. Clark Co./Div. of FNT Industries, Inc.	7103(3)
Club Kit, Inc./subsidiary of Kristal Kraft, Inc.	338(7)
Coberknit Corp.	Hemisphere Lounge(7)
Cobra Golf, Inc.	7119(2)
Confidence Golf Co.	116-118(5)
Con-Sole Golf Corp.	317-318(7)
George Cook Ltd.	Stage(7)
Ray Cook Golf Putters, Inc.	7140(1)
Country Club Golfer	173(5)
"Country Pro" Handcrafted Fixtures	8129(2)
Creative Awards by Lane	7166(1)
Otey Crisman Putter Co.	7176(1)
Crystal Professional Sports	Hemisphere Lounge(7)
Datono Products Div. /Dayton Stencil Co.	112-113(5)
David Crystal, Inc.	Hemisphere Lounge(7)
Derby Cap Manufacturing Co.	177-178(5)
Dexter Shoe Co.	125-126(5)
Difini Originals, Inc./Difini Knitwear Ltd.	325-328, 339-342(7)
Display Creations	200-205(6)
Dorson, Inc.	Stage(7)
Dunlop Sports Co.	330-337(7)
Easajo Putter Co.	7181(3)
Eastern Golf Co.	105-106(5)
Charles A. Eaton/Etonic	Yosemite Room(5)
Eaton Corp./Molded Products Operations	366(7)
Ebra Co./Ebra Products, Inc.	8101(2)
Edmont-Wilson	169-170(5)
Electronic Sports Products, Inc.	8119(2)
ESB Brands, Inc.	237-239(6)
Esquire	200-205(6)
Exim Sales Corp.	8124(2)
Exxon Enterprises, Inc.	140(5)
E-Z-Go Car/Textron, Inc.	300-307(7)
Fast Eddie Putter, Inc.	7101(3)
Faultless Sports (see Rawlings Golf)	
Flags of Golf Co-Op	7184(3)
Foot-Joy, Inc.	Hemisphere Lounge(7)
Frog Tog	7120(2)
Gan-Ed, Inc.	7136-7137(2)
Gean-Edwards, Inc.	7185(2)
General Battery Corp.	7174(1)

EXHIBITOR	ROOM/BOOTH (AREA)
Gold Crest, Ltd.	312-315(7)
Golden International, Inc.	7171(1)
GOLF BUSINESS	111(5)
Golfcast Corp.	8115(2)
Golf Digest, Inc.	228-229(6)
Golf International Corp.	7106(3)
Golf Magazine	103-104(5)
The Golf Mart, Inc.	232-236(6)
Golf Shop Service Co.	7158(1)
Golf & Tennis Headwear Co.	380-381(7)
Golfurs	7101(3)
Golf World	345(7)
Grafalloy Corp.	7105(3)
Grandoe Corp.	7121(2)
Great Lakes Golf Ball Co.	232-236(6)
Greenirons, Inc.	8123(2)
Green-Joys by Foot-Joy	Hemisphere Lounge(7)
Hadley Corp.	200-205(6)
Walter Hagen Golf Equip. (see Wilson)	(5)
Hamilton Tailoring Co.	7104(3)
Harburt Corp.	7169(1)
AMF Harley-Davidson	150-154(5)
Harris International, Inc.	7170(1)
Haymaker Sports	Hemisphere Lounge(7)
Hillerich & Bradsby Co.	183-184(5)
AMF Ben Hogan Co.	146-149, 162-166(5)
Hornung's Pro Golf Sales, Inc.	156-157, 175-176(5)
Mac Hunter Co.	138-139(5)
Hush Puppies Golf Shoes/Div. of Wolverine World Wide	8120(2)
Illl	200-205(6)
Imperial Caps, Inc.	7143(1)
Izod Ltd.	Hemisphere Lounge(7)
Izod J. G./Crystal Sunflowers	Hemisphere Lounge(7)
Jacca	200-205(6)
J & M by Camp	200-205(6)
Jantzen, Inc.	158-159(5)
Jayfro Corp.	7141(1)
Johns-Manville	367-369(7)
Frank Johnston Golf Co.	7124(2)
Johnston & Murphy	200-205(6)
J. S. I.	Stage(7)
Oscar Jones Co./Custom Crest Power Track Golf Co.	7126(2)
Kamata-Ri American Corp.	7112(3)
Karsten Manufacturing Corp.	378-379(7)
Keller Golf Clubs, Inc.	329(7)
Kimberton Co.	308-311(7)
Irving King Custom Golf Clubs	8117(2)
Anne Klein	Stage(7)
Kristal Kraft, Inc. (Club-Kit, Inc.)	338(7)
Lanvin	Stage(7)
Annie Laurie Originals, Inc.	167-168, 181-182(5)
H. D. Lee	167-168, 181-182(5)
Lefcourt Imports, Inc.	7167(1)
Leon Levin	100-102(6)
Lil' David Gawfe Tools	7177(1)
Lilly Pulitzer, Inc.	7159-7160(1)
Louisville Golf Club Co.	8104(2)
Lynx Precision Golf	Lobby—1st Floor(4)
MacGregor Co.	Redwoods Room(5)
E. J. Manley Co.	127-130(5)
H. M. K. Marketeer	136-137(5)
Master Grip, Inc.	7108(3)
Match Play of Pinehurst/Adventures in Golf, Inc.	7147-7148(1)
Matzie Golf Co.	7186(3)
Maurice Originals	Stage(7)
Hugh J. McLaughlin & Son, Inc.	7107(3)
Melex (Ross Products)	7138-7139(2)
Miller Golf Co.	131-133(5)
M'Lit	Stage(7)
3M Co./Leisure Time Products	226(6)
Motor Appliance Corp.	7135(2)
Mulligan by Tentation, J. B.	7183(3)
Munsingwear, Inc.	232-236(6)
National Golf Foundation	7164(1)
19 Hole	200-205(6)
Northwestern Golf Co.	219-222(6)
Old Golf Shop, Inc.	7114(3)
Onex Industries Ltd.	8122(2)
Original Fur Co., Ltd.	7179(3)
Owen Originals	Stage(7)
Pacifica Recreational Products, Inc.	7180(3)

EXHIBITOR	ROOM/BOOTH (AREA)
Par Ace Co.	7115(3)
Pargo, Inc.	376-377(7)
Parker Glove (see Rawlings Golf)	
Par-Mate	316(7)
PCR Golf Ball Co.	7132(2)
Pedersen Div. of O. F. Mossberg & Sons, Inc.	323-324, 343-344(7)
Pegie by the Sea "Originals"	107-108(5)
Toney Penna Co.	210-217(6)
Fred Perry Sportswear, U.S.	210-217(6)
PGA/Victor Golf Equipment Group	Yellowstone Room(5)
Pickering Active Sportswear	308-311(7)
Professional Golf Equipment, Inc.	8106(2)
The Pinseeker Corp.	7188(3)
Preceptor Golf Ltd.	7133(2)
Pro Dyn, Inc.	134-135(5)
Professional Touch, Inc.	8126(2)
Pro Group, Inc.	370-375(7)
Pro-Shu Co.	109-110(5)
Quantum Sportswear, Ltd.	141-143(5)
Rac/Me Golf Bag Storage Racks (Acme Iron Works, Inc.)	7150(1)
Rainbow Sales	7142(1)
Ram Golf Corp.	119-122(5)
Rawlings Golf	210-217(6)
Reliable of Milwaukee "Billie" Ross of the Palm Beaches	114-115(5)
Ross Products, Inc.	7138-7139(2)
Royal Golf Equipment (Uniroyal, Inc.)	346-349, 362-365(7)
Ernie Sabayrac, Inc.	Hemisphere Lounge(7)
Sahara Slacks	319-320(7)
Scepter Distributors	8112(2)
Scott Manufacturing Co.	7153(1)
Scottsdale Golf Corp.	7129(2)
Shakespeare Co.	160-161(5)
Shamrock Golf Co.	7168(1)
R. J. Shepherd Co. (Munsingwear)	232-236(6)
Mort Silver Associates, Inc./Silver Fox Sportsman	7145(1)
Simmons International Corp.	123-124(5)
Sit-N-Rest Golf/Atlantic Products	223A-225(6)
David Smith	7154(1)
E. J. Smith & Sons Co. (Munsingwear)	232-236(6)
Softies	200-205(6)
Allen Solly	Hemisphere Lounge(7)
Southern Umbrella Co.	8114(2)
Spalding	250-361(7)
Spider Putter Co.	8110(2)
Square Two Golf Corp.	7110(3)
Stag Golf Products	7182(3)
Stanley Blacker, Inc.	Hemisphere Lounge(7)
Stock Industries, Inc.	8119(2)
The "Tee" House/Dick Watson	8106(2)
Texace Corp.	210-217(6)
Thomson	Stage(7)
Stan Thompson Golf Club Co.	8109(2)
Top Ten Sales (Munsingwear)	232-236(6)
Touch Corp.	7131(2)
Town Talk Co.	7165(1)
True Temper Corp.	174(5)
Tuit Sales Co.	7175(1)
Union Hardware/Div. Brunswick Corp.	8105(2)
United States Golf Association	8103(2)
Up-Shot Putter Co.	8102(2)
U.S. Precision, Inc.	7116(2)
Vagabond International, Inc.	7170(1)
Valley Forge Glove Co.	7117(2)
Van-L, Ltd.	7127(2)
The Voyager	7157(1)
Charles Weber Printing	7122(2)
Tom Weiskopf	200-205(6)
Wellite Industries Ltd.	7123(2)
Whimsicals	Stage(7)
Wilson Sporting Goods Co./Walter Hagen Golf Co.	
Great Smokies & Everglades Rooms	(5)
Windless	Stage(7)
Win Mark, Inc.	7144(1)
Wittek Golf Supply Co.	206-209(6)
Wood-Arts Golf Equipment, Inc.	7178(3)
Zirtech Div./Kawecki Berylco Ind., Inc.	8113(2)

CMAA:

Back to the city of its birth



photo courtesy Chicago Convention and Tourism Bureau

Back in February 1927, Calvin Coolidge was in the White House and what we know as the club industry today was just a dream in the minds of a handful of managers, as they sat down at the Hotel Sherman to start an organization called the Club Managers Association of America.

Fifty years later, the CMAA will honor its half century of existence in a week's celebration at the Conrad Hilton Hotel. It will be a time of remembering the problems of yesterday and facing up to the problems of today.

Even though it is slated as a special event, CMAA Executive Director Horace Duncan told *GOLF BUSINESS* that the attendance won't be dramatically up for the anniversary conference. That might be a comment on how some managers feel about spending a week in Chicago in February.

As always, the educational program will be serving the meat of the conference. Association President Harry Gray has put the seminars and programs in good hands with the Club Management Institute.

The majority of the legwork that has gone into coordinating the conference has been accomplished by conference chairman Matthew Morgan, Butler National Golf Club, Oakbrook, Ill. Two popular competitive features of the conference will return with the annual judging of club menus and the CMAA Idea Fair. The latter has been a popular feature of the conference for several years. Each manager involved graphically illustrates a method of operation successful at his club on a poster. The aspects of the method are covered along with the cost/savings of the idea.

Seminars & programs

Kicking off the structured part of the conference program on Monday evening, February 7, will be a "birthday" celebration for the CMAA, and 24 of its most recent past presidents will be honored for their contributions through the years. Duncan indicates all living past presidents will be on hand.

The formal program of seminars gets under way on Tuesday afternoon with Anthony Marshall, associate dean at Florida International University, speaking on the legal aspects of club management. Dr. Howard Smith, head of the management department at the University of Georgia, will speak on his favorite subject, while Dr. Earl Brooks, Cornell University, takes the management role one step further, applying it to communications.

Wednesday opens with a morning roundtable session as a variety of club operations exchange ideas. The seminar program cranks up again in the afternoon with Mike Hurst from Florida International speaking on "Food for Thought." Dr. Dean Miller, Physical Fitness Institute of America, discusses "Fitness for Busy People," while Don Thoren looks at the art of the "Golden Rule of Communication."

Another panel discussion gets things started on Thursday, as club directors and officers mull over the things they wish they knew about the industry. Professor Robert F. Schwarz moderates another problem-solving seminar, as club managers probe into the headaches brought on by golf cars, decorating, ERISA, computers, laundry/linen, tax-

continued on page 36



photo courtesy Chicago Convention and Tourism Bureau

Few cities in the country can offer the variety and the number of good restaurants that Chicago has. Managers attending the CMAA meeting can sample dining spots that are quiet or noisy, small or large, mod or quaint, Italian or German, or just about anything else.

tion, certification, and insurance. The National Club Association and the Club Management Institute will also be on hand to focus in on other problems staring down the business.

Noted speaker Dr. Norman Vincent Peale will attempt an inspirational uplift of the CMAA on Thursday afternoon, taking a broad look at the future of the country and the world in the conference's keynote address. The evening will conclude with the association's formal reception and dinner dance.

Friday marks the last day of the conference with the group's business meeting and election of officers in the morning, which is somewhat of a mere formality. A lunch will follow, introducing the new officers and their spouses.

Tours & sightseeing

There are a number of impressive sights to take in, if you've never been to the Windy City before. A glittering panorama is available from two towering vantage points in the John Hancock Building Observatory or the Sears

Tower Skydeck. The latter is the world's tallest building, offering a view of Chicago 1,450 feet above the ground on the 103rd floor of the structure.

Architectural classics make up the Chicago skyline and both Gray Line tours and American Sightseeing can guide you around the entire metropolitan area. The Gray Line tours begin at 400 N. Wabash Avenue, while the American Sightseeing trips are available right at the door of the CMAA conference site, the Conrad Hilton.

Chicago has been proud for many years of the number of interesting museums it possesses. There is the Museum of Science and Industry, famous collections of oriental works and French Impressionists at the Field Museum of Natural History, Shedd Aquarium, Museum of Contemporary Art, Oriental Institute on the University of Chicago Campus, and Adler Planetarium.

Sports will also be in season with the National Hockey League's Blackhawks and the National Basketball Association's Bulls. Both teams entertain at the Chicago Stadium.

No visit to the city is complete without a visit to Old Town. This unique section on the near north side is filled with interesting shops and good entertainment. There you can buy a variety of items ranging from penny candy to a suit of armor.

Also on the near north side is the heart of Chicago's night life district in the Rush Street area. Lined with clubs, lounges, and supper clubs, Rush Street spots offer everything from jazz to disco.

As always, the Auditorium Theater — another architectural landmark — showcases famous, well-known talent from around the world, as does the Arie Crown Theatre at massive McCormick Place near Lake Michigan.

For the wives

Even with all the activity the 50th year celebration offers, the CMAA has not forgotten the ladies. A number of activities have been set up for the wives and on its own, Chicago offers a number of shopping opportunities.

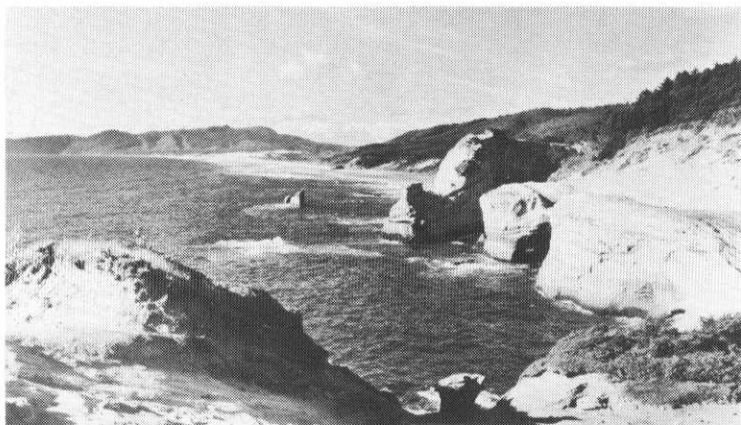
If you are planning on arriving on Sunday, the Greater Chicago CMAA has arranged a tour of downtown at 5:30 p.m. On Thursday from 1:00 to 4:00 p.m., the spouses can attend a seminar by Margaret Saunders and Brock Arms on the facts and fiction of interior design.

A special luncheon for the ladies is on the calendar for Wednesday afternoon at the Continental Plaza, then on to the theater. A special mini-program is slated for Thursday morning at 10:00 a.m.

If you are not interested in the structure of a schedule, Chicago certainly offers many shopping diversions. The world-famous lineup of stores includes: Marshall Field & Co., Carson Pirie Scott & Co., Goldblatt's, Montgomery Ward and Co., Sears Roebuck & Co., and Wieboldt's.

On Michigan Avenue, there are a number of the finest luxury shops and galleries in the city. If you have access to a car, look into the shopping possibilities at the various suburban shopping malls: Old Orchard, Edens Plaza, Harper Court, Oak Brook, Golf Mill, Yorktown, and Woodfield Mall. These offer a wide variety of boutiques and department stores set in landscaped grounds with sparkling fountains, colorful flowerbeds, and sculpture. □

GCSAA: North by northwest to Portland



Superintendents at the GCSAA show will spend most of their time in the Memorial Coliseum (left), but the rugged Pacific Coast is an interesting and beautiful place to visit in the off-hours.

Portland, Ore., in the scenic Pacific Northwest will host the 48th annual International Turfgrass Conference and Show, sponsored by the Golf Course Superintendents Association of America. More than 150 manufacturers and distributors will show their wares from 9:00 a.m. to 5:00 p.m. Tuesday and Wednesday, February 8 and 9, and from 9:00 a.m. to 4:00 p.m. on Thursday, February 10. Monday, February 7, is Distributors' Day; from noon to 5:00 p.m., manufacturers can show their exhibits to their dealers and distributors before the show is opened to the public.

More than 5,000 GCSAA members and others involved in turfgrass management are expected to attend the convention.

At this time, the biggest news about the show is that exhibitors will, for the first time, be allowed to sell their products or take orders on the floor of the exhibit hall. This has been made possible by the Tax Reform Bill recently signed into law by President Ford.

This year's exhibits of turfgrass equipment and supplies will occupy 100,000 square feet of floorspace at the modern Memorial Coliseum in downtown Portland. To locate individual manufacturers and suppliers, see the guide to GCSAA exhibitors on page 43 of this magazine. We hope you will stop at booths 238-239 and meet the staff of GOLF BUSINESS.

Programs & Seminars

A strong program of educational seminars will augment the exhibits at the GCSAA meeting. Four pre-conference seminars will be offered on Saturday and Sunday, February 5 and 6: "Landscape I — Principles of landscape design," "Pesticide I — Principles of chemical usage," "Management II — Leadership, motivation, and employee relations," and "Turf nutrition I — Principles of fertilizer usage." Each will last the two days, and the \$50/member or \$70/nonmember price includes lectures, reference materials, optional examination, refreshment breaks, and two luncheons.

The CGCS (Certified Golf Course Superintendent) examination will be given on Sunday, February 6, to those who have already applied and qualified for it.

The formal conference program will open Monday morning with the keynote address by Heywood Hale Broun, CBS sports essayist. His topic will be "The role of big games in society."

The education program continues with a choice of from six to 18 speakers each session Monday and Tuesday afternoons, Wednesday morning, and both morning and afternoon on Thursday.

The annual business meeting is Wednesday afternoon.

photos courtesy Portland Chamber of Commerce



TOP: Portland skyline as seen from the east shore of the Willamette River. BOTTOM: Mt. Hood is visible from practically everywhere in and around Portland, including its many golf courses. Shown is the Hood River Golf Course.

Tours

The Oregon Seed Council will sponsor a tour of area grass seed producers on Friday, February 11. Buses will leave the exhibit hall at 9:00 a.m. and return about 2:00 p.m. Stops on the tour will include seed fields and turf plots, a seed cleaning facility, and a barbecue lunch on a sod farm. The tour is free, but make reservations at the seed tour booth before 5:00 p.m. Wednesday, February 9.

Superintendents not going on the seed tour can, for the nominal fee of \$5.00, spend Friday morning touring four golf courses in the Portland area. The host superintendents, all GCSAA members (including 1976 president Richard W. Malpass), will point out the unique aspects of their courses and discuss their current and future plans. A limited number of tickets will be available. The courses to be visited are the Portland Golf Course, Waverly Country Club, Columbia-Edgewater Country Club, and Riverside Golf and Country Club. Each offers a unique history and/or features of interest to other superintendents.

Annual banquet

The formal conference will climax Thursday evening with the annual banquet at 7:30 p.m. in the ballroom of the Portland Hilton Hotel. It will feature entertainment by singer Cathy Johnson and comedian/singer/musician Glenn Ash, followed by dancing to the music of the Johnny Reitz Orchestra. Tickets are \$15.00 per person and can be purchased until noon Wednesday of the show.

Ladies program

The ladies' program will begin at 11:00 a.m. Sunday morning with a slide presentation, "Here's the Northwest," in the Pavilion Room of the Hilton Hotel. The hospitality area will remain open from 8:00 a.m. to 5:00 p.m. all week.

Highlight of the program will be a day-long tour of the Oregon coast on Tuesday, including a full-course luncheon at the Inn at Otter Crest, overlooking the ocean.

GCSAA

GUIDE TO EXHIBITORS

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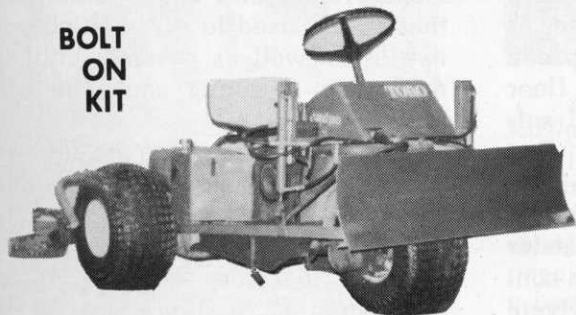
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