

# GCSAA's Conference And Show Heads To San Francisco

An estimated 15,000 to 16,000 golf industry professionals are expected to attend the 66th International Golf Course Conference and Show, Feb. 20-27, 1995, at the Moscone Center in San Francisco. The event, which is the largest in the golf course management industry, is hosted annually by the Golf Course Superintendents Association of America (GCSAA).

The week will include nearly 80 educational seminars, sessions and forums; a three-day trade show, which is expected to fill 190,000 square feet of the center; a gala banquet featuring the presentation of GCSAA's Old Tom Morris Award; the association's annual meeting and election of officers, and the 1995 GCSAA Golf Championship.

Conference week opens with the annual GCSAA Golf Championship, which will be played Feb. 20-21 at five courses on the Monterey Peninsula. A field of up to 480 will compete for individual and chapter team honors in the national tournament. Beginning in 1995, GCSAA's golf championship will be presented in partnership with The Toro Company.

Many of the educational and professional development needs of golf course superintendents will be covered in the 60 one- and two-day seminars that will be offered during the first four days of the conference, Feb. 20-24. Seminars

will address issues ranging from environmental responsibility to personal stress management.

Concurrent education sessions and special-interest forums are scheduled Feb. 24-27. Half-day programs hosted by allied associations, including the American Society of Golf Course Architects, the American Zoysiagrass Association, the Golf Course Builders Association of America and the United States Golf Association Green Section, round out the conference portion of the week.

Rocky Bleier, legendary running back for the Pittsburgh Steelers, will keynote the Opening Session on Thursday, Feb. 23, at the San Francisco Marriott.

More than 650 companies that manufacture and distribute golf and turf industry products, supplies and services are expected to exhibit at the trade show, which will run Feb. 25-27, at the Moscone Center. A record 671 exhibitors showcased their products and services during the 1994 show in Dallas.

A headline performance by recording artist Anne Murray will provide entertainment at the formal closing banquet on Monday, Feb. 27.

The highlight of that gala evening will be the presentation of the Old Tom Morris Award, GCSAA's highest honor. This year's award will be presented to turf industry giant Dr. James Watson. Previous recipients of the award include Arnold Palmer, Bob Hope, Patty Berg and Byron Nelson.

The 1994 conference and show in Dallas drew 15,386 people. More than 1,300 of those attending were international visitors and guests, representing more than 50 countries and territories outside the United States.



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