

GCSAA Launches New Golf Business Publication

A new magazine has been launched to provide a single comprehensive information source for people who make golf their business. The magazine is called *Golf Business Today* (*GBT*).

Explosive growth over the last several years has made it increasingly hard to keep up with the changes in the industry. *GBT*'s goal will be to give each reader a convenient way to keep pace with all facets of the business of golf.

Started in March, *GBT* will be published monthly by the Golf Course Superintendents Association of America (GCSAA). GCSAA is an international professional association formed in 1926, with more than a half-century of publishing experience in the golf course management industry.

GCSAA's board of directors commissioned an independent research organization to explore the need within the golf industry for a single resource that could meet the demand for news from around the industry. The result of that research is *GBT*.

"*Golf Business Today* is designed to be a service to the golf industry," said Randy Nichol, CGCS, president of GCSAA. "*GBT* will fill a need as a single, concise source that will help those in industry keep tabs on the golf news that really counts."

GBT will offer information drawn from a wide range of fields, with key facts presented in fast-reading summary form. The new magazine will also include longer features that take an overview of topics and developments of interest to everyone in the golf business.

GBT's target audience will be golf course architects, builders, club managers and owners, superintendents and others who make their living from golf.

Other golf industry groups, such as the American Society of Golf Course Architects and the Golf Course Builders Association of America, have officially endorsed the publication, further confirming the need for *GBT*.

GBT will reach readers through two channels. About 25,000 copies will be delivered to persons who now receive *Golf Course Management* (*GCM*), the official magazine of GCSAA. Another 25,000 copies will be mailed to other golf business people who are not *GCM* subscribers.

The motto of *GBT* is "Around the Business World of Golf in 30 Minutes."

SCHOLARSHIP APPLICATIONS

MUST BE RETURNED TO THE MGCSA
OFFICE BY JULY 1, 1992

APPLICATIONS MAY BE OBTAINED BY
CALLING THE BUSINESS OFFICE AT:

(612) 473-0557

Grounds & Facility Expo Set August 4-5

The Minnesota Parks Supervisors Association has announced details regarding the MPSA-sponsored Grounds and Facility Expo.

The outdoor Expo will be held Wednesday and Thursday, August 4 and 5, at the Elm Creek Park Reserve located northwest of Osseo. The show hours will be from 9:00 a.m. to 3:00 p.m. each day. Participants at the show will include turf and facility managers and their crews responsible for the maintenance of park systems, golf courses, university and school grounds, public works facilities, sports turf and recreation facilities, commercial grounds and cemeteries. In the past, the Expo has attracted over 75 exhibitors within the industry showing their products and offering on-site demonstrations. MPSA officials expect closer to 100 exhibitors registering for this summer's event.

For more information contact:

Rich Pelletier, City of Eagan at 681-4300 or

Dean Heng, Hennepin Parks at 559-6703

GCSAA Elects 1993-94 Board of Directors

Randy Nichols, CGCS, Cherokee Town & Country Club, Dunwoody, Ga., was elected president of the Golf Course Superintendents Association of America (GCSAA) during the association's 1993 annual meeting in Anaheim, Calif.

Nichols succeeds William R. Roberts, CGCS, Lochmoor Club, Grosse Pointe Woods, Mich., who as immediate past president will continue to serve on the board for a year.

Joseph G. Baidy, CGCS, Acacia Country Club, Lyndhurst, Ohio, was elected vice president.

Re-elected as a director and appointed secretary/treasurer was Gary T. Grigg, CGCS, Naples National Golf Club, Naples, Fla.

Elected as directors were David W. Fearis, CGCS, Blue Hills Country Club, Kansas City, Mo., and George E. Renault III, CGCS, Burning Tree Club, Bethesda, Md.

Appointed to the board was R. Scott Woodhead, CGCS, Valley View Golf Club, Bozeman, Mont. Woodhead will serve the remaining year on Baidy's term as director. Baidy's director position was vacated when he was elected vice president.

Paul S. McGinnis, CGCS, Union Hills Country Club, Sun City, Ariz., and Bruce R. Williams, CGCS, Bob O'Link Golf Club, Highland Park, Ill., have one year remaining on their terms and will continue serving as directors.

GCSAA officers serve one-year terms, and directors are elected to two-year terms.