

GCSAA ONLINE REPORT

<http://www.gcsaa.org>

Conference and Show Site Now Open

The association's third-annual conference and show website opened its doors on August 2 and will continue to be updated with new features and information right up until the doors open in New Orleans. This year's site features real-time conference registration, a searchable event database, live hotel reservations, a personal planner, tournament course information, and much, much more. What you see now is just the beginning — features to come include an online exhibit hall, an attendee directory and silent auction. The site is your most comprehensive guide to all the activities surrounding the conference and show — before, during and after the big event.

Visit the conference and show site through the home page or go directly to <http://www.golfcourseshow.com>

Book-of-the-Month Club

The Nature & Properties of Soil now on sale for \$72, regularly \$80.

This month's featured sale item is *The Nature & Properties of Soil* by Nyle C. Brady and Ray R. Weil. The emphasis of the book is the interaction between soil and other components of the ecosystem. From now until August 31, 1999, you can purchase this book online for \$72 — saving \$8 off the regular member price and \$17 off the suggested retail price of \$89.

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To browse the bookstore, visit: http://www.gcsaa.org/GCSAA_BOOKS/index.htm

Did You Know....

Did you know that you can save time by viewing all the replies to a posting on the forums with only one click of your mouse? To take advantage of this feature, simply open up the first posting of the thread. Underneath the "Responses" heading, you'll see a link that says "View All Replies." Click on it and you'll get the entire thread on a single page (and you can print it out for your files, too).

Technology Update

Optimizing your Internet browser can make your surfing adventure much more efficient. Both Internet Explorer and Netscape Navigator store copies of the web pages you visit on your computer. Depending on your browser, these are referred to as "temporary Internet files" or "cache." Having these pages stored in your memory speeds up the downloading process on your next visit. However, if you don't periodically clean them out, they can slow down your system and prevent you from viewing the most current material on a website.

Internet Explorer users should start by going to the "view" menu and selecting the "Internet options" tab. In this area, you'll find the option to delete your temporary Internet files. Netscape users should go to the "options" menu and then select "network preferences." Next, go to the "cache" tab, where you will find the options to "clear memory cache" and "clear disk cache." If you perform both these functions, it will clear all the temporary files in the cache.

Great Links: All About MapQuest

MapQuest is a popular interactive service that allows users to find specific locations, obtain driving directions, and create and save personalized maps. In fact, you may have already seen MapQuest on the sites of other well-known organizations, such as the National Geographic Society, AAA, Reader's Digest and numerous yellow page directories. GCSAA will be linking to MapQuest's site from the education section to help members find regional seminar venues. Armed with the location information from your confirmation letter, you'll be able to get driving directions from your home or course to your seminar, print a map and choose your own route. The MapQuest site also features a good FAQ section, details about mapping, instructions for using My MapQuest to create personalized maps and special tips for AOL users.

You'll find MapQuest at: <http://www.mapquest.com>

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From The Video Vault

GCSAA's new 30-second image TV spot (as seen on CBS during the John Deere Classic Pro-Am) has been converted to a Quicktime video and is now playing in the members only portion of the site.

You can view the TV spot at: <http://www.gcsaa.org/members/cardev/tvspots.html>

In addition, two short video clips from a conversation between Joe Beditz, NGF president and CEO, and Steve Mona, GCSAA's CEO, are also available. These clips complement GCM's special two-part series called "the state of golf."

The video clips can be found at: <http://www.gcsaa.org/gcm/aug99/prevideo.html>

"The state of golf" article can be found at: <http://www.gcsaa.org/gcm/aug99/08stateofgolf.html>

Nancy Lopez to Receive Old Tom Morris Award

LPGA great Nancy Lopez has been named GCSAA's Old Tom Morris Award winner for her lifelong support of the game. The award presentation will take place on Friday, Feb. 18, during the Golf General Session at the conference and show. In addition to her 48 wins on the LPGA Tour, Lopez has also been inducted into the World Golf Hall of Fame and has received the USGA's Bobby Jones Award for her distinguished sportsmanship in golf.

Find out more about the Lopez and the OTM award at: <http://www.gcsaa.org/media/releases/lopez.html>

New GCSAA Merchandise for Members

GCSAA members should have already received the 1999 merchandise catalog with the August issue of *Newsline*. The eight-page catalog features a variety of GCSAA-logoed apparel from Gear for Sports and Ashworth. If you're a CGCS, you also received a separate flier with your catalog that highlights CGCS merchandise. With the exception of the lapel pin, crest and rign (which are available throughout the year), orders for this limited-time CGCS collection must be placed by October 15. General catalog merchandise may be ordered until February. More merchandise and CGCS items will be offered at the conference and show.

Why Go to the Conference and Show?

Ever wondered what really happens at GCSAA's conference and show? For a great overview of all the activities, check out GCSAA's streaming web video. The video lasts 11 minutes and provides highlights of the trade show, education programs, golf championships and big events. You must have either the Windows Media Player or the Real Networks player on your computer to view the video. Also, be sure to use the link that matches your connection speed.

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(Editor's Note: The GCSAA Online Report is a membership service of the GCSAA.)

Free Remodeling Brochure Available From Society Of Golf Course Architects

Golf's increasing popularity and technological advances in equipment are causing golf course owners and green committees to consider remodeling to keep pace with the changes and to continue providing a visually-appealing recreational facility.

The American Society of Golf Course Architects (ASGCA) offers a 12-page brochure entitled "Remodeling Your Golf Course" with vital information for golf course owners, managers, superintendents, green committee members and anyone who might be planning a remodeling project.

It contains full-color illustrations and color photography and covers key areas to consider in a remodeling project. These include the rationale and benefits of remodeling, advice on drafting a remodeling master plan and costs, funding sources and other factors relating to construction.

To obtain a free copy of "Remodeling Your Golf Course," send a self-addressed, stamped, business-size envelope to the American Society of Golf Course Architects, 221 N. LaSalle St., Chicago, IL 60601, or visit the ASGCA web site at <http://www.golfdesign.org>. When requesting a copy via e-mail, include the mailing address.

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