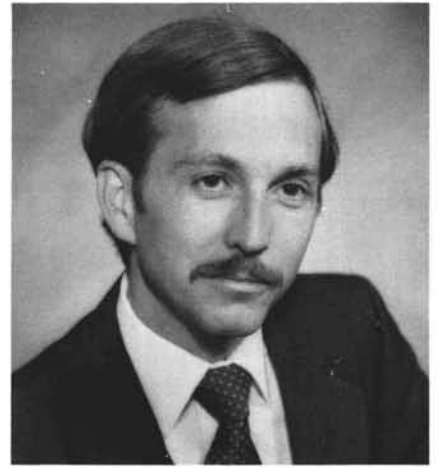


GCSAA Selects Director of Education



James G. Prusa

It was with elation and optimism for the future that GCSAA recently concluded a nationwide search for a new Director of Education and announced the appointment of James G. Prusa.

The quest had lasted several months and aroused the interest of many within the national golf community, as well as that of a good number of candidates with excellent credentials in varied fields. While recognizing the specialized talent each applicant would bring to the Association's thrust for an expanded educational program, it was felt that the new Director of Education would have to have diversified talents and experience to fulfill the demands of this position.

With the energy of a 33-year-old added to about 14 years of experience on the golf course, Jim Prusa was found not only to best qualify for this critical assignment, but to qualify handsomely.

An excellent student with a liberal arts college degree, Prusa's background covers turf management, marketing and organizational management, teaching computer/data base/office technology and an impressive array of honors in and service related to the turfgrass field. His career as a student has been marked with scholarships and honors, excellent grades and indefatigable energy.

Besides his liberal arts degree he has a Bachelor of Science in horticulture with an emphasis on golf turf management—and, of course, he graduated with honors.

The groundwork for an affinity for the golf course had been laid early. At nine, Prusa was introduced to the

golf course by this father, who built the Aquamarine Country Club, Avon Lake, Ohio, where he has been superintendent for more than a score of years.

A WWII POW, the senior Prusa was one of those liberated by Patton from Stalag 17. It was quite natural that this tough army product should make his son start his turfgrass career by having him pull weeds from the greens on golf courses at 25 cents an hour.

Young Jim Prusa realized early enough that there was more to success in the turfgrass management business than developing rapport with things that grew on a golf course. He has, through the years, striven to broaden his base of learning, held high office in various turfgrass bodies, engaged in public speaking to share his knowledge and fought for the betterment of the turfgrass industry.

Prusa's academic strivings are far from ended. He is currently working on a Master's degree in business administration while pursuing his interests in golf, snow skiing, backpacking, writing, public speaking, photography and law.

He holds the Air Medal for service to the country in Vietnam (with 18 months of flying duty to his credit), has put in active duty with the U.S. Navy, and has even served a year with the California National Guard.

Prusa is into electronics, the latest communication sources and public relations. In short, he fits a need felt especially in a decade of change and challenges.

Who will benefit from these talents? The man for whom the Direc-

tor of Education exists: the golf course superintendent, ever-striving to do better, both for himself and his club.

How does the leadership of this association feel about its new Director of Education?

"We are all very proud that a GCSAA member would have the credentials to qualify for this very demanding assignment against a field of the best candidates from across the country," says Mike Bauer, president of GCSAA. "We were not looking for a superintendent, but are very pleased to have found one."

As for Jim McLoughlin, who has been most involved in the search, the feeling is one of great expectations.

"Early in the search effort, it became apparent that the job that had to be done in the educational area required direct and recent superintendent's experience, coupled with an ability to redirect, package and promote a revitalized GCSAA program. One of the things that is very evident with Jim is that he always has had a vision of what should be and how to get there. The man has taken the initiative at every opportunity in his life and career to reach for what should be. We need this kind of person and professional aggressiveness to get our job done." ■

Jim Prusa will officially begin as Director of Education, GCSAA Jan. 1, 1982. For the past four years, Prusa has served as superintendent of Pasatiempo Golf Club, an Alistair Mackenzie-designed layout in Santa Cruz, Calif. Pasatiempo is listed among the top 50 courses in the United States.