

GOLF

UPDATE

Prusa is new GCSAA education director

Jim Prusa, superintendent of buildings and grounds and acting general manager of Pasatiempo Country Club in Santa Cruz, California, has been named to the position of Educational Director of the Golf Course Superintendents Association of America to replace Palmer Maples who left in June. Prusa's father is superintendent of Aquamarine Golf Course in Avon Lake, Ohio.

After a stint in the Navy, Jim attended Orange Coast Community College in Costa Mesa and California State Polytechnic Institute in Pomona. He was Kent Kurtz's turf technician at Cal Poly and was awarded the GCSAA student scholarship in 1973. He was also president of the Cal Poly Horticultural Alumni Association.

Prusa first served as superintendent of China Lake Golf Course and then moved to Pasatiempo. He is currently working on an MBA under a scholarship from the Club Management Association at the University of Santa Clara.

Attendance record for 1982 GCSAA Show

With nearly 8000 attendees already registered, the **Golf Course Superintendent Association of America's 53 International Turfgrass Conference and Show** in New Orleans (January 28-February 5) is set for a record turnout.

"Managing Change, with GCSAA at the helm," is the theme of the show. Along those lines, the educational program has been bolstered. Six preconference seminars are scheduled for Saturday and Sunday. Optional examinations with points towards certification renewal will be offered. A water symposium is scheduled for Monday and Tuesday afternoon, while the USGA Green Section's educational program will be held on Wednesday. GCSAA's educational program will wrap up with a full day of seminars on Thursday.

The 1982 GCSAA Golf Championships will be held January 28-29 at Walt Disney World in Orlando, FL. The men will compete on the Palm and Magnolia courses and the women will play on the Lake Buena Vista links. Jim McKay, ABC TV sports commentator, will deliver the keynote address to kick off the show.

Over 200 exhibiting companies have "sold-out" the Rivergate Convention Center. The 1982 show also marks the first use of a computerized registration and inquiry system. This system allows exhibitors to send additional information to attendees via their badge number. As an added service to its members, GCSAA has scheduled various New Orleans-style social events during show week.

Golf leaders agree to increased promotion

In an effort to stem the decrease in the number of players, courses, and rounds of golf, 142 industry leaders attended the **Forum Of Golf** at the Amfac Hotel and Resort, Dallas, TX. The consensus of the meeting, sponsored by the **National Golf Foundation**, was that golf needs increased marketing and promotion via a unified industry voice.

"Over the last 20 years the golf industry has taken the same market and cut it up—at each other expense," said **Deane Beman**, commissioner of the PGA Tour. "We need to expand our market." **Ray Volpe**, commissioner of the LPGA, said, "If anybody is going to help the game of golf, it is the people in this room. The NFL, NBA and NHL all have their own marketing departments to promote themselves. What golf needs is a single voice, a coordinating action point. I believe that the National Golf Foundation should be that voice."

The forum was attended by representatives from nearly every major golf organization and related manufacturing companies. NGF added the Club Managers Association, American Society of Golf Course Architects, Touring Professionals Association, Golf Course Superintendents Association of America, Professional Golfers Association and Ladies Professional Golfers Association to its board of governors.

breeder Victor Younger and field station technician Stanley Spaulding. Attendees came away from the event with many new concepts, sound practical information and progress of the Western Regional Cultivar Testing Program.

Faced with the possibility of reduced water availability within five years, the thrust of the University of California research effort has been on developing and evaluating turfgrasses with potential for greater water use efficiency than present day cultivars.

At the **Central California Turf Day** held in San Luis Obispo in Veterans Memorial Hall over 160 people took part in the educational program and equipment displays. The program was coordinated by **Dr. Tim Gaskin**, professor of turfgrass management at California Polytechnic State University, San Luis Obispo.

The featured speakers included Drs. George Schmitz and Kent Kurtz and turf student Raymond Layland, Cal Poly, Pomona; Wayne Morgan, Kellogg Supply Co., Los Angeles; Dr. Howard Ohr, University of California, Riverside; Dr. John Harris, Cal Poly, San Luis Obispo; and Robert Lilley, San Luis Obispo agricultural inspector. One of the highlights of the conference was the Mow Olympics. This consisted of a written test on principles of mowers and mowing equipment and an obstacle course set up on a large lawn area on the Cal Poly campus. The event was won by Michael Stallings, Grover City Recreation and Parks Department.

Florida

The **29th Florida Turf-Grass Association Conference and Show** held at the Sheraton Twin Towers in Orlando was a rousing success with over 900 people attending. The show also posted a record number of exhibitor booths with 130.

While no outdoor exhibits or demonstrations were held, attendees were enthusiastic about the revamped educational program. An extended session on water management was held the first day while the second day of the show gave way to nine 20-minute presentations in both the commercial turf and home lawn areas. The audience, largely consisting of golf course superintendents and students, was very attentive, eager to hear what kernels of information the speakers had to impart. Sessions on topdressing, irrigation, golf care maintenance and golf course design proved particularly enlightening.

The 1982 show is set for October 3-6 and will return to Tampa.

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