

# Designs on Golf

■ ARCHITECTURE

**H**aving sat through a couple of pretty pedestrian educational seminars at past industry trade shows, I thought I'd offer up a few tweaks to some traditional forums to liven things up.

## Complaining in Contemporary Golf Course Architecture

8 a.m. to 10 a.m.

This popular session features the current president of the American Society of Golf Course Architects, Steven Louis Robertson, moderating a panel of leading ASGCA executive assistants as they moan about today's pertinent issues regarding the hooligans for whom they work. Central to the discussion will be the 10 most common excuses used by assistants to defer clients wishing their phone calls were returned.

## Pre-Storm Tree Restoration for Golf Courses

10 a.m. to noon

The pain and agony of restoring the golf course from years of neglect can be an overwhelming task for any superintendent, his/her staff, green committee chairman and architects. In addition to cleanup and debris removal in the wee hours of the morning, extra care must be paid to convincing members that, in fact, no tree was there the day before and that the members in question must be delusional. With experience in managing many neurotic club members, our speakers will present strategies in spin control, deception and out-and-out lying in the process of restoring a design without anyone actually knowing it.

## Outhouses: The Good, the Bad and the Smelly

1 p.m. to 3 p.m.

Today's modern golf course crappers are engineering marvels distributing uniform defecation control. While specification and construction of comfort stations are typically scrutinized, the actual construction of the outhouse and its supporting infrastructure do not receive the same critical analysis, particularly interior design issues in female lavatories. This session, presented by the Women For Better

# Seminars Never Sounded So Real

BY GEOFF SHACKELFORD



THAT'S RIGHT, WE  
THINK THIS SESSION  
WILL BE SO DULL  
THAT WE'RE  
OFFERING EXTRA  
INCENTIVES FOR  
THOSE WHO CAN  
STAY AWAKE

Golf Course Outhouses of America, discusses all of the key elements required for proper outhouse design and construction, including the ideal number per nine holes on your course. Hear from the experts on all the crucial aspects that should be closely scrutinized, from soap dispensers to proper reading material to fresh-cut flower displays.

## You Asked For It ... You Got It!

3 p.m. to 5 p.m.

Join hundreds of bored show attendees for a dynamic session that addresses the top challenges facing today's golf course superintendent while earning you extra credit for remaining conscious throughout. That's right, we think this session — where you came up with the suggested topics instead of letting us experts do it — will be so dull that we're offering extra incentives for those who can stay awake. The votes have been tabulated and speakers identified for the topics you selected. Discover the hot topics this session will offer!

## Repurposing University

5 p.m. to 7 p.m.

We've saved the best for last. Watch as PGA Tour Commissioner Tim Finchem, outgoing GCSAA President Steve Mona and current head of PGA Tour properties David Pillsbury engage in a spirited battle to see who can drop the most MBA-isms a 50-minute session. Expect to hear about bucketizing brands and the joys of "banglorization" in the modern corporate environment.

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