

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 February 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, February 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 golfturf industry products, supplies and services are expected to exhibit at the trade show, which runs February 10-12 at the Las Vegas Convention Center.

Legendary pop singersongwriter Neil Sedaka will perform at the formal closing banquet on Tuesday, February 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."



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The highlight of the gala evening will be the presentation of the Old Tom Morris Award, GCSAA's highest honor, to William C. Campbell, 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.

Headquartered in Lawrence, Kan., GCSAA is a 10,400-member international professional association dedicated to promoting the principles and techniques of responsible golf course management. Its members are the men and women who manage the playing fields of golf.

Order Las Vegas Commemorative Items Early

Easy-chair shoppers can place their orders now for Las Vegas commemorative merchandise, and wear the exclusive fashions at the golf course management industry's biggest event: the 62nd GCSAA International Golf Course Conference and Show, scheduled Feb. 5-12 in Las Vegas.

Each item in this special collection of AureusAurea golf shirts and sweaters for men and women features the distinctive GCSAA Las Vegas emblem. Because quantities of this specially commissioned merchandise are limited, members are urged to place their orders early.

For delivery before the conference, orders must be received at GCSAA headquarters by Dec. 15. A full-color flier and order form were enclosed in the Early Bird Brochure, which was mailed to all GCSAA members in early August.

Another copy of the merchandise flier will be included in the October issue of *Golf Course Management* magazine, along with the fall conference registration brochure.

Why wait? Take advantage of this advance order opportunity, and be prepared for the big event.



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