

# GCSAA Show: Action-Size Catalog



# of Turf Equipment



**C**OMMERCIAL TURF operations still dominate the big international show staged annually by the Golf Course Superintendents Association of America.

This year at Houston (Feb. 8-13) a record attendance was on hand for the most extensive educational program and equipment exhibit ever put together. Total registration was 3,620 (See Table 1). A total of 125 companies exhibited, filling 341 booths.

Norman W. Kramer, superintendent at Point O'Woods Country Club, Benton Harbor, Mich., was elected president. He had been a director since election to the board in 1966. He succeeds outgoing president John Spodnik, Westfield Country Club, LeRoy, Ohio.

Elected along with Kramer were: Richard C. Blake, Mt. Pleasant Country Club, Boylston, Mass., vice-president; Palmer Maples, Jr., Charlotte Country Club, Charlotte, N. C., director; Garold Murphy, Somerset Country Club, St. Paul, Minn., director; and Clifford A. Wagoner, Del Rio Country Club, Modesto, Calif., director.

This group along with the complete board will be responsible for the 1971 conference and show. This coming event will be held at the Denver Convention Center, Denver, Colo., February 7-12.

## Management Motivation

The program featured specialists from throughout the nation. Wallace A. Micheltree, Rutgers, New Brunswick, N. J., discussed motivation as a must phase of management. He said that a manager of a golf course which employs people should have the attitude that people basically want to work.

Micheltree believes that managers need to look on employees as a production unit, and not as a production cost. He feels employees have the same goals as management. He believes that as the manager relinquishes part of his authority over employees, that the manager's influence increases over said employees. Allowing employees to help establish purposes, goals, and targets aids in acquiring maximum production.

"If a manager holds the concept that people basically want to work,"

Name your interest in commercial turf equipment, and it was easy to spot at the GCSAA exposition, an integral part of the annual turfgrass conference. The 41st session was at Houston's Convention and Exhibit Center, which offers more than 300,000 square feet of usable space.



Ryan sod cutter and roller get close check from these convention guests. At right picture, Cecil F. Kerr, Rhodia, Inc., Chipman Div., New Brunswick, N.J., left, visits with Russell



Bandy, New York advertising manager for Weeds Trees and Turf. John Kiepl, Chicago advertising manager, and Arthur Edwards, editorial director, also represented this magazine.

Micheltree said, "his attitude in giving orders, his facial expressions, even the inflection of his voice are different from the manager who believes otherwise." By contrast, he went on, "the manager who subscribes to the philosophy that people do not want to work admits that there is nothing he can do toward managing his employees.

"The only control a person has over people who work for him is the control that they will give him," Micheltree stressed. He said further that, "control is directly proportional to the opinion that employees have of a person as a manager. If they

hold him in high esteem and have an extremely good opinion of him, they give him a considerable amount of control over them. If they do not, then they will give him little or no control. If the employees have a good opinion of their supervisor they will in turn want him to have a good opinion of them."

#### Let Buyer Be Aware

Another popular speaker was Robert T. Miller of DuPont, Wilmington, Del. He pointed out that the image of the so-called "peddler" has changed radically in recent years.

Miller said that no longer is the term "Let the Buyer Beware" apropos. Today, he feels the slogan should be, "Let the Buyer Be Aware." The con-man today is the exception. Reliable companies generally sell the chemicals, fertilizers, and equipment to manage the cultural practices necessary on a golf course. Miller pointed out that the buyer today has the protection of the Better Business Bureaus, the federal government's Pesticides Regulation Division and attendant regulations such as label requirements, plus competition. Many states also license sale of certain products, par-

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L. C. Wood of Febco, Sun Valley, Calif., and Ernest F. Wolfgang, Jamaica Plains, Mass., talk about irrigation automatic controls. And in the right picture, Mr. and Mrs. Clyde Mc-



Cune, distributors at Omaha, Neb., talk herbicides with Roger Gilmore, turf products manager at Diamond Shamrock's Cleveland, Ohio, headquarters.

ticularly pesticides.

Thus, Miller pointed out that the buyer has ample opportunity to get the products which best suit his needs. Miller suggested that superintendents "be aware of the problem, aware of their needs, aware of products available, and buy products best suited for their purpose." A manufacturer, Miller stated, to be successful in the turf market must understand the problem, develop new products, reevaluate older chemicals, promote programs to provide results required by superintendents, and at the same time return a profit to both the distributor and himself.

#### Changes Coming on Golf Course

Looking ahead to golf courses in the 70s, Geoffrey S. Cornish, golf course architect at Amherst, Mass., specified 18 coming changes. First, he said that golf courses and superintendents will play a role in controlling smog and pollution. The four-day work week may require up to 1,000 new courses each year (more than 2½ times the current rate of construction). His third and succeeding points were: new courses will be designed for all types of golfers; heavier play on existing courses and greater use of golf cars; greater demand for turf perfection;



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Outgoing President John J. Spodnik, left, passes the gavel to newly elected President Norman W. Kramer, superintendent at Point O'Woods Country Club, Benton Harbor, Mich.

greater demand for eye appeal; ever rising construction and maintenance costs; labor shortages to become more critical; machine maintenance to become a must; improvement in labor saving equipment and irrigation systems; older courses to require extensive changes; improved construction equipment and techniques; improved grasses, fertilizers and soil conditioners; improved weather

forecasting; limitation of use of certain pesticides by legal decree; greater knowledge of biological and radiation control; new and more selective chemicals; and more knowledge of the "delayed action" of chemicals and their role, if any, in turf injury in periods of stress. Cornish felt that, as a result of these changes, the 1980s will find more and better golf courses in operation.

**Table 1. Record Conference Attendance in 1970: Again the GCSAA International Turfgrass Conference broke attendance records. Statistics for the past four years are:**

	Houston, Texas (1970)	Miami Beach, Florida (1969)	San Francisco, California (1968)	Washington, D.C. (1967)
Members	1182	1078	902	1066
Ladies	592	620	610	565
Guests	189	194	192	246
Greens Chairmen	211	506	90	110
One Day Admission	419	285	286	315
Turf Students	52	57	13	.....
Exhibitors	975	771	730	738
Total Registration	3620	3511	2823	3040



Officers and directors elected at the 1970 GCSAA conference are, from the left: Norman W. Kramer, president; Richard C. Blake, vice-president; Clifford A. Wagoner, director; Garold Murphy, director; and Palmer Maples, Jr., director.