



By Bill Roberts

WHOSE RESPONSIBILITY IS IT, ANYWAY?

The 58th International Golf Course Conference and Show is scheduled for January 26 through February 2, 1987. This annual event, sponsored by the Golf Course Superintendents Association of America, continues to be the "educational-professional" high point of the year. Over 12,000 attendees will gather in Phoenix for a week long forum designed to disseminate the "latest in golf course management know-how" to that segment of the golf course industry primarily responsible for the "bottom-line" in golf - the outstanding playing conditions now realized by today's golfing population. Quite simply, those excellent conditions are not possible without educational opportunities such as GCSAA's Conference and Show.

These opportunities are offered in several different settings during the Conference and Show and will include:

- a) a full schedule of seminars dealing with topics ranging from "Basic Turfgrass Botany and Physiology" to "Managerial Productivity". From "Budgeting and Forecasting" to "Disease Identification and Control". A total of twenty-nine such seminars, in one and two day sessions, designed to provide participants with a concise, intense opportunity to deal with the specific topic,
- b) a full day of "concurrent educational sessions" that will address eight different general themes but will be manifest in over 70 specific topics. For example, the "New Products and Technology" session will see speakers deal with "New Turf Growth Regulators", "Use of Aerial Photography", "The Future of Mowing Equipment" and so on.

The "Fairways: Changes and Practices" session will deal with "Improvements in Bentgrass from Triplex Mowing", "Selling Brown is Beautiful" and "Ultra-Deep Aerification for Fairways" among others. And the list goes on for over 60 hours during this portion of the program,

- c) a "trade show" that will include the latest in product development available to the golf course industry. Over 300 exhibitors will be on hand to discuss the "pros and cons" of various pieces of equipment and supplies and services. This is a unique opportunity that allows for a great deal of information exchange about the "tools" of our profession,
- d) a complete schedule of educational opportunities presented by allied associations such as the American Society of Golf Course Architects, the National Golf Foundation and the Sports Turf Managers Association. Their topics are readily adaptable and appropriately applicable to our industry,
- e) the perpetually excellent "USGA Green Section Program" which has adopted the 1987 theme, "One Business In Which Success Is Not Always Found At The Bottom Line". This year's USGA Session is highlighted by Wisconsin's own Monroe S. Miller and James M. Latham.

Again, a full schedule of formal offerings will be afforded all attendees and those offerings alone are worth the price of admission. However, and further, possibly the greatest opportunities lie in the environment in which these

sessions take place. That is; a gathering of professional peers who are pursuing, basically, the same goal - excellence in golf course management.

In my opinion, some of the very best ideas are formulated, some of the very best information is exchanged, some of the most valuable contacts are made and some of the most lasting friendships are enhanced in that environment that is the International Golf Course Conference and Show. The discussions in the halls during breaks from the conference schedule, the conversations on the trade show floor, the "give and take" over dinner at the end of the day's activities; those are some real "educational opportunities" and, when combined with seminars, the concurrent sessions, the trade show, the allied associations and the USGA session, it is, bluntly, very hard to come up with a good reason not to attend.

The International Golf Course Conference and Show is a business opportunity that comes along once a year. The International Golf Course Conference and Show is a small investment that will pay big returns for you and your club. Attendance at the International Conference and Show is a mutual responsibility shared by the Golf Course Superintendent, in terms of time and professional interest and growth, and by the club or facility, in terms of support for such attendance. This mutual responsibility must be recognized if the goal of excellence in golf course management is to be realized. Anything less is hard to understand.

BRAYTON MEETING SET

Joe Wollner from Brayton Chemicals, Inc. has set February 12, 1987 as the date for Brayton's 4th Annual Greatest Show on Turf. The guest speaker will be Dr. Robert Shearman from the University of Nebraska at Omaha.

The major manufacturer representatives will also be on hand to answer any questions about their product lines for the coming season.

More information will be in your mailbox in the near future.