

Off The Fringe

Business briefs

Architects, builders join Golf Industry Show

The architects and builders have joined the crowd.

The American Society of Golf Course Architects (ASGCA) and the Golf Course Builders Association of America (GCBA) announced in November that their organizations have joined the Golf Course Superintendents Association of America (GCSAA) and the National Golf Course Builders Association (NGCOA) to stage the Golf Industry Show in Orlando beginning in February.

The Club Managers Association of America (CMAA) will join the big show in 2007.

The GCBA and ASGCA previously had a presence at the GCSAA International Golf Course Conference and Show in conducting a variety of events for its constituents.

"We're excited to participate in the Golf Industry Show," said ASGCA President Bill Love. "As one of the allied associations of golf, it made sense that ASGCA fully support an initiative that is bringing the industry together."

"We are pleased to join our partners in the Golf Industry Show," said GCBA President Tommy Sasser. "From the GCBA member standpoint, exposure to key decision-makers, whether by exhibiting or networking, is of significant value. From the attendee perspective, securing comprehensive business solutions from those who own, build and manage a course will only strengthen their facility's operations."

Bayer moving business group

Bayer Environmental Science's business group will move its North American operations from Montvale, N.J., and Birmingham, Ala., to Research Triangle Park, N.C., the Region Americas headquarters for Bayer Crop-

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Phyllis Latshaw with her husband Paul R. and son Paul B.



COURTESY OF THE LATSHAW

Industry Loses a 'First Lady'

PHYLLIS LATSHAW DIES AT 63

By Larry Aylward, Editor

Sadly, Paul R. Latshaw, regarded as one of the greatest superintendents the golf course maintenance industry has ever seen, lost his best friend in October — his wife Phyllis. She died at 63 after a brief illness. The Latshaws lived in Souderton, Pa.

In 2001, Latshaw, former superintendent of such great courses as Oakmont Country Club, Augusta National, Congressional Country Club, Riviera Country Club and Winged Foot Golf Club, told *Golfdom* how fortunate he was to have a wife who understood what it necessitated to be a top superintendent, as in working long hours and on weekends, not to mention moving from city to city to work at some of the greatest clubs in the world. Paul called Phyllis his best friend.

"If you want to be successful in this business, you have to be willing

to work long hours," Latshaw said. "That could be a real problem if you don't have a wife who understands. I was lucky."

Phyllis, a first lady of sorts to the industry, provided Paul with unwavering support in his career goals. They were married for more than 40 years.

Phyllis also leaves one son, Paul B., the certified superintendent of Muirfield Village Golf Club near Columbus, Ohio. Paul B., regarded as one of the top young superintendents in the business, said his mother taught him a lot about responsibility and work ethic, among other things.

Phyllis, who grew up on a dairy farm in Liberty, Pa., was her husband's and son's most ardent supporter. She only wanted the best for them.

"I always wanted him to be happy and successful, and I would do whatever I could to make that happen," Phyllis told *Golfdom* in 2001, when asked about her support for her husband's career. "It was important for me to see him happy."