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## WGCSA Members — DON'T MISS THIS!

### Meet some of the engineers who design your grass machinery

Presentations on new product development, product safety, the use of plastics in design, and mulching will all be part of the first annual Lawn and Turf Equipment Program to be held on January 17th at the Sheraton Hotel in Fond du Lac, Wisconsin. The program, which is being sponsored by the Wisconsin Section of the American Society of Agricultural Engineers (ASAE), begins at 1:30 p.m. with plant tours of Giddings & Lewis, Inc. and Wells Manufacturing Corporation. Program attendees can choose which tour they wish to take. Giddings & Lewis is a world leader in the production of automated manufacturing systems. Wells Manufacturing Corp. specializes in the manufacture of electronic ignition components for the small gas engine and automotive industries.

At 4:00 p.m., concurrent technical sessions will be held at the Sheraton. Attendees can choose between a session on (1) Safety Issues, (2) New Products, or (3) Plastics for the Lawn and Turf Equipment Industry. The Safety Issues session will include a presentation by Jim Hawkins and Roger Mayhew of Weasler Engineering entitled "Component Suppliers Role in Safety" and a presentation by Ed McCause of McCause Engineering, Inc. entitled "Engineering and Management Obligations for Product Safety." In the New Products session, Jim Hardzinski of John Deere Horicon Works will talk on the "Development Program of a Rear Engine Rider" and Jim Myers of Simplicity will discuss "Taking the Team Approach Toward the Development of a Riding Mower." The third technical session will feature Mike Coffey from Dow Chemical. Highlighted in Mike's presentation "Plastics in Design" will be Dow Chemical's Concept Plastic Mower.

The concurrent sessions will be followed by a 5:00 p.m.

social hour and a 6:00 p.m. meal served family style. Included on the menu will be baked ham and turkey with stuffing.

The program will be capped off with a 7:15 p.m. presentation by keynote speaker Dr. Phillip Colbaugh, an Associate Professor of Plant Pathology at the Texas Agricultural Experiment Station in Dallas, Texas. The title of Dr. Colbaugh's presentation will be "Thin Layer Composting: Opportunities for the Future." Dr. Colbaugh will explore the possibilities, advantages, and disadvantages of mulching leaves and other biomass along with grass, and leaving the mixture to decompose where it was mulched. Dr. Colbaugh has worked with urban crops and cropping systems for 16 years, and is part of a group of Texas A&M researchers involved in urban agriculture.

While this program has been put together for engineers, anyone with an interest in lawn and turf equipment, or who regularly purchases and/or uses such equipment is urged to attend. One of the intents of this program is to provide a forum where interaction between designers and end users can lead to product improvement. This meeting should result in the largest single gathering of lawn and turf equipment engineers. Come get your questions answered, pay your compliments, or air your frustrations.

Cost of the entire program is only \$14 per person. If you wish to attend, send \$14 (make checks payable to the Wisconsin Section AWAE) to: Cal Siegel, Modern Pole Builders, 654 East Oshkosh Street, Ripon, WI 54971. Additional information (primarily directions) will be sent out upon receipt of reservations. If you have any questions regarding the program, contact: Dave Bohnhoff at 608-262-9546.

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## GREATEST SHOW ON TURF COMES TO LAS VEGAS

Attendance is expected to top 17,000 at the 62nd International Golf Course Conference and Trade Show, scheduled Feb. 5-12, 1991, in Las Vegas, Nev. The golf course industry's main event, hosted by the Golf Course Superintendents Association of America (GCSAA), will include nearly 50 educational sessions and seminars, a two-and-one-half-day trade show, a gala banquet featuring a performance by Neil Sedaka, the association's annual meeting and election of officers, and the 1991 GCSAA Golf Championship.

Conference week opens with the annual GCSAA Golf Championship, scheduled Feb. 4-5 at five Scottsdale, Ariz., golf courses. A field of about 600 will compete for individual and chapter team honors in the national tournament.

Topics ranging from turfgrass disease control to environmental regulations will be covered in 41 one- and

two-day seminars that will be offered during the first four days of the conference, Feb. 5-8. Six concurrent education sessions are slated for Saturday, Feb. 9. Mark H. McCormack, sports marketing entrepreneur, will keynote the Opening Session on Friday, Feb. 8, at The Riviera, the GCSAA Conference and Show headquarters hotel. McCormack is chief executive officer and chairman of International Management Group, a 14-company, multinational conglomerate, and the author of *What They Don't Teach You At Harvard Business School*.

More than 500 manufacturers and distributors of golf/turf industry products, supplies and services are expected to exhibit at the trade show, which runs Feb. 10-12 at the Las Vegas Convention Center.

Legendary pop singer/songwriter Neil Sedaka will perform at the formal closing banquet on Tuesday, Feb. 12.

The versatile performer penned some of the biggest hits of the rock-n-roll era, including, "Breaking Up Is Hard To Do", "Laughter In The Rain" and "Happy Birthday Sweet Sixteen".

The highlight of the gala evening will be the presentation of the Old Tom Morris Award, CGSAA's highest honor, to William C. Campbell. Campbell is the only American ever to have served both as president of the United States Golf Association and as captain of the Royal & Ancient Golf Club of St. Andrews, Scotland.

Last year's conference and show, held in Orlando, Fla., drew more than 17,300 people. Nearly 1,600 of those attending were international visitors and guests, representing 39 countries outside the U.S. Attendance for the Orlando show broke GCSAA's attendance record, set in 1989 at the conference and show in Anaheim, Calif.