

# EDUCATION ATLANTA

... for seekers of growth

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Something for everyone!  
That's the unofficial theme of this year's education program. With a doubling in the number of seminars being offered, the development of concurrent educational sessions, and no fewer than 80 speakers, GCSAA's Atlanta Conference will be filling the needs of its diverse membership in grand style.

For starters, those attending the Conference will choose from 12 seminars. Six of the subjects are being offered for the first time. In addition to repeats of seminars offered in the past covering Management, Pest Control, Nutrition and Irrigation, attendees will choose from the following new subjects:

*Management X* — Union relations and NLRB Regulations. This two-day course will prepare management to deal with unionization. Instructors will present the management approach to making unions unnecessary, how the NLRB can work for or against you, how to maintain non-union status and the process of decertification. Whether you work with a union or not, the seminar will provide an opportunity to analyze current management practices.

*Golf Management IV* — Computers in Golf Course Management. Computers are becoming more visible every day and inevitably will become commonplace in golf course operations. This seminar will ensure that those who are not yet familiar with the technology are not caught flat-footed (see Oct. 1982 issue of GOLF COURSE MANAGEMENT). This course is designed as an introduction to computers and requires no prior experience to participate. *Golf Management IV* is the perfect starting point for those who are ready to make a "quantum leap" into the world of computers.

*Golf III* — Intermediate Level Rules of Golf. Presented by Thomas Meeks, USGA's Director of Rules and Competition. *Golf III* will make use of slides to present the rules of golf to individuals desiring an expanded knowledge of the game. In addition, *Golf III* will prepare individuals for an ad-

vanced seminar on rules, which is jointly offered by the USGA and the PGA.

*Golf Management III* — Golf Car Fleet Management. This course will provide an overview of all aspects of golf car management. Topics to be covered include purchasing, maintenance, leasing, storage building design and considerations on gas versus electric cars.

*Business III* — Retirement Planning and Personal Finance. Surveys indicate a great need within our membership in the area of personal financial planning. Regardless of an individual's financial situation, this course will provide valuable information on planning for retirement. *Business III* will take an in-depth look at the current and future status of Social Security and the impact this program has on financial planning.

*Golf IV* — The Golf Course Rating System. Presented by Dean Knuth, USGA's Director of Handicapping, this course will focus on all factors that influence course rating, including maintenance. In addition to superintendents, *Golf IV* should be of interest to architects, golf professionals, and club officials.

Those planning a trip to Atlanta should note that six of the 12 seminars will be offered on Saturday and Sunday, with the remaining seminars offered in early morning sessions throughout Conference week. All of the seminars offered Monday through Thursday will conclude with a session on Friday from 9 a.m. to 2:30 p.m. The one exception is *Golf IV*, which is a one-day offering on Friday only. This new seminar scheduling has been imple-

*Continued*

mented to make more courses available during Conference week. In addition to allowing more individuals an opportunity to participate in seminars, it will allow interested parties to take more than one seminar.

**EDUCATION PROGRAM**

Beginning on Monday afternoon, GCSAA's education program will offer concurrent sessions on 80 different subjects. Attendees will be able to choose from 48 hours of lectures in a three-day period.

The Monday afternoon program will include the Thinking Superintendent, Research Update and Golf Course Design and Construction sessions. In the Thinking Superintendent session, 14 prominent superintendents will address different topics, and provide practical tips on how to better accomplish tasks.

sessions on lawn care and personal and professional improvement.

The lawn care session is designed to educate members who have responsibilities in this area, or those who are not golf course superintendents. During this session, former GCSAA Education Director, Dr. William Knoop, will report on a grass clipping recycling project. Also in this session will be presentations on weed control, legislation and regulation, lawngrass breeding, industry profiles and a concluding presentation by PLCAA president J. Martin Erbaugh.

The newest direction of GCSAA's education effort is handling the personal needs of members. In the Personal and Professional Improvement session nationally respected firms such as E.F. Hutton, Marsh McLennon and H & R Block will be making presentations in the areas of estate planning, insurance and taxes. Concluding the session will be Nieman Marcus' presentation on dressing for business and style.

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The four-hour Research Update session will include presentations by authorities such as Drs. Beard, Burton, Funk, Niemczyk, Couch, Daniel and Vargas. These leaders, along with seven other top researchers, will discuss their latest discoveries and the direction today's research is moving to answer the challenge faced by turf managers.

The Golf Course Design session will offer presentations by architects, builders and superintendents on such subjects as pumping systems, naturalizing your golf course and modified greens problems.

Both the Thinking Superintendent and Research Update sessions will be offered later in the week for those who have a conflict.

On Tuesday afternoon, those who missed Monday's Research Update program will be able to catch a repeat performance, as well as an all-new Thinking Superintendent session. The Thinking Superintendent program will include quick, to-the-point presentations revealing the how-to's of many of the daily responsibilities of superintendents. Also on Tuesday, the Golf Management session will address topics such as interviewing job candidates, unionization and how to make golf more economical.

Wednesday brings an end to the GCSAA Educational Program with concurrent sessions offered both morning and afternoon. Wednesday morning will provide two repeat sessions from earlier in the week, along with new

The concluding program on Wednesday afternoon will include a repeat of Tuesday's Thinking Superintendent, another session on Personal and Professional Improvement and a Golf Industry Profile.

This Personal and Professional Improvement session will include a presentation on stress and fitness and a mini-seminar on developing communications skills by James Arch. The Golf Industry Profile will give individuals the opportunity to hear from the education directors of the PGA, CMAA and GCSAA. In addition, there will be a presentation updating research sponsored by GCSAA.

In a recent interview James G. Prusa, CGCS, GCSAA's Director of Education, said "In designing our education program for Atlanta, we have tried to address the needs of a very diverse group of people. We have put together a program of important subjects addressed by the most dynamic people in the field. I feel confident that we have created a program for Atlanta that will give everyone who attends an opportunity to experience significant growth."

The GCSAA education program for Atlanta has been structured to allow for those seeking growth to be stimulated. Now all you have to do is get there. ■