



Here is the 1975 Executive Committee of the Golf Course Superintendents Association of America: Left to right, back row, Theodore W. Woehrl, Oakland Hills Country Club, Birmingham, Mich.; L. D. Haines, Denver Country Club; Charles Baskin, Country Club of Waterbury, Conn.; Gordon Witteveen, Board of Trade Country Club, Woodridge, Ontario, Canada; Charles H. Tadge, Mayfield Country Club, South Euclid, Ohio; Richard W. Malpass, new vice president, Riverside Golf and Country Club, Portland, Ore.; front row, elvin B. Lucas, Jr., Garden City Golf Club, Garden City, N.Y.; Palmer Maples, Jr., the Standard Club, Atlanta, new president; and George Cleaver, Chestnut Ridge Country Club, Lutherville, Md.

### New Orleans Turfgrass Meeting

# GCSAA Show Attendance: 4,899



Ted Smith of Smithco



Peggy, left, and Bobbie Cleary of W.A. Cleary Corporation.



Down to business in the Hesston exhibit area.

ATTENDANCE at last month's International Turfgrass Conference and Show in New Orleans slipped somewhat lower than the 1974 sessions in Anaheim. This year's meeting (the annual big conference and show held by the Golf Course Superintendents Association of American) attracted 1,384 superintendents — up 134 from last year. Exhibitor attendance, though, was down 445 from last year. Attendance by the ladies was 107 better than in 1974. And overall total attendance including members, ladies, non-members, guests, one-day admissions and exhibitors reached, 4,899.

Despite the obvious pressures of inflation and budget squeezing back home, superintendents arrived in New Orleans with a bright outlook for a successful spring and summer season. The program worked heavily on the area of management — fast rising as the number one growth area for conferences and meetings.

Dr. Charles A. Lewis saw serious challenges in management which arise from a need to use human and financial resources effectively. He told conference delegates that super-

intendents need to keep updating skills and sensitivities in the area of people relations.

Lewis, who is chairman of the Recreation Education Department at Cortland State College, Cortland, New York, recounted the phrases "golf is a downright unhealthy game. Emotions can eat you alive. You're not supposed to yell, cuss, or throw clubs."

Indeed, for the players emotions do run high, Lewis said. and in many cases, the superintendent, in his unique and all-encompassing role, frequently becomes the scapegoat for everything from turf conditions to missed putts, etc.

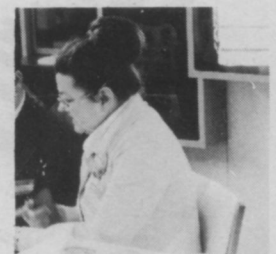
Trends indicate that changes are occurring in golfer habits, in relationships between local and state associations, in ownership from private to public operations, and in small business practices and personnel management.

People relations, as Lewis said, are important in supervisory relationships between superintendents and the people who employ him, the people who work for and with him, and the golf-oriented public which uses the facilities under his care.

Dr. John Hall of the Univer-



John Kincaid of National Mower



Doris Watson of Hercules



The president of Jacobsen, F. W. Schneider



In the Lofts exhibit, Peter Loft, left, and Dr. Fred Ledebøer greet visitors.



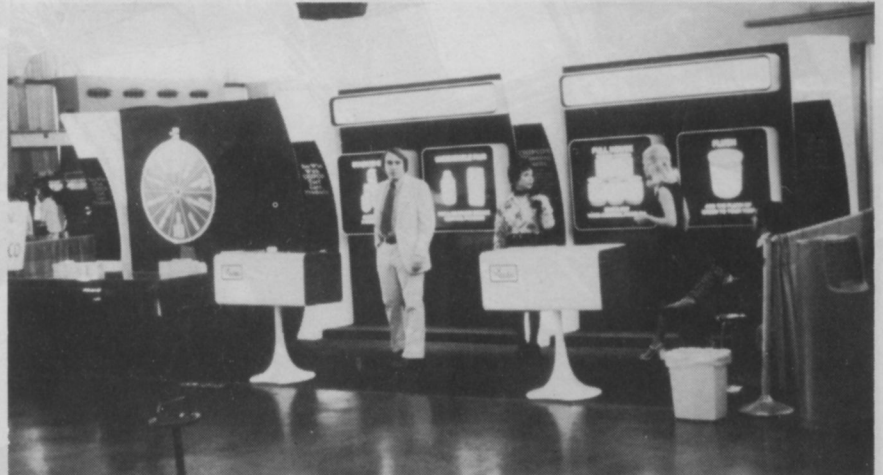
Abe Suleman, sales for western region of Excel Industries, Inc.



Toro's Jim Maloney talks with Gerald Brenneman.



Jackson Tyron, left, and Howard Kaermer of Northrup King.



The Rhodia exhibit area.

sity of Maryland's agronomy department, placed the stress of his management talk on the management program for turfgrass.

The spiderweb of turfgrass management, he said, means the intricacies of turfgrass management are tied together much as the strands of a spiderweb are inexorably tied to one another. Each management practice influences the others and the goal of all students of turf is to completely understand the impact of any management practice upon all others. Hardin's law emphatically states: "There is no single effect." As our management programs are developed involving mowing, fertilization, irrigation, cultivation and pest control we must constantly strive to increase our understanding of how turfgrass reacts to our management program.

No management factor can be used in the program without influencing other management factors, Hall said. The nitrogen level which is selected influences proper mowing height and frequency, irrigation requirements and insect and disease populations. The turfgrass plant's reactions to the management program is critical because the management response influences all other management factors.

Nearly 150 exhibitors set up their wares in the 100,000 sq. ft. Rivergate exhibit hall.