

Changing public images

■ Golf course superintendents have a bit of a recognition problem, says Gary Mazzeo of the Grantwood Recreation Park in Solon, Ohio. "Superintendents are recognized as greenskeepers or not at all," he comments. "It's a struggle for recognition."

While entertaining, Bill Murray's portrayal of Carl Spagler in the movie "Caddyshack" did little to improve the reputation of most superintendents.

Improving the perception at the high school level is a start, Mazzeo says. He suggests superintendents speak at local career days. Also, he believes supers should offer their expertise to area high schools to improve athletic field conditions. "Superintendents can help cut down injuries and get recognition in the community," he explains.

Mazzeo also stresses the importance of public course supers participating in local superintendents' associations. He feels that public courses are not as well represented at these associations.

AMA reports on pesticides

■ Although studies show many chemicals used in pesticides can cause genetic damage or cancer in animals, only two have been proven to cause cancer in humans, says a recent report in the *Journal of the American Medical Association*.

Except for arsenic and vinyl chloride, there is a great uncertainty about the human cancer-causing potential of hundreds of other pesticidal agents, says the report. Animal and in vitro tests are not reliably predictive of human carcinogenicity, and epidemiological studies often fall short of establishing definite links between chemical exposure and cancer in humans, it says.

The report also notes: "The decision whether to regulate a suspected carcinogen is not uniformly applied by all federal agencies concerned, (but) agencies have been fairly consistent in regulating a substance when it is expected to cause an increase of more than four cases of cancer per 1,000 persons; no regulation is likely if the expected increase is less than one in a million."

Of days to come

■ Jerry Stumbras of Lawn-Boy believes that the commercial segment of the outdoor power equipment industry will grow, despite this summer's drought conditions. Stumbras said at the Outdoor Power Equipment Institute's annual board meeting that he expects more consolidations among mower companies and more foreign competition.

John Munn of Wheel Horse, commented at the OPEI meeting that there would be significant component increases being passed on to equipment manufacturers this year. Equipment costs could go up five to 10 percent, perhaps higher.

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tipedegrass and St. Augustinegrass

- Programming problems in automatic lawn irrigation
- The basics of success
- Recruiting employees for long-term retention
- Why and when to use incentive plans
- Low-cost versus specialty fertilizers
- Developing a marketing plan
- Turf establishment and renovation

Conference fees are \$60 per person per day; attendees may save \$30 by registering for all three days. Complimentary exhibits admission is extended to all conference participants. For more information on either attending or exhibiting at the Landscape Expo, call Becky Lerew or Mary Sue Christoffers at (800) 243-2815. In Connecticut, call (203) 853-0400.

GOLF

Privately-owned public courses slate 7th show

The Golf Course Association, an association for privately-owned public golf courses, will hold its seventh annual conference in Naples, Fla.

The conference will be held at the Registry Resort Hotel Jan. 10-14, 1989. Its theme will be "Put Your Pieces Together," concentrating on customers, employees, family and self.

Highlights include a moonlight cruise dinner in the Gulf of Mexico, a seminar on employee relations conducted by Bill Stevens, roundtable discussions and the Award of Merit Banquet.

For more information, call the GCA at (612) 854-8482 or write to 8030 Cedar Ave., Suite 228, Minneapolis, MN 55425.

CONFERENCES

Short Course slated for early next year

The University of California has scheduled its annual "Short Course in Horticulture" for Jan. 24 to Feb. 23, 1989. The 1989 Short Course offers research-based information on practical aspects of horticulture production, landscape management and problem diagnosis. It is co-sponsored by the California Association of Nurserymen and the Southern California Gardener's Federation.

Sessions will be held in Los Angeles, Orange and San Bernardino counties. However, no cross-overs are allowed and each registrant must choose only one location. Cost is \$25.