



**Huge Crowds Jammed the Exhibit Area at the 1990 GCSAA Conference**

—Photos by Dale Wysocki

## Records Shattered at 1990 International Conference

More than 17,400 members of the golf community attended the 1990 International Golf Course Conference and Trade Show hosted by the Golf Course Superintendents Association of America (GCSAA).

Held Feb. 19-26 at the Orange County Convention/Civic Center in Orlando, Fla., the conference and show broke all existing association records.

The 17,400-plus attendance figure represented a 20-percent increase over the previous record of 14,534 made last year in Anaheim.

A record 552 exhibitors showcased their products and services during the three-day trade show, almost 100 more than exhibited at the 1989 Anaheim show. The exhibition covered nearly 170,000 square feet, up from 143,000 in 1989.

International attendance was up as well with an estimated 1,500 participants representing some 25 countries outside the United States.

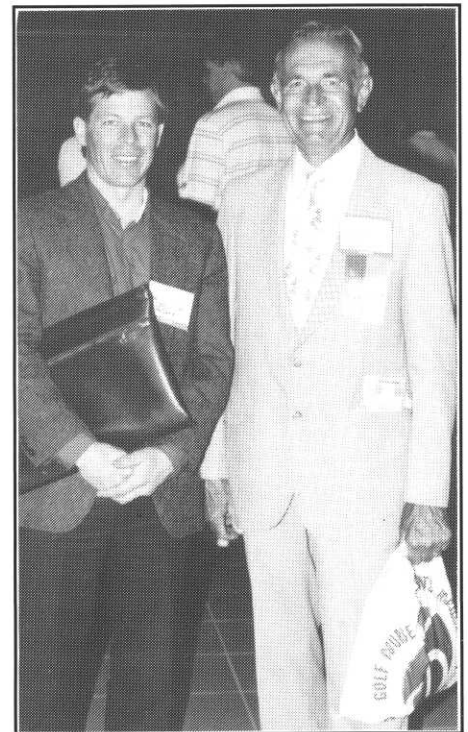
Highlighting the conference and seminar portion of the week were 38 continuing education seminars, a state government relations forum, a meeting of allied associations and an international roundtable. More than 2,200 members participated in seminars and symposia on environmental and water resource management, budgeting and financial management, safety and risk management, golf course design and more.

Dr. Ken Blanchard, author of *The One Minute Manager*, delivered the keynote speech at the opening session Feb. 22. A multi-projector slide presentation, "The Challenge of the '90s," which outlined the key environmental challenges facing superintendents in the next decade, rounded out the opening session.

At the association's annual meeting on Feb. 26, Gerald L. Faubel, CGCS, was elected president. Stephen G. Cadenelli, CGCS, was elected vice president and William R. Roberts, CGCS, was appointed secretary/treasurer.

At the gala closing banquet following the annual meeting, Sherwood A. Moore, CGCS, was presented with GCSAA's highest honor, the coveted Old Tom Morris Award. Moore is the first superintendent to be honored with the prestigious Morris award.

The 62nd International Golf Course Conference and Show will be held Feb. 4-11, 1991, at the Las Vegas Convention Center in Las Vegas, Nev. The 1991 GCSAA Golf Championship will be held Feb. 4-5, in Scottsdale, Ariz.



**CHATTING** with Sherwood A. Moore, CGCS, right, who became the first golf course superintendent to receive the coveted Old Tom Morris Award at the 1990 International Golf Course Conference and Show in Orlando, Fla., is John Harris, Lafayette Club, Minnetonka Beach, co-editor of *Hole Notes*.