



Gene Stoddard, Costa Mesa, Calif., Bob Hinkle, Louisville, Ky. and Jim Burton, Greenville, O., look ahead to 1964. They're getting information from Wanda Dodds about next year's conference in Philadelphia.

*Convention photos — Nick Pottengill and Ben Chlevin.*



Perhaps impish grin of Sherwood Moore (l), who relinquished GCSA presidency to Roy Nelson, implies that latter doesn't fully realize what he's getting into.

# GCSA Convention

*(Story starts on next page)*

*Masters of the big show, the golf course supts. were at their best in San Diego*



This was a common scene. Supposedly supts. talk shop when they get together like this, but there's a suspicion that an occasional story, you wouldn't repeat within hearing of the kids, is slipped in.



Entrance to convention hall

*The comrade had the audience fully aroused.*



Velikovskyy-Velotes

- The course supt., 1973 model, will be a programmer who will do little more than feed mountains of data into an electronic computer ten years hence in order to determine what the fertilizer ration will be, when to mow and at what height, the most favorable time for laying on fungicides and herbicides, and to find answers to scores of sundry problems that today stump even the most knowledgeable turfman . . .

- Some of these promising young greenmasters, already recognized for their skill in the turf field, apparently have been taking sneak postgraduate work at the Toastmasters Club and through the Dale Carnegie schools to improve their abilities as speakers . . .

- The GCSA's education committee certainly invited criticism by allowing the State Department's cultural exchange program to foist that representative of the Soviet Union's sports delegation on an unsuspecting audience of patriotic American supts. . . .

Of all the conclusions reached by persons who attended the education sessions of the GCSA's 34th international turf show in San Diego, Feb. 11-14, the above three probably were most prevalent. That is not to say that this year's conference was necessarily the most provocative ever staged because many similar and stirring observations have arisen as the result of past conventions. But Nos. 1 and 3 above had the delegates still talking the following day in the El Cortez Hotel lobby, and as for the facile speeches of at least four or five of the GCSA's own bright young men, they excited more than just

an ordinary amount of favorable comment. It was as though the supts' speakers bureau suddenly had come of age.

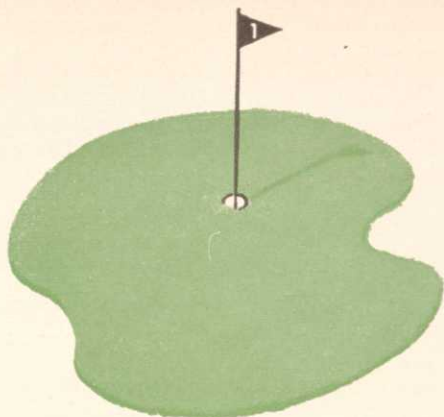
#### Attendance Falls Off

The San Diego gathering was not nearly as well attended as those of recent years, with only a few more than 1,350 registering. This was nearly 800 under the record crowd that poured into Miami in 1962. Geography probably was more to blame than anything else for this discrepancy. Approximately three out of four supts. live east of the Rockies and for many of these GCSA members, the long trek to Southern California undoubtedly was out of the question. For those who did make it, though, there probably never was any warmer or more convivial welcome than that extended by Elbert (Doc) Sanders, general arrangements chairman, and his Hi-Lo Desert organization which served as the host group for the conference.

#### Rain Imported

In repayment for all the courtesies extended them, the visitors brought a light two-day rain to the San Diego area. Under ordinary circumstances this would be welcomed with about the same enthusiasm accorded some kind of plague. But for once the natives were excited over the smattering of poor weather that the visitors slipped through customs with them. It was the first rain they had seen in more than 300 days.

To return to those conclusions reached by the audience, John Madison, U. of California turf specialist, prompted the first one. Describing how a Salinas, Calif. chrysanthemum grower uses a data proc-



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essing machine to handle the complete cycle of planting, feeding, cutting and selling his flowers, Madison suggested that the day isn't far off when supts. will be so busy punching cards and perforating tapes in setting up their maintenance programs that they won't need to stray beyond the No. 1 tee to determine how their courses are faring. Immediately, the convention visitors started asking if Madison's remarks may not be prophetic.

### Poised and Polished

Speculation as to whether a handful of the younger supts., who spoke at the educational gatherings, hadn't been doing some oratorical homework was occasioned by the poised and polished performances of such as Joe B. Williams, Ted Woehrl, Carlton E. Gipson, Paul Voykin and John L. Kolb. Some of the old podium hands, too, acquitted themselves in a professional manner, notably Arthur A. Snyder, the Scottsdale, Ariz. squire and Joe Butler, who brought his rich, resonant voice from Beverly, Mass.

As for the Moscow traveler, his early

ventions and other gatherings giving shock treatments to Americans who are complacent about the Red menace, and don't fully appreciate the advantages of living in a society that offers freedom and great opportunity. Velotes used films to show how the heavy handed Russian propaganda is dispensed, adding that the Soviets annually spend twenty times as much as we do in attempting to persuade the world that their system is superior to ours.

Following is a session by session account of the education meetings:

### First Session

## Outer Space or Not You Can't Escape Taxes

"The World About Us" was the theme of the first session, all six of which were held in the El Cortez's convention annex. The opening gathering was attended by women, something new in the conference



John Madison



Tom Leonard



Vic Youngner



Joe Williams



Jack Kolb

... the speakers were up for this one.

remarks provoked a drizzle of grumbling that blew into quite a storm before he had spoken even five minutes. His vilification of American institutions, particularly our newspapers, and pronouncement that capitalism is a dead horse, caused many in the audience to stomp out of the hall in great anger. His final, and possibly most unkind, cut came when he denounced golf as a game that is designed for aristocrats and has led to the virtual enslavement of youngsters who work as caddies.

Finally, Dr. Andre V. Velikovsky, as he was introduced, unmasked himself. He turned out to be George Velotes, a fine, young, red-blooded American with Stanford and Harvard degrees in political science. For the last two or three years he has been making the rounds of con-

ference, but thereafter the ladies were sent on an expedition to the Zoo, took a harbor excursion trip and otherwise spent their time taking in the San Diego sights. Leonard J. Strong, retired Saucon CC supt. and perennial keynote, delivered the convention pitch speech. He was followed by Ray T. Blair, Jr., community relations representative of General Dynamics/Astronautics, Dr. Ernest L. Wilkinson, president of Brigham Young University, and that Jekyll-Hyde personality, Andre V. Velikovsky — George Velotes, about whom you already have read.

### Sherwood Is Honored

Gene C. Nutter, the GCSA's executive director and another who obviously has logged time in the Toastmaster and Carnegie workshops, was the chairman of the

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*GCSA exhibitors agree that prospects are encouraging.*

first session. He introduced Father Robert J. Erickson, who gave the invocation, and Mayor Charles C. Dail, who jangled the keys to the city and told of the wonders of San Diego, which is soon due to receive an All-American City award from a national magazine.

The mayor magnanimously knighted Sherwood Moore, the outgoing GCSA president, by declaring him an honorary citizen and bestowing upon him immunity from taxes in perpetuity. Sherwood's reply was to the effect that he would sing endlessly the praises of the pearl of lower California, and even officially serve as a stringer for the local Chamber of Commerce if the fee was right.

#### **They Aren't Understood**

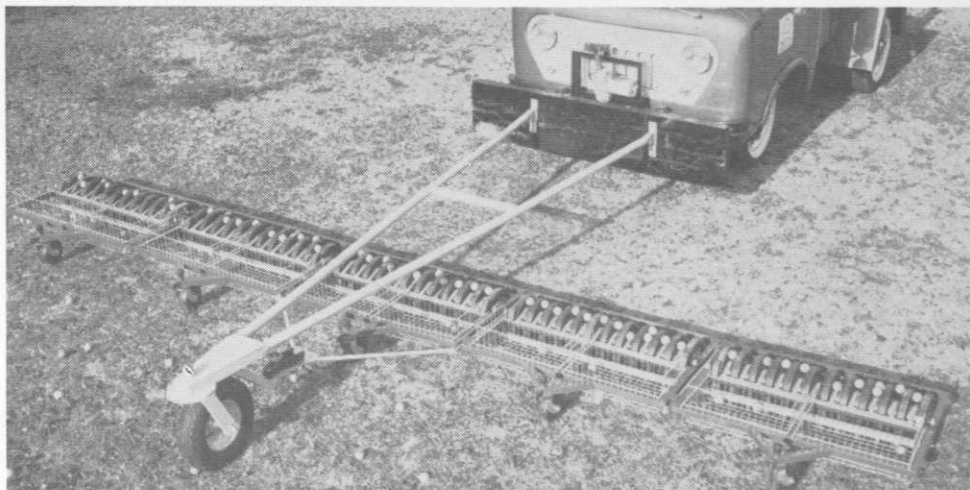
Ray T. Blair, in his address entitled "Birdies in Space", emphasized the fact that technology has advanced so rapidly in the last decade that scientists will spend the next ten years trying to catch up with many of the theories and explanations that are behind hundreds of the

discoveries they have made but aren't yet fully understood. For example: The liquid hydrogen used as a booster in the Centaur missile may be on fire but it's impossible to tell it by looking at it.

Even though man has made unbelievable advances in recent years, the General Dynamics official said, he is still greatly handicapped because there is little or no precedent for the things he is trying to accomplish in solving the space enigma. His most immediate problem is to anticipate what may befall him as he increases the arc of his orbiting, and to determine whether he can hope to survive as he travels farther and farther from earth.

One anecdote related by Blair that drew a titter from the audience: While Walter Schirra was inspecting the missile that was to send him rocketing up from Cape Canaveral, he studied the many intricate instruments and commented: "I hope they didn't farm out these gadgets to the lowest bidder."

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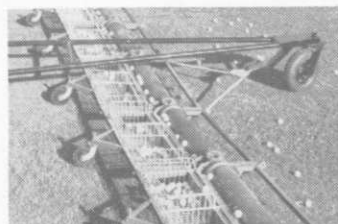
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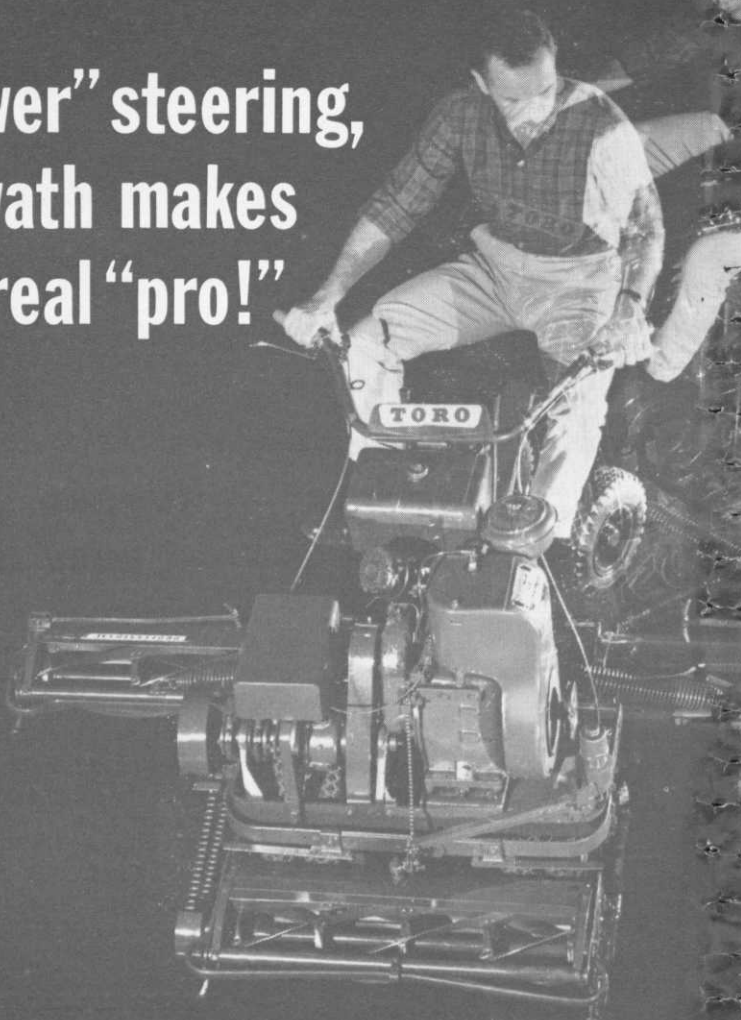
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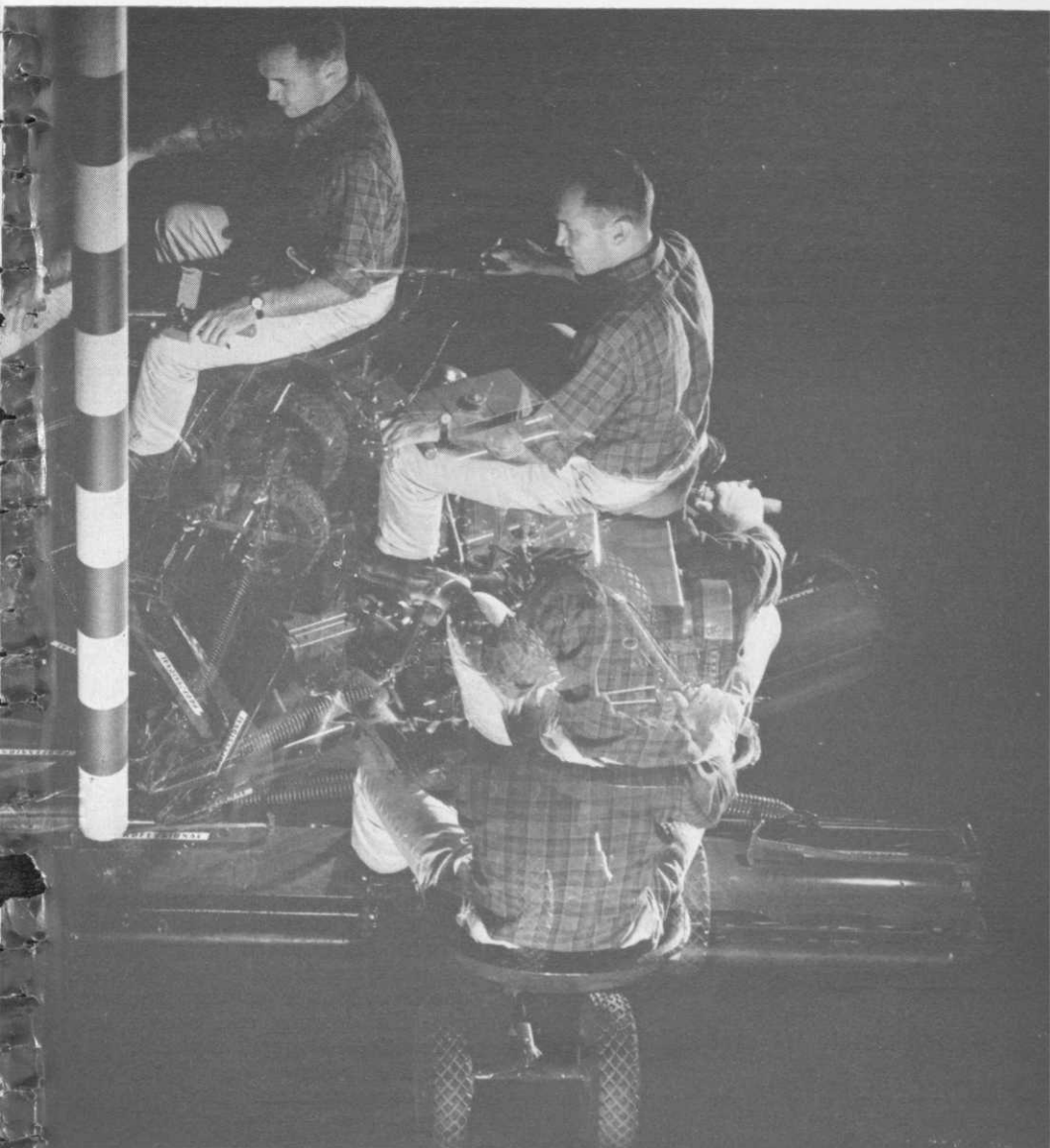
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## Worse Than We Realize

Discussing the future of free enterprise in U.S., Dr. Ernest L. Wilkinson said that it is being strangled and not too slowly, at that. Income taxes, special privileges, special bounties, the belief that debt is the status quo of our times, he declared, are steadily sapping whatever strength and initiative we have left.

Tracing the history of the income tax, Wilkinson opined that the legislation that enacted it will be remembered as the most significant of this century. Originally, it was intended to limit the tax to two per cent in peacetime and five per cent in wartime. "The specter of rates that might someday range from 20 to 91 per cent," the Brigham Young president stated, "would have scared pre-World War I congressmen and senators out of even thinking of taxes on individual incomes. The confiscation that we know today was not what they had in mind."

Wilkinson outlined the following five-point plan that he declared is our only hope of salvation: Reduction of federal government dominance of the individual and business; Complete repayment of the national debt; Elimination of handouts to farmers, shippers, educators, businessmen, etc.; Abandonment of the double standard that holds businessmen liable for fixing prices, but doesn't indict union leaders for fixing wages; Reformation of school curricula that neglects teaching of free enterprise and offers hardly any courses in economics.

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## Second Session

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# Audience Ignited at Public Relations Meeting

Major Fred Bove, supt. of Brentwood CC in L.A., was the meeting's chairman. The theme was "Public Relations at Work." Bove introduced Tom Leonard, supt. of River Oaks in Houston; five members of a San Diego Toastmasters club, Fred Schwartz, Cy Campbell, William Loerke, Howard Gray and John Williamson; two golf industry speakers, John C. Norman of Toro and Warren McCleary of B. Hayman & Co., Los Angeles; and finally, Joseph E. Burger, public relations director for H. W. Nootbaar Co., Pasadena.

The audience may have gotten the im-

pression that Tom Leonard anticipated the White House suggestion to get out and walk because much of his speech was wrapped up in an anatomical dissertation on pedal extremities. But the personable Texan deftly tied this into the point he was trying to make: A supt's attempt at public relations can't be just haphazard, but must have a reliable foundation. If not, said Tom, a fellow can quickly contract what is widely recognized as an occupational malady in the p.r. field — hoof and mouth disease.

Leonard advocates two things that every supt. would do well to keep in mind if he is serious about advancing his favorite cause — his own. The first is to always be prepared to speak, whether to an individual or to a group of people. "You're not cheating," the Houston turfman said, "if you memorize two or three verbal gems just in case the meeting chairman or the toastmaster happens to call on you."

Tom's second piece of advice is to develop slides or film, or both, that can be shown to persons who are interested in turf. "Many people," he stated, "discover that course maintenance is unusually interesting work upon being exposed to how it is carried on. If you're going to further the cause of our craft, you'll go out of your way to show them how it is done."

## How to Build A Speech

The Toastmaster quintet, composed of young San Diego businessmen, gave a detailed description of how a speech is organized, analyzed and criticized. To any person who has trouble in getting untracked when he is called to the lectern, they offered these helpful hints: Outline the speech and stick to the sequence; Memorize the opening and closing sentences; Practice as much as you can in front of a live audience even if it is only composed of your suffering wife.

## Don't Play It By Ear!

John Norton, Toro's sales and advertising manager, said that most industrial and commercial public relations campaigns fail because they are poorly organized. "A company may take great pains in setting up its advertising program," he stated, "but too often it may play the p.r. campaign by ear. It's no wonder that the latter falls on its face. If the publicity program for the year is carefully planned, it can not only be highly effective in its

(Article Continued on page 96)

(Golfdom Luncheon Photos — page 92)