

GCSAA Online Report—

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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 ring (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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