

Prusa Promoted

John M. Schilling, Executive Director of the Golf Course Superintendents Association of America, recently announced the promotion and appointment of James G. Prusa, CGCS, to the position of Associate Executive Director of the Association.

In announcing the appointment Schilling explained, "The Executive Committee approved, at my request, Mr. Prusa's promotion at their fall meeting. He is now charged with his new responsibilities and, in addition, will retain those of Director of Education.

"Jim is a team player who places tremendous demands on himself and those around him. He and I have worked well as part of a team and we'll continue to do so as we perform the executive management functions of the Association. He'll now play an increased role in the management of our staff and will fill a long-standing need in the Association for a definite second executive in command. His responsibilities will include direct participation in the financial management of the Association as well as all operational decisions."

Until his recent promotion, Prusa has been employed as the Director of Education for the GCSAA. Two years ago, after a six-month, nationwide search, Prusa was



James G. Prusa

approached by the Association and asked to consider the education job.

"When GCSAA asked me to consider the Director of Education position a few years ago, having not applied for the job, it took me by surprise," Prusa suggests. "I was in love with the course I was managing, Pasatiempo, and very much enjoyed my job and location. I had worked hard to become a professional golf course superintendent and it remains my profession. It was a sense of duty to the profession, the game and the substantial challenges of the position that swayed Karen and I in my decision to accept the offer.

"As a profession, we have tremendously unsatisfied needs in the areas of self-

promotion and quality assurance and an insatiable hunger for information to help us in the field. Like any human institution, the Association will only produce in proportion to the amount of demand placed upon it by its constituent membership. This is supported by some basic laws of economics. I am totally aware of a sense of urgency my member colleagues have for greater productivity and performance from their Association. They turn to us because the industry, the game and their employers have placed greater management demands on them. For us to achieve success as an association, our members' needs must be met and they must ultimately hold their Association accountable to that end. This is my hope for our future, and my objective is to facilitate and accomplish it."

As a member of the GCSAA in the '70s, Prusa was one of its most outspoken — and often critical — participants. Prior to coming on board as an employee, he had immersed himself in the affairs and changing direction of the Association through serving on both the Governmental Relations and Education Committees. His activism had involved him in many state and local public hearings defending the turfgrass industry's use of the controversial herbicide 2,4-D and saw him contribute to the redirection of GCSAA's continuing education efforts. He has very strong convictions about improving professionalism and business expertise within the golf industry, yet welcomes — even insists upon — a diversity of views.

Prusa is a decorated Vietnam veteran who has four years of active military service to his credit. He holds a Liberal Arts degree and earned his Bachelor of Science degree in Horticulture from Cal Poly University at Pomona. His graduate work was in Organizational Management and Marketing at the University of Santa Clara Graduate School of Business.

Prusa was raised in the golf and turfgrass industry. His father is a long-standing member of GCSAA, and his brother is an executive for a consumer lawn care company. Prior to joining the GCSAA staff in 1981, Prusa held the golf course management position at Pasatiempo Golf Club in Santa Cruz, Calif.

President Robert W. Osterman, CGCS, said, "Jim has served as the architect of our future continuing education and professional certification planning. He admirably contributed to the overwhelming success of our 1983 Atlanta Conference and Show. His new position will place tremendously increased demands and challenges on him. However, Jim's diverse educational background, vision and management track record have tailor-fit him to our needs. We face great current needs in implementing plans and have great expectations for the future."

Prusa and his wife Karen, a network telemarketing consultant with AT&T, reside in Kansas City with their six-month old daughter Natasha Clare.

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