

GCSAA 63rd Annual Conference & Show

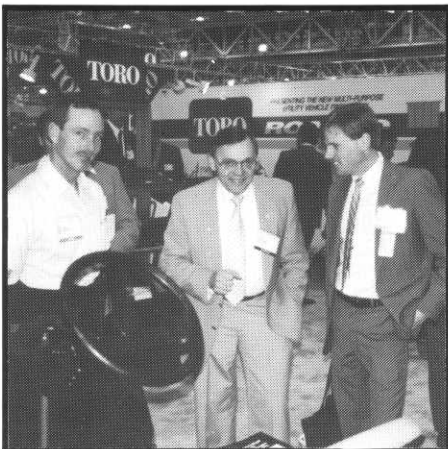
February 10 thru 17 the GCSAA held its 63rd Conference and Show in New Orleans. The first four days were all education with one-day and two-day seminars providing a broad range of subjects sure to keep everybody's interest and knowing that the knowledge you picked up you will be able to apply it to your maintenance practices on your golf course.

at 5:15 p.m. with the presentation of the GCSAA Distinguished Service Award (DSA) to C.E. "Tuck" Tate, CGCS and George M. Kozelnicky. This award was followed by presentation of the Leo Feser Award for the year's best article written by a member golf course superintendent in *Golf Course Management* magazine. Ken Flisek of The Club at Nevillewood,

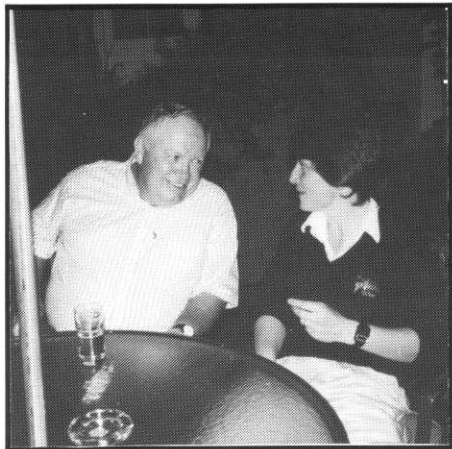
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(L to R) Tom Feriancek, Keynote Speaker Terry Bradshaw, Dave Simeon and Jame Bade.



Rob Panuska, Waseca Lakeside; Glenn Rasmussen, MTI and Bill Whitworth, Northfield.



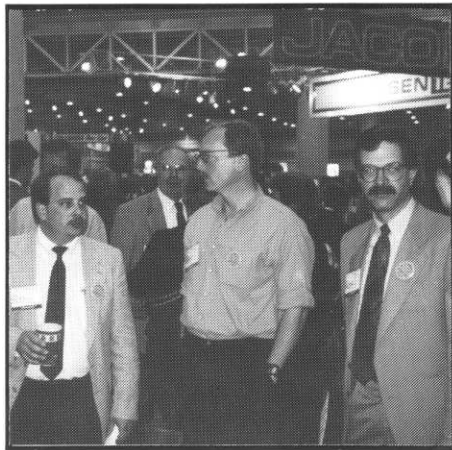
Russ Adams, U of M, chats with Norma O'Leary, CGCS, of Silver Bay C.C.



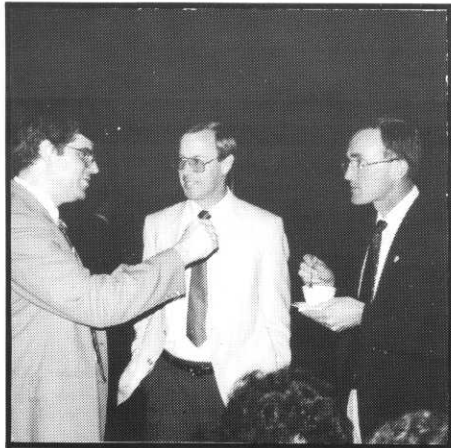
Former President Steve Cadenelli, CGCS (left), and MGCSA President Rick Fredericksen.



TRADE SHOW FLOOR



Jeff Churchill, North Star Turf; Jack MacKenzie, North Oaks, and Joe Churchill, NST.



Mike Daly, CIBA Giegy; Doug Mahal, CGCS, Minikahda, and Dale Caldwell, CGCS, MGC.



Scott Austin, Midland Hills; Duane Slaughter, Stonebrooke and Charlie Pooch, U of M.



Jim Nicol, CGCS, of Bunker Hills.

TURFGRASS BENEFITS

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ECONOMIC BENEFITS

In addition to the benefits of above and below ground environmental modifications, turfgrasses and lawn areas also provide various forms of direct economic benefits to both the individual and community. One of the more important economic benefits is the added value to a business or residential site. It has been reported that a healthy, well-maintained lawn can add as much as 15% to a homesite's value. Or, another way of looking at it is that the recovery value for lawns and landscape investments is 100% to 200%. One report indicates that a well-maintained landscape adds 6% to commercial property, which also plays a role in helping sell the property.

As was mentioned earlier, controlling runoff into our lake systems helps slow down the process of eutrophication as well as decreasing the number and intensity of algal blooms. Turf plays a significant role in preventing run-off, consequently reducing clean-up costs which are often borne by the lake association residents and/or tax-payers generally. Thus, there are some indirect economic and improved water quality benefits associated with maintained lawn and turf areas.

Other turfgrass economic benefits include increased employment opportunities and creation of jobs, generation of tax revenue and generation of recreation revenue which may be used in the community or is donated to local and national charities. Well-maintained turf athletic fields provide a greater cushion effect for athletes, potentially reducing the number of injuries and costs associated with their recovery. The establishment of turfgrasses can be accomplished almost instantly through the use of sodding. Consequently, the environmental benefits and economic benefits begin almost immediately once the sod is installed. Once established, most lawn areas do not require intensive management to be healthy and competitive thus reducing resource inputs to that site.

63rd GCSAA Conference

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Collier Township, Pennsylvania, received the award. The next awards to be handed out were for the chapter publications produced by GCSAA-affiliated chapters. Also announced during the awards ceremony were winners of the GCSAA's second Turfgrass Students Essay Contest.

Now came the highlight of the evening, the keynote speaker Terry Bradshaw. Terry gave an inspirational, motivating, humorous and family-oriented talk. Listening to Terry and watching him act out the roles of being a quarterback, being a color analyst and, most of all, being a family man was inspiring. Terry suggested that the priorities we keep and how we keep them are important goals in our lives.

On Friday the concurrent sessions took place. Among the most widely-attended session was the session with Jay Feldman, coordinator of the National Coalition Against the Misuse of Pesticides, Victor Kimm of the EPA and John Stossel of ABC-TV's 20/20. During the course of the debate, sounds of dissatisfaction were heard among the crowd of more than 1,000 who had gathered to hear these talks. After this spirited debate was another full afternoon to take in several topics

AESTHETIC BENEFITS

Aesthetic benefits are also important, not only to the community but the individual as well. It should not be considered some sort of misaligned desire on the part of an individual to establish and care for a nice lawn area on their property. After all, a person's gardening desire to grow a bountiful vegetable or flower garden is no more or less appropriate than an individual's desire to have a nice lawn.

Trees and shrubs provide the green vertical dimension in landscapes. Lawns provide the carpet on which these plantings lie. A well-maintained lawn creates an inviting view for passers-by and supplies the perfect backdrop for other landscape elements. The grassy areas confer coherence to the landscape by pulling the design together. Through mowing, lawns can be maintained at relatively uniform heights. This is often viewed as adding a sense of harmony to the landscape setting.

Lawns and landscapes also contribute to what might be termed therapeutic value to humans. That sense of having some nature around often has a somewhat settling effect on an individual's outlook and attitude. This may also contribute to physiological well-being through stress reduction and relaxation. In addition, lawn care practices help promote good health by providing opportunities for exercise such as walking, bending and lifting. The softer, resilient cushioning attributes of turf allows outside activities to be safer and more enjoyable. With the advent of various nature enhancement programs becoming available to golf courses, users of golf courses can enjoy an enriched natural environment while also enjoying their game of golf. This hopefully will involve even more people, young and old, who may use the opportunity to play a round of golf as an *excuse* to take a "nature retreat" at the same time.

As such, we have many things to be positive about our turfgrasses and turfgrass management practices to counter the many different "turf bashing" perceptions that are around us. Being responsible turf managers and sensitive to environmental concerns when caring for our turf areas will go a long way toward building a positive image for turf and the turf industry.

via the concurrent sessions.

With the opening of the trade show scheduled for Saturday morning — and remembering just how big it really is — a thought comes to mind — good walking shoes. Walking the entire trade show in one day probably will qualify as an Olympic event in the near future, but, for now, look at it as a chance to ask the serious questions to the manufacturer of either new equipment or to see what is on the horizon in the forms of new plant protectants. This year a lot of credit should go to Steve Garske, Dan Miller and John Wiley for organizing the hospitality night at the Hotel Royal Sonesta I even heard that they had ordered the weather for the evening. The food and the people in attendance at the open air courtyard lent to a very special evening. About 200 members attended this function.

Sunday morning at the Hilton, the delegates' caucus took place to decide who the MGCSA would support for the upcoming GCSAA election. Rick Fredericksen, CGCS, of Woodhill C.C., and Jim Nicol, CGCS, of Bunker Hills G.C. were the representatives sent to the election. Adding input to the meeting were Bill Johnson of Edina C.C. and Tom Fischer, CGCS, of Edinburgh G.C.. Joining the meeting was Paul McGinnis, CGCS, of Union Hills C.C., Sun City, Ariz. —Dale Wysocki, Editor